Sample Report - Product Planning
Disclaimer

- 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
Customer inputs

- The following were the inputs received from Client A for this analysis:
  - Business Problem Statement
  - Brands/products/models to be analyzed
  - Details on product features/functionality, etc to be analyzed
  - Key competitor names
  - Any Key functionality/feature/theme that you want specifically investigated
  - Any geo preference
The overall analysis objective and scope are as follows:

- The client is working towards the development of a new SUV series (S-series) of Company A’s Brand A, which is scheduled to be launched in 2016.

- The project involves the analysis of social media buzz around select SUV offerings in North America using IBM Social Media Analytics 1.2 to understand product (options/feature) preferences.

- The main intention towards carrying out this analysis is to learn what is being said about Client A (brand A1) and its key competitors for e.g. Competitors X1, X2, X3, X4 & X5 with brands BX1, BX2, BX3, BX4 and BX5 respectively, on social media by the consumers.

- Also understand the SOV related to what is been said in the context of these SUV brands in the North American market. Some of the features/aspects related to SUVs analyzed are:
  - Engine
  - Performance
  - Experience
  - Styling & features
  - Entertainment
  - Safety

- Highlight key insights derived from this analysis.
Client A: Scope

<table>
<thead>
<tr>
<th>Elements</th>
<th>Scope</th>
</tr>
</thead>
<tbody>
<tr>
<td>Broad Brand Categories</td>
<td>Client A - Brand A1; Competitor X1- Brand BX1; Competitor X2- Brand BX2; Competitor X3- Brand BX3; Competitor X4- Brand BX4; Competitor X5- Brand BX5;</td>
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<tr>
<td>Topic Of Interest</td>
<td>Engine ; Performance ; Experience ; Styling &amp; features ; Entertainment ; Safety</td>
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<tr>
<td>Sources</td>
<td>News, Blogs and Message Boards</td>
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<td>Videos and Reviews</td>
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</tr>
<tr>
<td>Time period</td>
<td>1-Nov-2012 to 1-May-2013</td>
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</table>

The analysis is based on a sample data, the coverage from our data partner used in the analysis will include:
- 1-2% Facebook 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 are business indicative in nature as it is based of a sample data...
Executive Summary

- Company A-Brand A1 and Company X1 Brand-BX1 have almost similar level of social media presence overall with ~25% share each; and Company X2-Brand BX2 & Company X5-Brand BX5 being the laggards (both have ~10% share)

- Company X1 Brand BX1 has highest level of net positive comments (16% positive and 2% negative) than any other brand being analysed; including for the engine (11% positive and 1.4% negative)

- Social Media posts peaked during January and there after it declined for all the brands ...(no YoY trends due to limited time-frame of analysis)

- Engine is the most discussed attribute followed by Styling & Features and Experience; whereas Entertainment is the least featured topic on social media

- Medium affinity towards S-series in social media discussions
Analyst finds rich commentary on Company A Brand A1 and competitive vehicles in social media ...

The analysis reveals engine generates the largest volume of buzz on social-media platforms.

Snippet: We bought a 2013 Brand A with the ecoboost engine at the end of November 2012. Besides kicking myself for picking the ecoboost over the V6, I’ve noticed an issue with the transmission. I’m wondering if this is how their transmissions work or if there is something actually wrong with it, as this is my first Company A. I’m very upset that we are having so much trouble with a 4 month old car. I wish we could take it back 😞
...Comments about Brand A1 S-series have ‘medium’ affinity

<table>
<thead>
<tr>
<th></th>
<th>Engine</th>
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<th>Experience</th>
<th>Performance</th>
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Sample Snippet: Petrol people however, will miss out on the Company A Brand A 4x2 and you've got a car that was as compact as a saloon and an economical turbo diesel engine, it's one of these models was made up of super mini-derived models like these a few miles in the Company A Brand A 4x2 a certain knack for rising to a tonne in the Company A Brand A 4x2 to several rivals. Bear in mind that most of its parts
**Snippet:** So if you're the type who likes your SUV to leap to attention at a command from your right foot, this is definitely your baby. Well, unless you want the self parking feature or bi-xenon headlights, which a Company A person in my town told me you can't get on the Sport version. The lack of a parking robot isn't a big deal, despite the size of the Brand A (sport aficionados undoubtedly know how to park without robotic assistance), but no HID headlights? That seems like something that sport-minded SUV aficionados would want.
...And explore comments ‘as they happen’

**Author Name:** xxxxxx xxxxx  
**Snippet:** As a recap, the sportiest of Brand A1 is fitted with Company A's twin-turbocharged 3.5-liter Ecoboost V6, making 365 horsepower and 350 pound feet of torque. Acceleration is brisk (figure about 7 seconds to 60 miles per hour), as power goes to all four wheels through a six-speed automatic transmission.  
**Sources:** boards  
**Date:** 04/04/2013

**Author Name:** xxxxxx xxxxx  
**Snippet:** The complete redesign of the 2011 Company A Brand A1 set in motion a new movement by Company A to re-exemplify where they stand in the ever-so-growing and extremely competitive SUV segment. Having a successful run for new Brand A1 in the past 2 years, Company A ups the ante with a Sport version of the Brand A1 featuring re-worked chassis components, unique sport trim details and Company A's powerful yet efficient 3.5-liter EcoBoost V6 engine. The new 2013 Company A Brand A is the best it has ever been touting its unibody construction first introduced as a 2011 model.  
**Sources:** blogs  
**Date:** 04/04/2013

**Author Name:** xxxxxxxx  
**Snippet:** I have a similar problem, but when I stop at a red light, my 2002 Company A Brand A1 sport trac will idle from 600RPM down to about 100RPM... sometimes it will go 600RPM and jump down to 0RPM and just die/stall on me, when it stalls the check engine light comes on as well as the battery light. Any help?  
**Sources:** boards  
**Date:** 04/07/2013  
**Title:** RE: Similar problem

**Author Name:** xxxxxxxx  
**Snippet:** sequoia is better gets better gas mileage than a V6 Company A Brand A  
**Sources:** boards  
**Date:** 11/09/2012
Capture and convert ‘expressions’ on desired options/features/styling into data points for *predictive analytics*

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<tr>
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<th>Company A Brand A</th>
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</table>

*Snippet:* In the meantime I will continue enjoying my 2012 Brand A1 and trust me guys that if I was able to just send my current Brand A1 and switch the engines for the one in the Sport I will definitely do it and keep the Limited one. Can you just imagine a Company A Brand A1 Limited Fully Loaded and with the 3.5 Twin Turbo Ecoboost engine. Trust me guys and mark my words I think Company A will be offering that in the near future as an engine option in their Brand A1 and why not?

*Snippet:* Although I appreciate and need the room the Brand A offers, I would not buy a another Company A, especially the Brand A. Our 2013 XLT has been nothing but a heartburn from the get go...it's just been a pain and lots of quality control issues., not to mention very poor fuel mileage......be careful in your choice of vehicles.......best regards Plum]
Company A Brand A

Brand BX1

Brand BX3

Snippet: Company A Brand A1 - What used to be a big, gas guzzling SUV has been scaled down to a small SUV / crossover with the best gas mileage and lowest price of the three Company A SUVs. However, it still offers three rows of seats for up to 7 passengers total.

Snippet: It marks the first major expansion into diesel power by a mainstream SUV maker in the US, showing the potential for boosting power & fuel economy. It's likely to be popular with people who want to tow boats or get outdoors. It also offers the benefit of savings at the pump which is key for drivers of bigger SUVs.

Snippet: I have read up extensively, and the issues with the pilot almost rule it out. Many of the newer models of X1's are experiencing a vibration issue that Company X cannot figure out. I am only going by what I found on their forums.
…Follow customer perspectives on desired parameters

Snippet:  Just tap on the gas pedal and this menacing looking SUV is moving. I have not experienced any hesitation in the acceleration and remember that this is an almost 5000 lbs SUV. I've found the transmission to be more responsive making downshifts with just a nudge at the throttle and not like my previous 2012 Company A Brand A1 where I had to stomped on the gas pedal to make it move. I have experienced all this without having to floored my Brand BX1 because I want to wait and put a few more miles before doing so I can't comment as to how those gorgeous twin turbos will perform
Track who are influencing these conversations...

**TOP 10 INFLUENCERS BY SCORE**
Compare authors by influencer score

**TOP 10 INFLUENCERS SENTIMENT BY SCORE**
Compare authors sentiment by influencer score

**Author Name:** xxxxxxx

**Snippet:** Review: 2014 Company B Brand BX1 (H-series) takes luxury off-road – or to the track
...Compare how Influencers vary amongst brands

Abridged view of IBM SMA Reporting Dashboard showing Top Influencers and their Klout Scores
Plus, identify properties with the maximum ‘buzz’...

**TOP 10 SITES BY VOLUME**

Compare top 10 sites by Volume, broken down by types & concepts

- facebook.com
- explorerforum.com
- amazon.com
- louisvilletoyota.org
- twitter.com
- cars.com
- muller-honda.com
- mbacars.blogspot.com
- babycenter.com
- gmtruckclub.com

Number of Snippets: 0, 500, 1,000, 1,500, 2,000, 2,500, 3,000, 3,500, 4,000, 4,500, 5,000, 5,500

Brands: Brand A1, Brand BX1, Brand BX2, Brand BX3, Brand BX4, Brand BX5, Brand BX6, Brand BX7
Identify topics and concerns as they evolve in social media conversations.

Evolving topics help identify emerging trends and common discussion topics across time.
.... View ‘reach’ and ‘relative sentiments’ of Evolving Topics

Abridged view of IBM SMA Reporting Dashboard showing Evolving Topics
..... Segment the audience to improve targeting

Abridged view of IBM SMA Reporting Dashboard showing Segmentation
IBM Social Media Analytics and Customer Insights

Contact Us: goffering@in.ibm.com