Sample Report - Market Analysis



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- **This is a representative sample report for an illustrative business case**
- **The content/look and feel of this report is customized to the client business problem, for e.g.:**
  - If some of the charts/graphs/tables are not generating insights for that particular business case it will be dropped from the report,
  - On the other hand some additional charts maybe incorporated which are depicting valuable insights
- **Most of the charts/graphs and data displayed in this sample report can be extracted from the tool's analysis and reporting interface**

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Customer inputs

- **These were the inputs shared by client for this analysis are:**
  - Business problem statement
  - Industry/Brands to be analyzed
  - Specific geo preference
  - List of Key functionality/ feature /theme that were specifically investigated

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Analysis Objective, and Key Business questions that were Evaluated

The overall analysis objective and scope are as follows:

- **The primary objective of this analysis is to learn what is being said about Brand A and its key competitors (for e.g., World Wide: Brand B and by region United States: Brand B, Japan: Brand C and Japan Brand D and Europe: Brand E and Brand F) market by the consumers.**
- **Also understand the negative buzz around Christmas holiday season when packages were not delivered as per schedule.**
- **Share business indicative results from this brand analysis**
- **Highlight key insights derived from this analysis**
- **Some of the deep dive questions that were looked at are as follows, when compared to the competition, is Brand A perceived to:**
  - be more / less reliable with their time-certain delivery promise?
  - be more / less responsive to customer issues?
  - provide better / worse real-time, accurate visibility to an in-route shipment?
  - be better / worse than Brand B when it came to getting packages delivered in time for the Christmas holiday?
  - be more / less "green"?

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Client A: Scope

Elements	Scope
Broad Brand Categories	Brand A, Brand B, Brand C, Brand D, Brand E and Brand F
Sources	▪ News, Blogs and Message Boards. ▪ Twitter (Micro Blogs), facebook sample only ▪ Videos and Reviews were excluded from WWW search
Languages	English
Geography	All
Time period	1-Dec-2013 to 31-Jan-2014
Hotwords	Customer Service, Reliability, Time concern, Price, Transit, Offers, Capacity, Green

The analysis is based on a sample data, the coverage from our data partner used in the analysis will include

- 1-2% Twitter/ Face Book sample
- Blogs (20+ million regularly with 100+ million in the database)
- Forum Sites (175,000+ sites containing over 5M individual forums)
- Review Sites (40,000+ review sites, plus more than 100 forums that are typically part of review sites)

The results produced in this analysis is business indicative in nature as it is based of a sample data…

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Executive Summary

Key Findings:

- Brand A/and its competitors has created ~398K, unique online media content over the past 2 months
- The most common "Hot Words" associated with Brand A were 'Reliability', 'Customer Care' and 'Tracking'.
- A major spike in negative buzz around the holiday season were noticed and 90% of the buzz concentrated around 3 days (25-27 Dec); and reliability and time delay were under question.
- Customers are understanding and sympathetic to weather or other uncontrollable issues but they are most certainly vocal about miscommunication and slack on the part of the company.
- Tracking has been a concern both from the point of lack of access to updated information as well as customer care agent not being able to provide the correct status of the shipments.
- Customers expect transparent and honest communication.

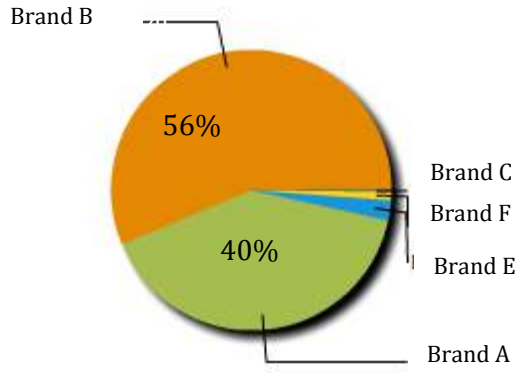
Possible outcomes:

- Plan for these outrages not only in terms of operations but also have an effective communication strategy in place…. Customers will prefer to know when they can get the delivery rather then an indefinite delay
- Focusing on the customer care agents trainings and enabling them to handle these crisis situations
- Online tracking system needs to be relooked and a more focused discussion can be initiated with customers to identify the current gaps and expectation mismatch
- Ensure that during these crisis situations essential shipments like Rx/drugs, official documents etc.. are not affected as these articles are critical to customers
- Initiative like using other non conventional technologies, drones/alternative fuels. Natural gas etc. need more highlight in the brand communications… though currently it is not a major decision factor but in future it will govern pricing/other strategies

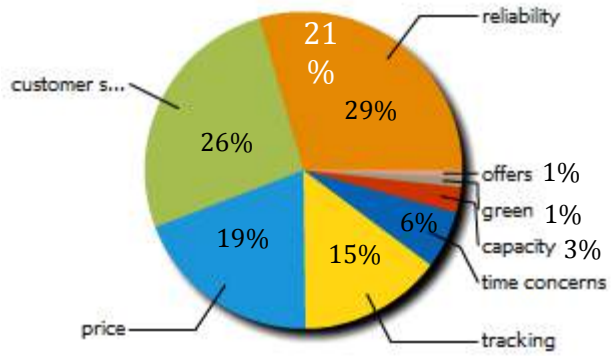
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Competitive Landscape – Volume of Buzz…..

Brand A and its Key Competitors



Hotwords



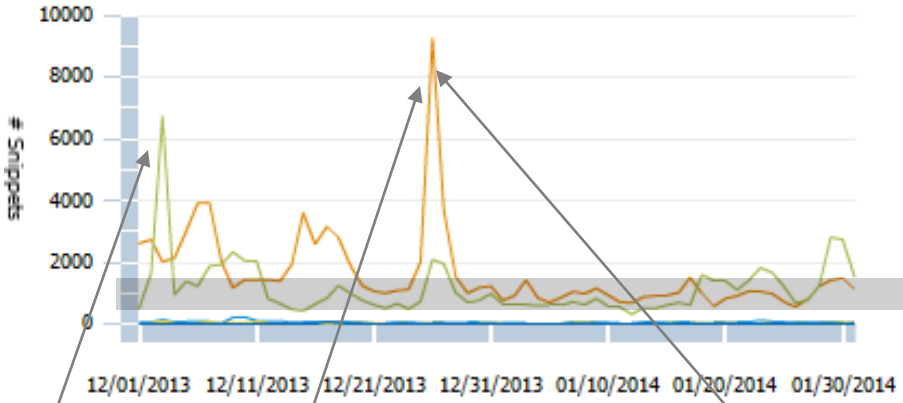
Buzz Profile

- **Time Period:** 1-Dec-2013 to 31-Jan-2014
- **Dataset Statistics:** ~398K documents were selected for analysis. They were further analyzed to generate ~285K high value snippets
- **Sources:** 54% of the content constitute boards. Blogs consist of another 25%, news about 19% and the rest of the 5% social media buzz is primarily created over reviews, micro blogs and videos
- **Competitor landscape:** Brand B has the maximum content (~56%) followed by Brand A (40%) the other brands account for (~4%) of which (50%) is Brand E Brand F
- **Topics:** Discussions around "Reliability & Customer Service" dominate most of the chatter in social media (55%) followed by conversations on "price" and "tracking" mechanism. A small amount of buzz is also around the "green" initiatives of the brands. Specifically in the context of Brand A "reliability" is most talked about (42%) and only (13%) of it is in negative context.

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Overall trend analysis

Overall Brands Trend- Brand A & Brand B



Brand A Buzz 3-10 Dec: peaked around Offers on "New One Rate Shipping" and largest Online Shopping day

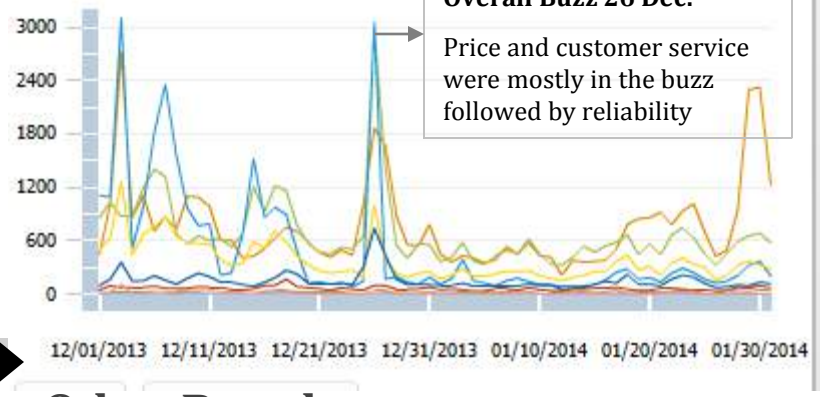
Customers sympathizes with the staff: Don't blame Brand B, Brand A delivery drivers for late gift shipments

We all gave up our Christmas Eve to get many last minute presents delivered. Please consider whose feet you're holding over the fire when you report Brand B didn't deliver your presents. There will be no CEO's getting yelled at and tons of drivers taking all the heat.

Brand B offers Brand D crisis and customer complains 26 Dec:

U.S Brand B rushing to deliver delayed Christmas orders after snowstorms, high volume of gifts Brand B drivers are back behind the wheel after the holiday, delivering gifts that were supposed to be under the tree on Christmas Day. Amazon is offering $20 gift cards to compensate for Brand A and Brand B delivery delays caused by an unprecedented amount of online Christmas shopping..

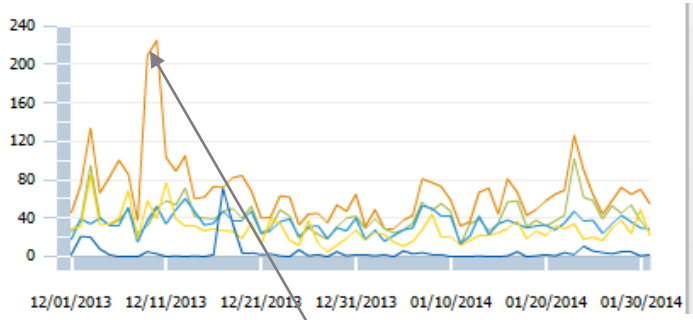
Hotword Trend



Overall Buzz 26 Dec:

Price and customer service were mostly in the buzz followed by reliability

Other Brands



Brand E Buzz 10-11 Dec:

Brand E investment in Europe for expansion, as well as testing of drones to reach inaccessible areas and urgent deliveries

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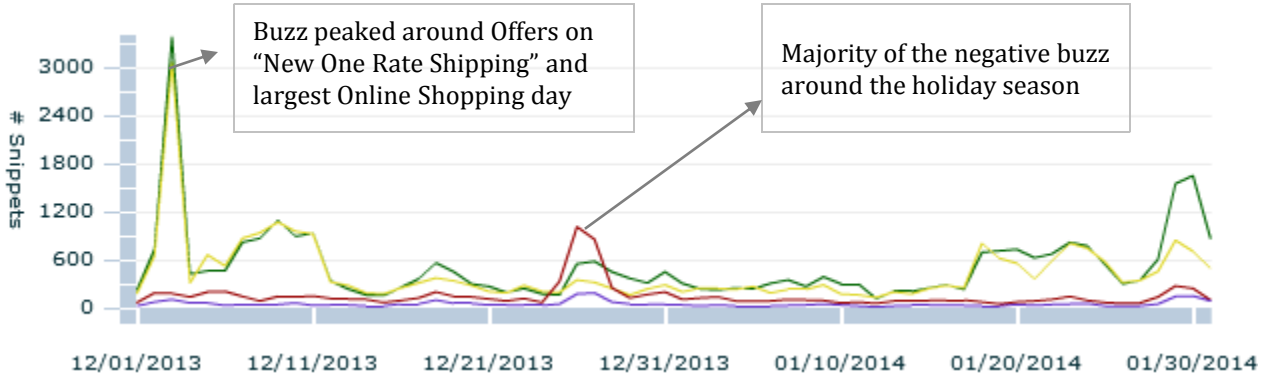
Buzz around Brand A….

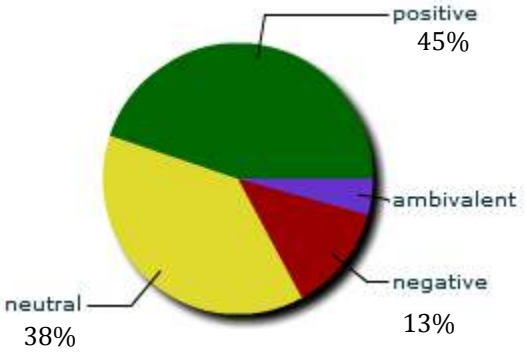
Positive Words



Negative Words



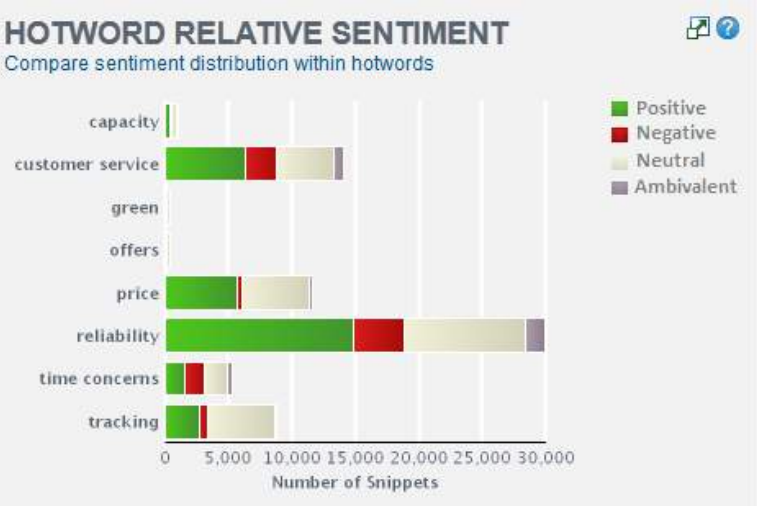


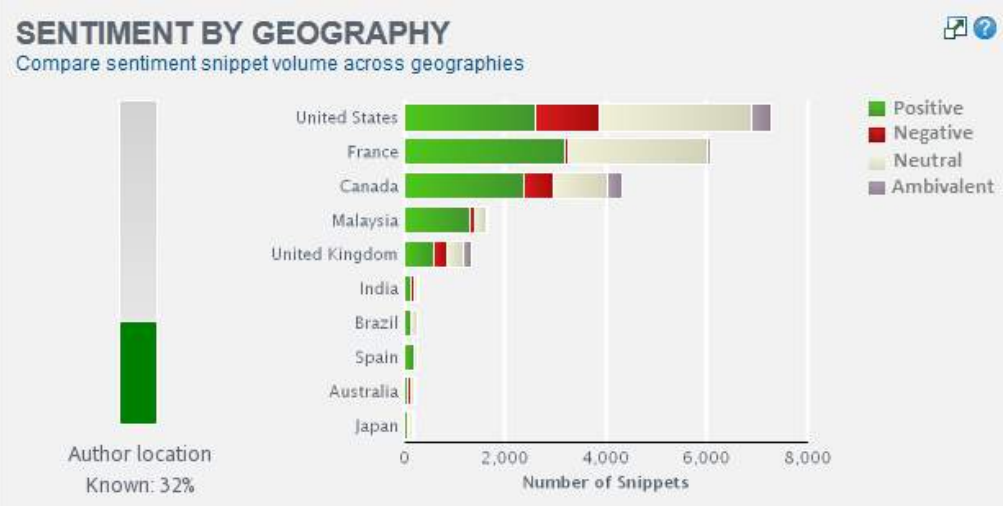


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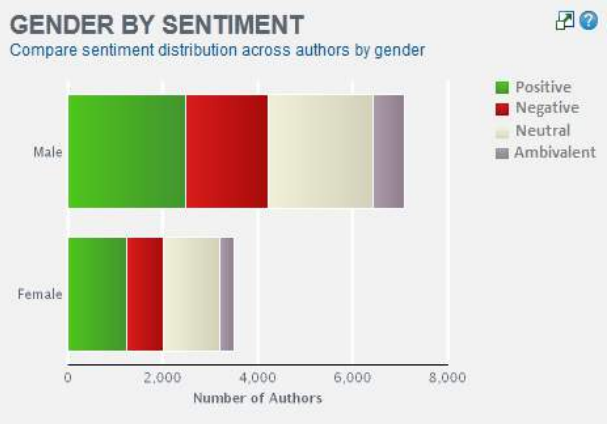
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Specific to Brand A… majority of negative buzz is around reliability and customer service

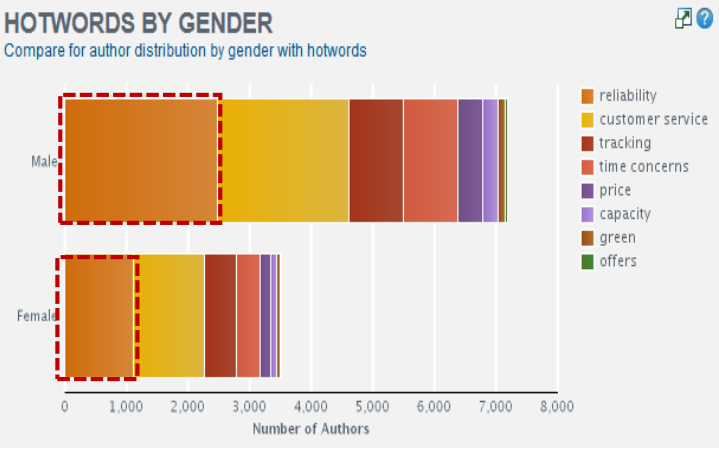




A significant amount of negative buzz originated from USA, Canada and UK, France mostly had positive to Neutral comments

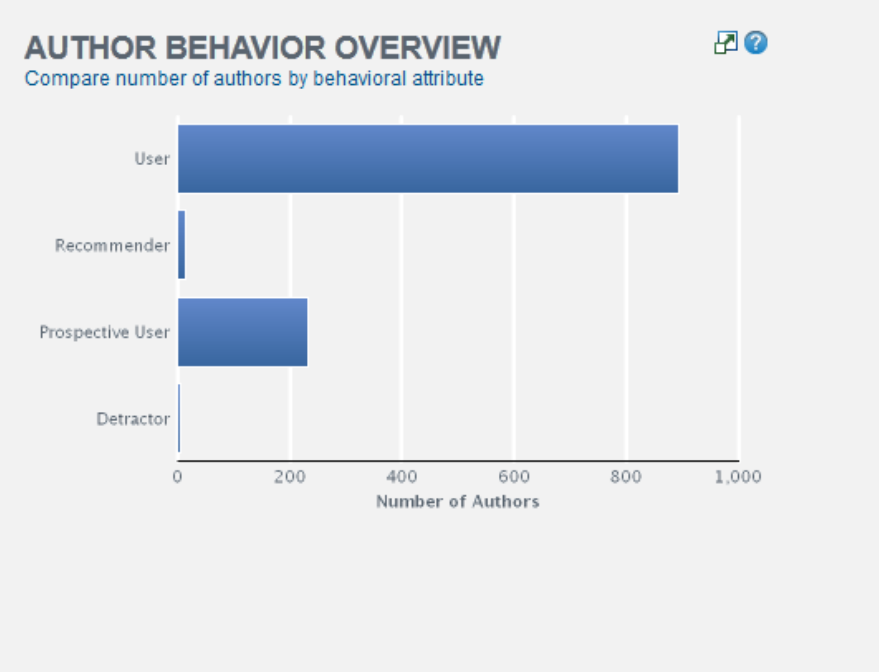


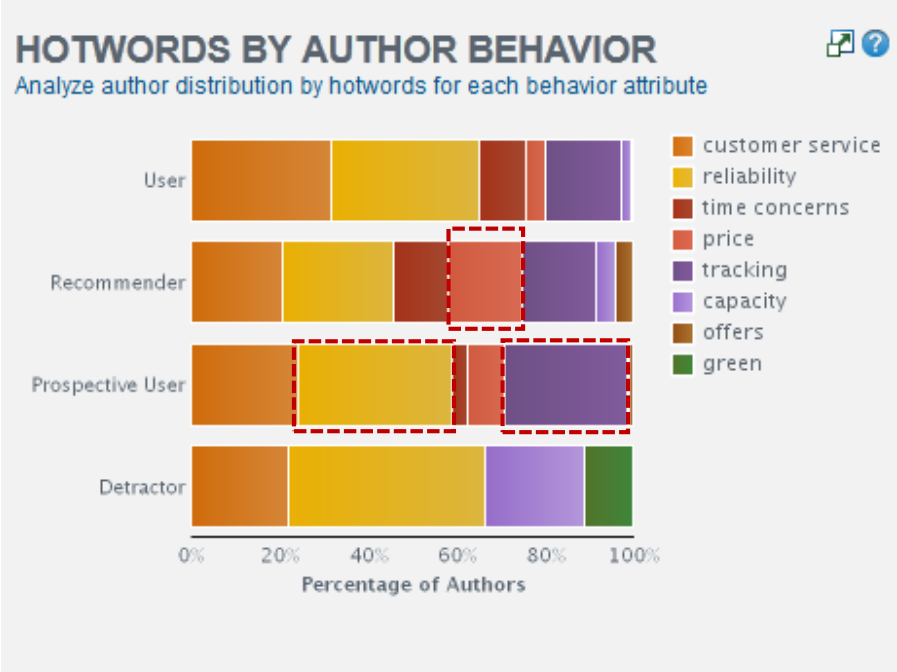
2:1 ratio of buzz generated by men vs women… Women mostly valued customer service, where as men had reliability as the major concern



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Brand A prospective users values reliability and tracking system… the recommenders' are more price sensitive





- Majority of the conversation ~80% are driven by the Users Community and about ~18% were from Prospective Users
- Users mostly focused conversations around Customer service and reliability
- Prospective Users put more importance to reliability and tracking system….

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Positive buzz around Brand A being cheaper than Brand B

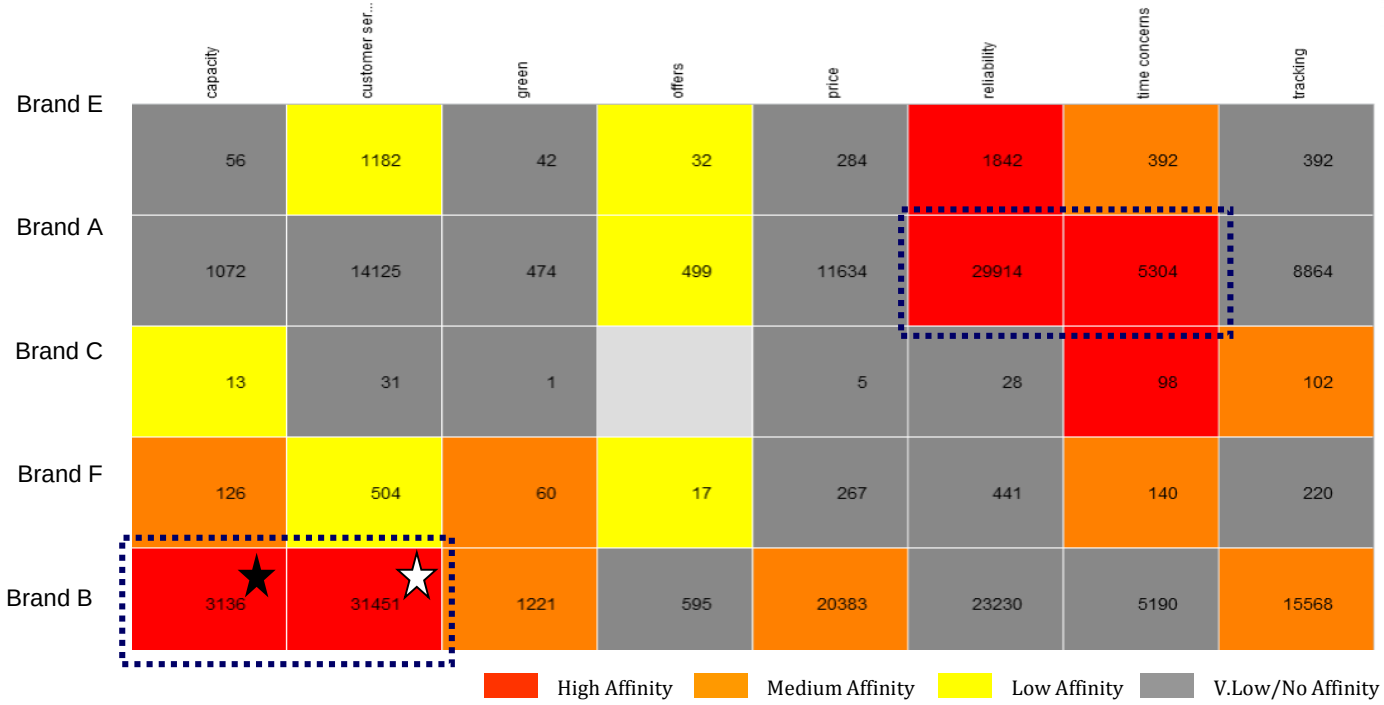
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On analyzing the competitive landscape comments about reliability, customer service, time concerns and capacity have high affinity



★ "This is not so much a weather issue as it is a volume issue,"

☆ If they were honest up front, I would have left on time & not wait around all day on a lie.

★ The volume of air packages in the Brand B system did exceed capacity as demand was much greater than our forecast," a Brand B spokeswoman said. Before all of my Teamster brothers and sister come down on me, let me say that I do not blame any of the drivers or people who process the packages, I am blaming the company for making promises they could not keep.

☆ I waited till around 3pm and then my escalations agent called to tell me Brand B attempted to deliver at 2pm but no one was home. I lost my mind.

☆ Brutal. The creme de la creme was, after already having waited 13 days for my package, I said to a Brand B agent "For a worldwide shipping company specializing in shipping packages, you are remarkably inefficient at shipping packages." Her response: "I don't understand what you mean." I think that says volumes about Brand B .. summed up in one sentence.

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A further deep dive into expression of sentiments reveal that customer sentiments around reliability and time have high negative



- It did not arrive so I queried h-i-e and they apologized for delayed delivery and said it would arrive Thursday 30th. It arrived on Friday 31st and the Brand A label said it was only sent on the 30th. I can't fault the item or the purchase price but they need to up their game on delivery.
- I'm in the LA area too. After 1 week of being stuck in their facility, Brand A admitted they lost the package. this is sounding very fishy.
- Mine shows that a shipping label has been printed and Brand A is supposed to deliver it next week. Yet, that is worthless since it has not been picked up.

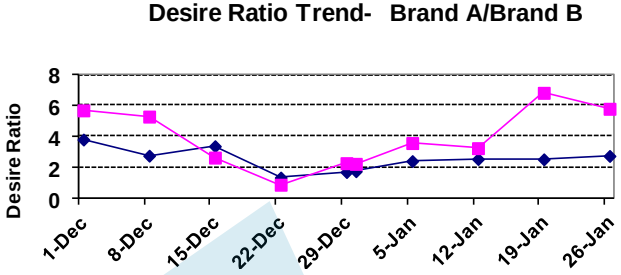
- They didn't leave Atlanta until today. It seems like Brand A sees bad weather coming and uses it as an excuse to delay shipments- 5 days without moving seems a bit extreme
- I'm in SF Bay Area, same state at least. Was due to arrive today, but Brand A status hasn't updated since Saturday. I assume my phone has been sitting in a pile, untouched, for the past 2 days..

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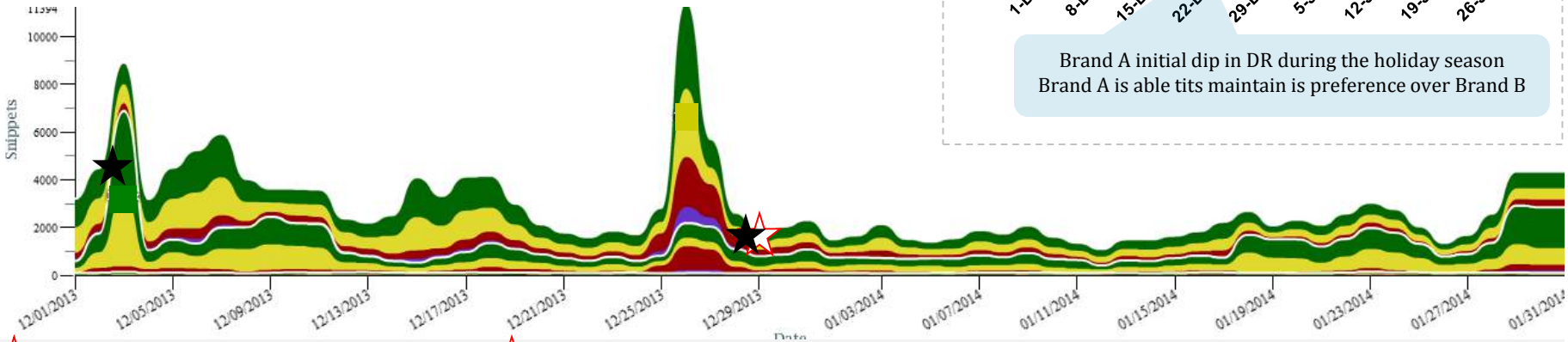
Though Brand B generated more buzz than Brand A the overall desire ratio for Brand A is higher than Brand B….

Brand	Count	Negative	Positive	Ambivalent	Desire Ratio
Brand B	100,774	17.3%	41.1%	6.9%	2.38
Brand A	71,886	12.9%	44.8%	4.3%	3.47

Though Brand A has generated relatively lesser Buzz it leads on Desire Ratio with 3.47 (Desire Ratio=positive sentiment/negative sentiment) compared to Brand B's 2.38



Brand A initial dip in DR during the holiday season
Brand A is able tits maintain is preference over Brand B



My company spends tens of thousand of dollars with Brand B each year on inbound and outbound small package shipments, but Brand B can't seem to keep it's promise regarding overnight delivery. Perhaps we should stop keeping our promise about paying our Brand B bills on time. What makes this extra frustrating is that it has been impossible to reach a customer service agent at Brand B--I kept get a recording that said "due to high volume we cannot take your call at this time." In other words we didn't plan very well and have a bunch of people off today, so you, our customers, will have to suffer. Take off your mule blinders and come down off your cloud.

It might be just a scanning mistake but it was no delivery attempt so I don't know what gives. The last time Brand B transferred a package, Brand B said it was delivered when it wasn't. It arrived a WEEK later.

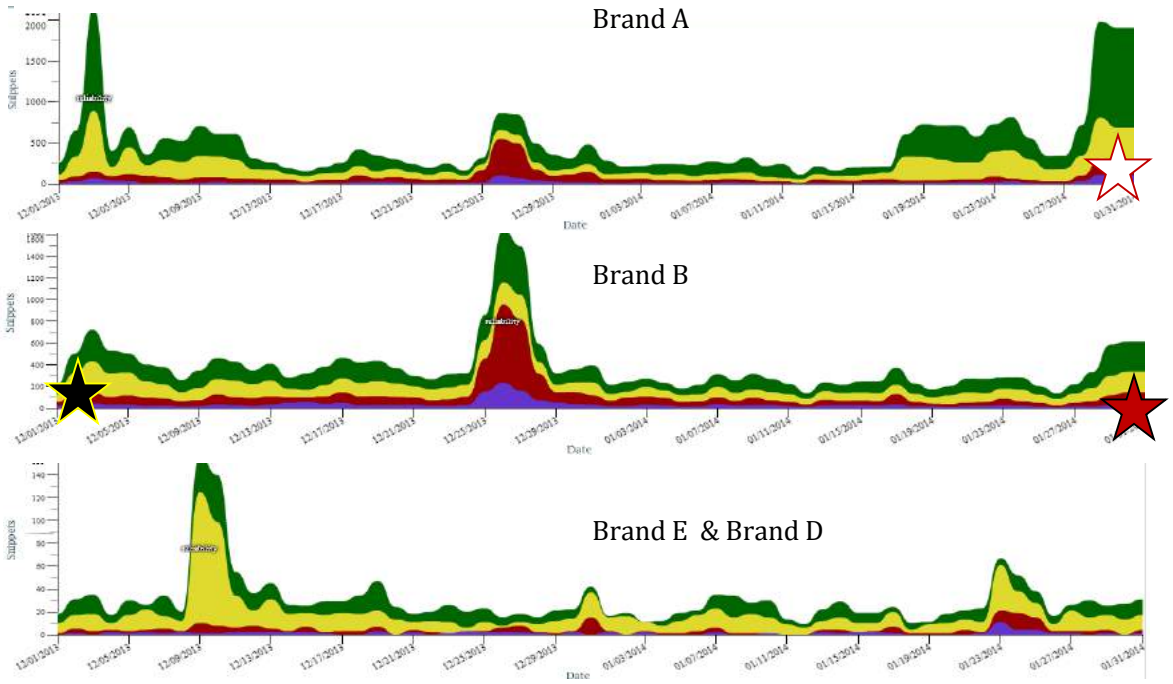
The majority of my Brand B experiences have been negative. Multiple lost packages, misdelivered packages, personally witnessing a Brand B driver park his truck on the side of the road and toss a box (from inside his truck) 20 feet into my yard and then drive away, etc. Happy New Year and safe shipping everyone.

I couldn't resist, I commenting to the Brand B woman that Brand A had managed to deliver on time, I didn't even mention ... 'Early'.

Very happy with the price. Pickup was a breeze with Brand A! I am a satisfied customer!

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Tracking commentary overtime on reliability depicts that it was under question when both the agencies failed to meet the customer expectations



I'll write this even though I did not buy it from Amazon. I tried, but Brand A delivered in to the wrong address once, and the 2nd time they threw in a snowbank an eighth of a mile from my house, allegedly, from where it was stolen, apparently

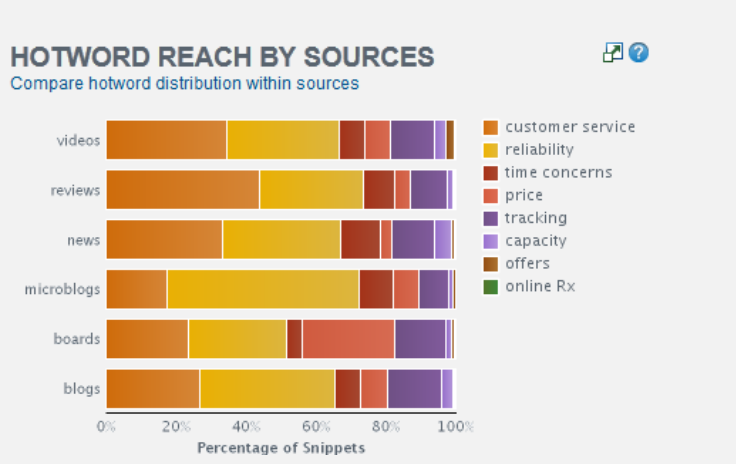
Depends...Two times I had somewhat expensive products from Brand B - magically "miss a delivery"..... Since Brand B sucks (Yup, waaaay more than Brand B), I drove 50 minutes to their distribution center - and they had no problem giving it to me provided I had verification I am the one it was being sent to. Brand B normally deliver to my house 12-5..Unless they randomly decide they don't feel like it that day. Both times I showed up at their center around 7. I had to pick up a package from Brand B once, the reasoning behind it was that I was antsy - not that they had "missed the delivery".

I don't even trust the Brand B guy to deliver my stuff. Why should I trust a robot?

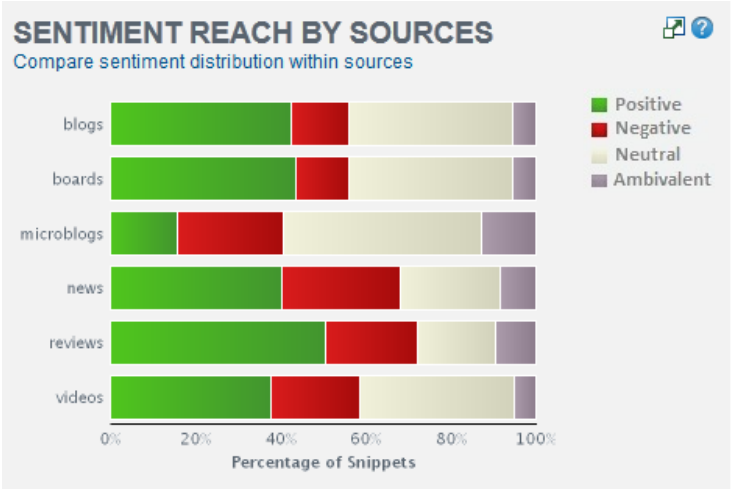
I've had stuff show up months later after being declared lost. I've never experienced this with Brand B. It happens with Brand A from time to time, but usually when they contract with the Brand D al service for the final leg of the delivery.

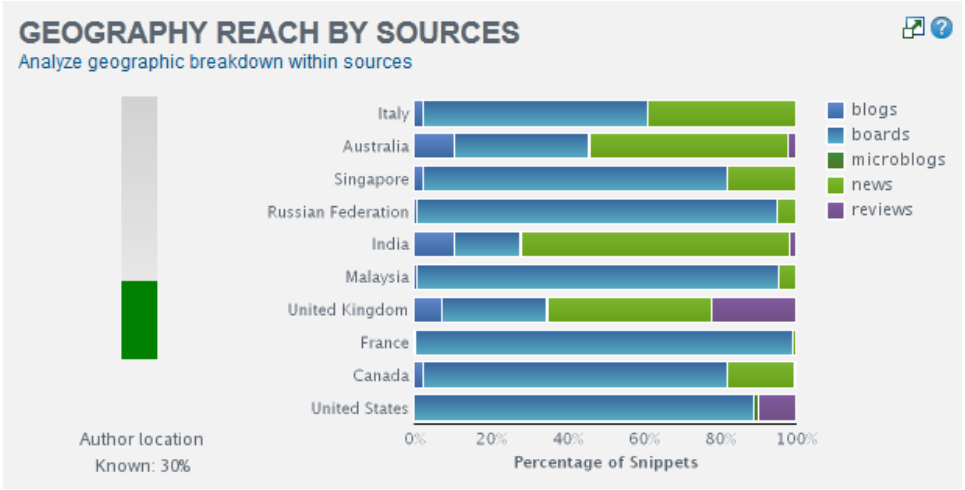
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Hotwords, sentiment and geography reach by sources indicates a pattern/preference in the nature of conversations across the sources



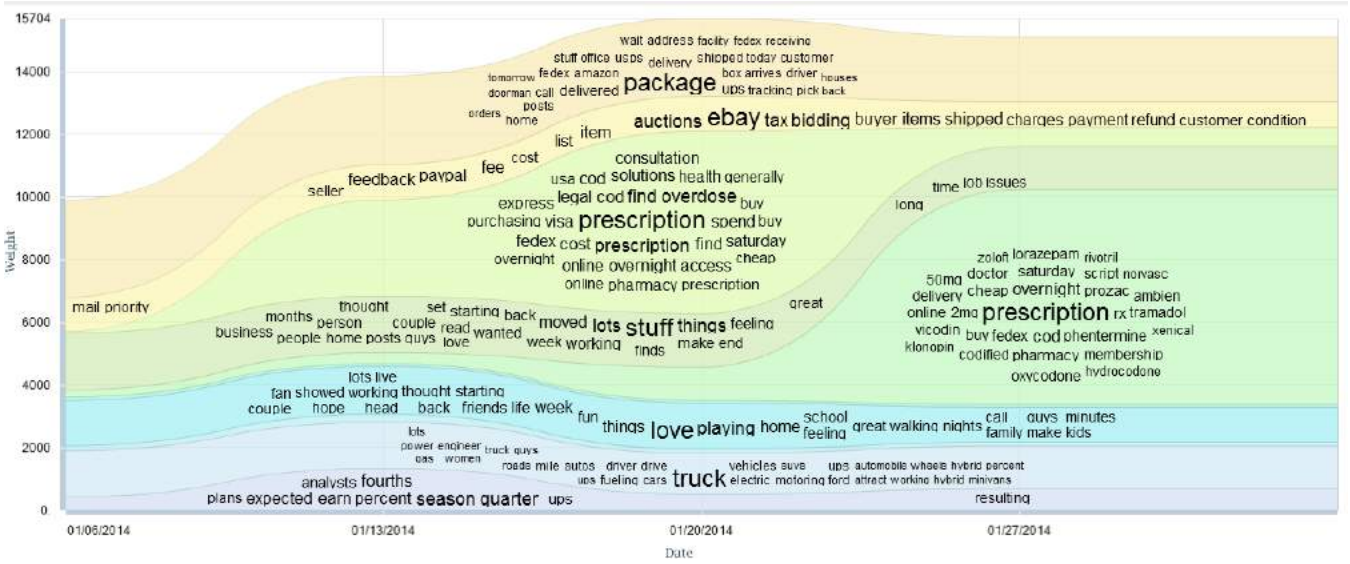
- Majority of the conversation on the micro blogs are around reliability
- Boards have more focus around prices as well as tracking efficiencies
- News, reviews & micro blogs drive most of the negative buzz
- *Most of the buzz generated from US, Canada, Singapore and France are through boards, whereas Australia, UK, Italy & India it is driven by news as customers are not as vocal to share online feedbacks

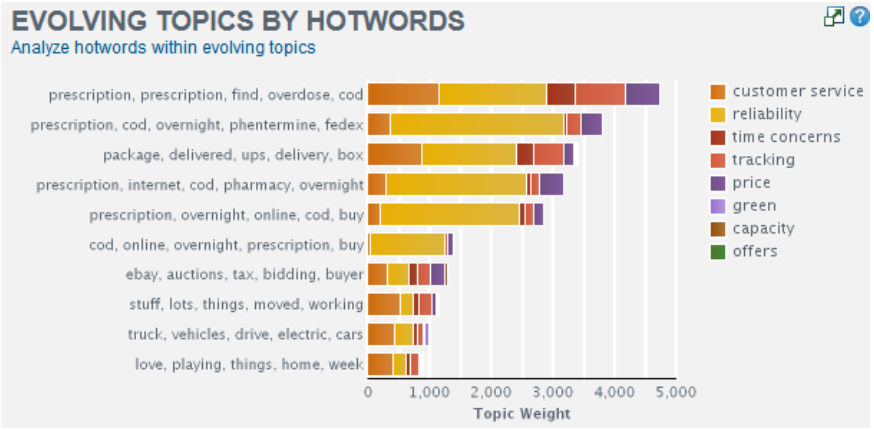




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Reliability is what the customers are looking for specially in the context of delivering critical packages like prescriptions as well as ensuring overnight delivery promises…



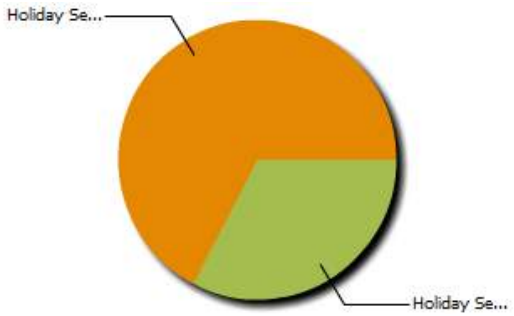


Topics that evolve in social media… conversations are related to online shopping through sites like eBay, Amazon, etc… as going ahead they would become the preferred mode of shopping..

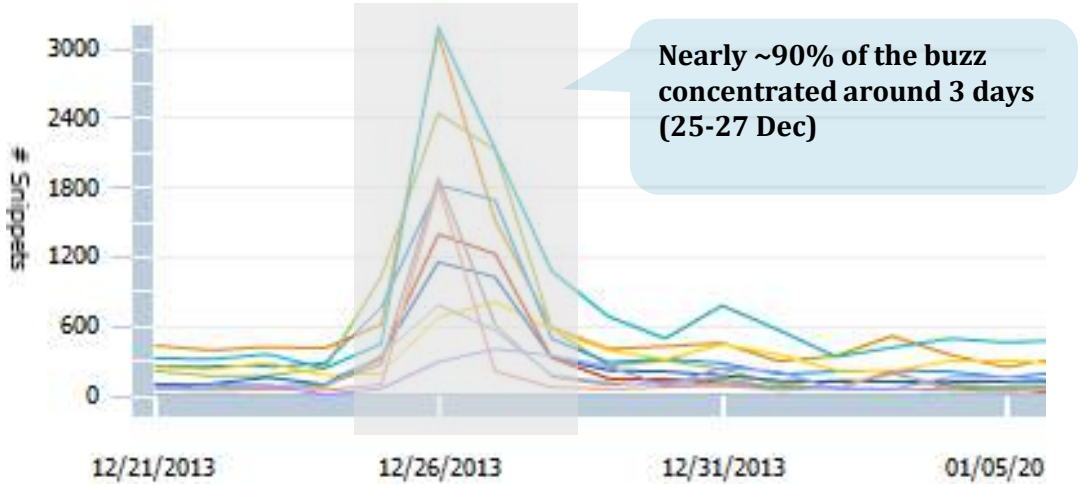
Some amount of buzz is also being generated around fuel efficiency of the trucks… consumers are gradually looking at green options… though not a major decision point in the current scenario

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A deep dive into the holiday season reveals Top 2 concern areas - Delivery and Tracking efficiency

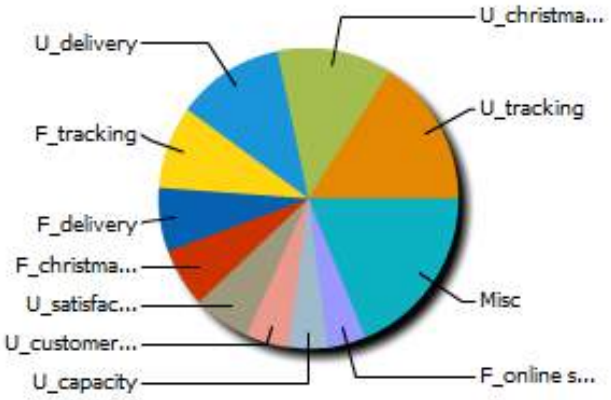


67% of the holiday season buzz (21 Dec-6 Jan) was generated on Brand B and the remaining was for Brand A

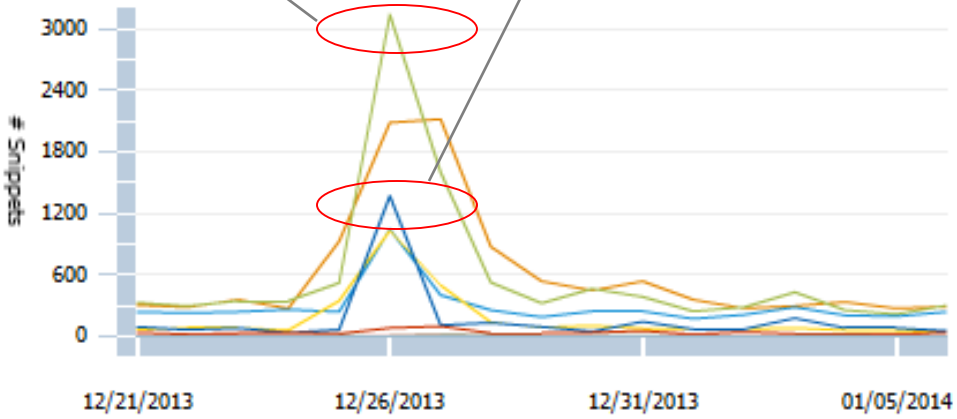


Nearly ~90% of the buzz concentrated around 3 days (25-27 Dec)

A competitive analysis reveal that both for Brand A and Brand B customers the Top 2 Concern areas are Tracking efficiency and Delivery timeliness

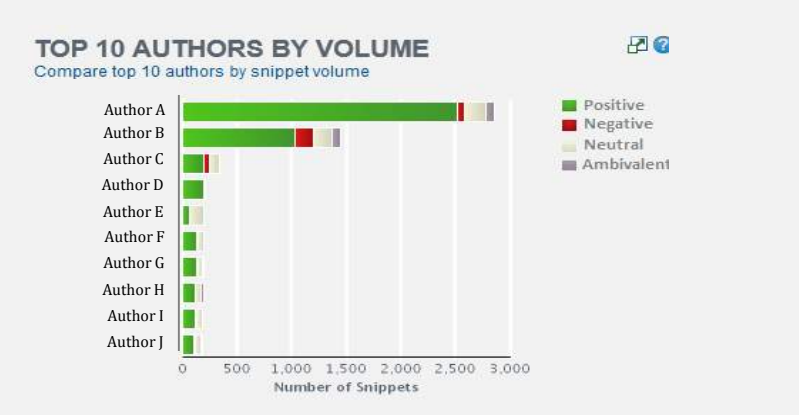


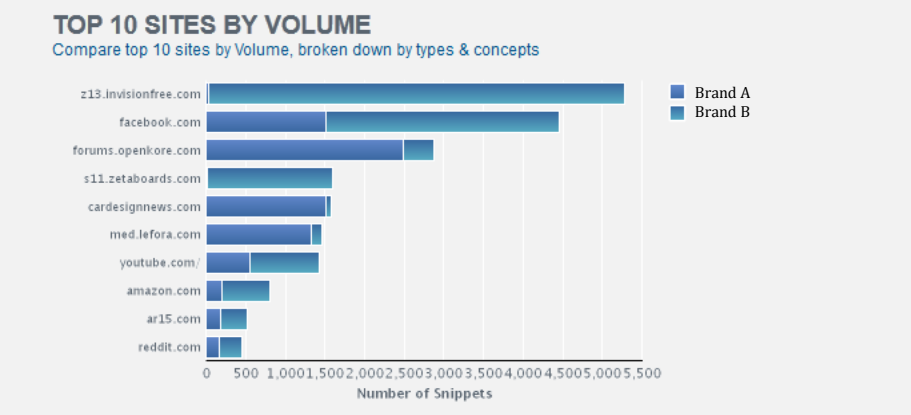
Further deep dive highlights pointed conversations around customer care and pricing

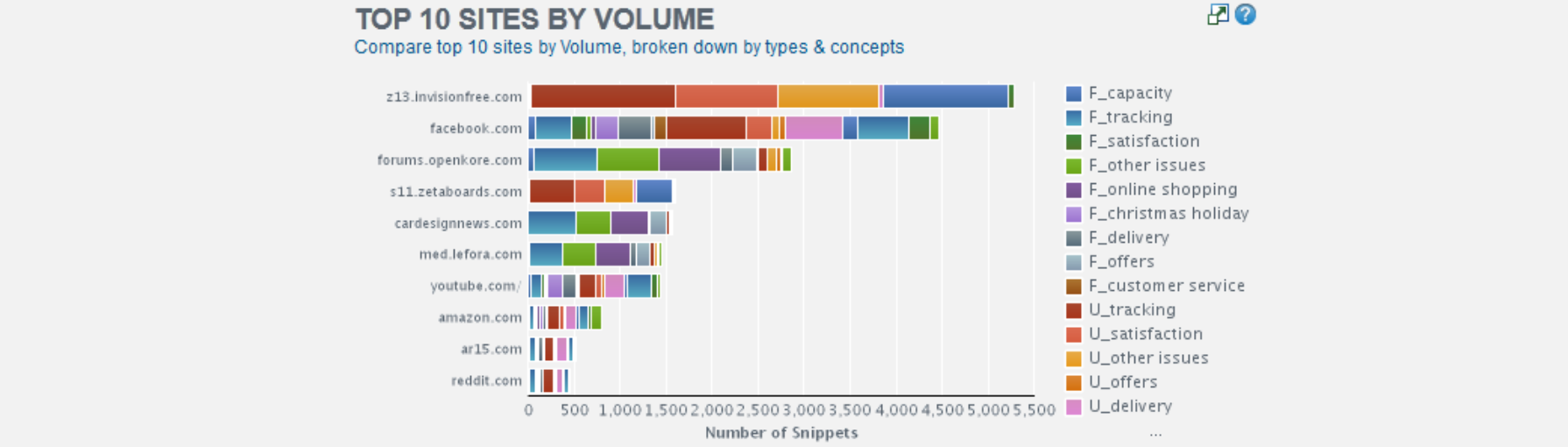


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The top influencers and sites: Most of the discussion here follows the earlier trend however some sites like invisionfree and forums.openkore have more conversations either on Brand B or Brand A



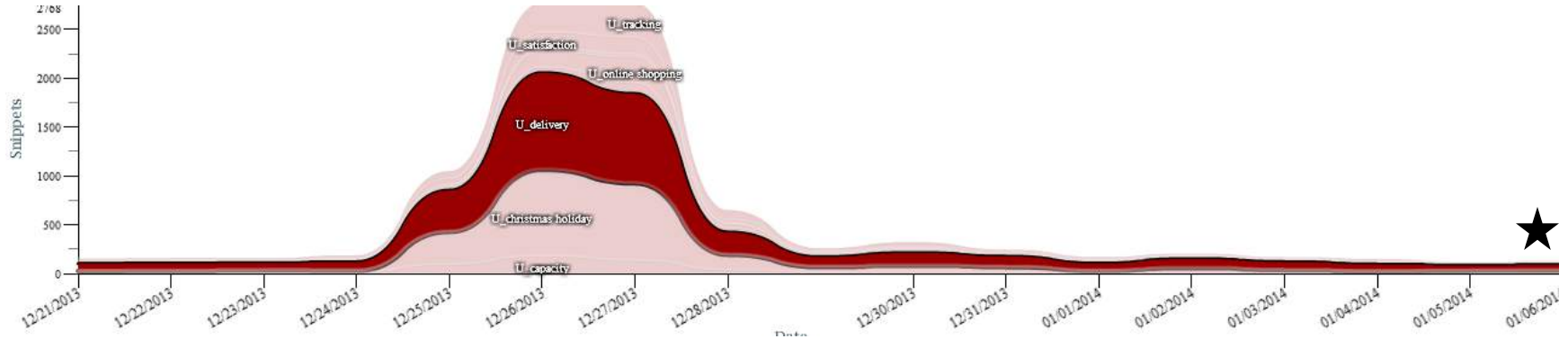




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Additional Insights Derived: Shipments were late by a week for some places… resulted in customer expectation mismatch and lack of customer care support



6 Jan- Well who's fault is it the staff is so thin that they can't staff a flight to get these stranded customers back? Brand B has a responsibility to get packages transported and did you catch the uproar with Brand B and Amazon over poor service when christmas deliveries were a day or two late. This isn't a day or two late it's a week in the case of Barbados.

6 Jan- I had selected the Brand B 3 day air shipping but was disappointed when it took 5 days to arrive. I realize the New Year Holiday could delay the shipping one day but not two. I expected customer service to take steps to either not charge me 3 days knowing it wouldn't make it in three because of the holiday or to upgrade my shipping to avoid the holiday.

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Additional Insights Derived: Identify customers who are immune to the logistics brand and convert them to loyal customers as well retaining the existing loyalist

- YY adds that the only thing he worries about is the weather, but so far conditions are looking good. Indians assistant equipment manager XX says they pretty much have packing down to an art, but sometimes an item or two will be left behind and they have to send it by Brand A.



- She's here and she's beautiful! So my beautiful planner has arrived and the packing is the first little piece of beauty that you see. I saw the Brand A lady walking across the parking lot with the packaging in hand…



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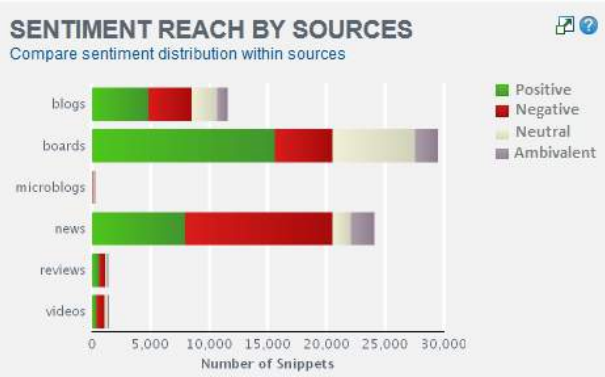
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Additional Insights Derived: While customers may forgive late deliveries for out-of-control situations, they are unlikely to forgive if the workers are slacking or lying

We have security cameras set outside and we looked through and never saw a Brand A plus they never left a paper if they did in fact come. My mom called them and complained and was told that she could go to the Brand A and get the package. I am guessing whoever delivered it didn't as they probably wanted to go home early as it was the week before Christmas was arriving. So my mom got the package finally last week, I believe.

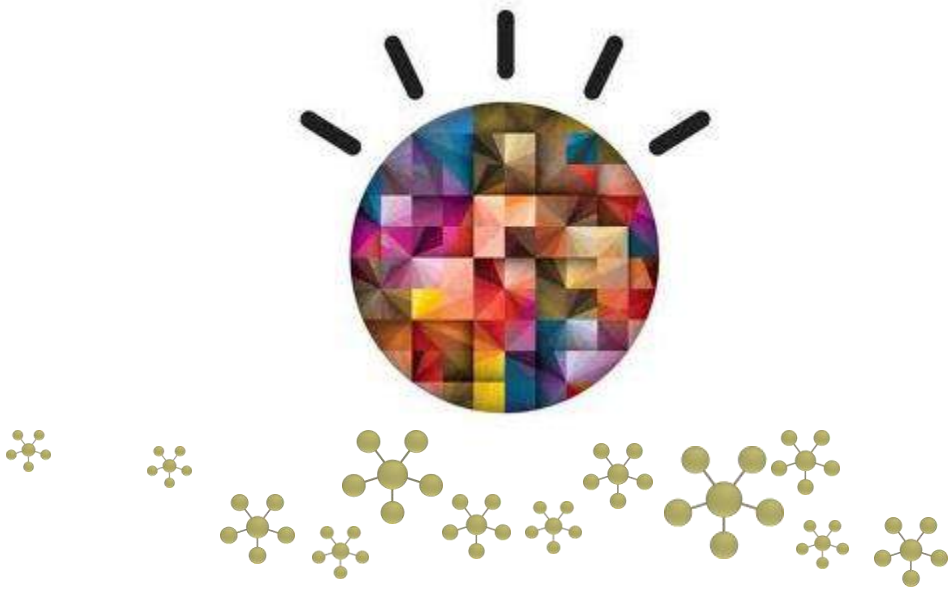
The problem appears to be that Kohl's shipped my package Brand A and Brand A has a habit of leaving my packages on my neighbor's porch thinking its my house (I live in the city and this is NOT a good idea and also Brand A is horrible in my area and I avoid them at all costs). Anyway, I call my neighbor and they never got the package so I have Kohl's put a trace on it. Kohl's tells me this process could take up to a month and in order to get my items sooner I 'd need to reorder and pay for them while they work on the trace. I don't want to do that so I opt to wait.

I was in my home recording studio and a Brand A driver walked in without knocking. I filed a complaint with Brand A. When the driver received the complaint, six days later he came back to my residence and confronted my wife, demanding that I call his supervisor and inform his supervisor that he did knock on the door. Both incidents were captured on my home security cameras, and witnesses were in my home recording studio with me.



Majority of the negative comments were channelized through the news content online…. In such crisis situation effective perception management by leveraging the news content can control the situation from going viral

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