Geo-semantic profiling of brand-specific customer experience using citizen-generated social media comments

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Brief Introduction

Geo-semantic profiling of brand-specific customer experience utilizes citizen-generated social media comments to gain insights into customer perceptions. By incorporating geographic information and employing natural language processing techniques, businesses can analyze customer sentiment and preferences across different regions. This approach helps tailor marketing strategies and improve the overall customer experience. Through this method, businesses can leverage social media as a valuable source of data and gain a deeper understanding of their customers. This innovative approach holds the potential to enhance brand management and address customer pain point effectively.

Methodology

Data Annotation → Training the NLP Model → Sentiment Analysis → Geolocation of Entities
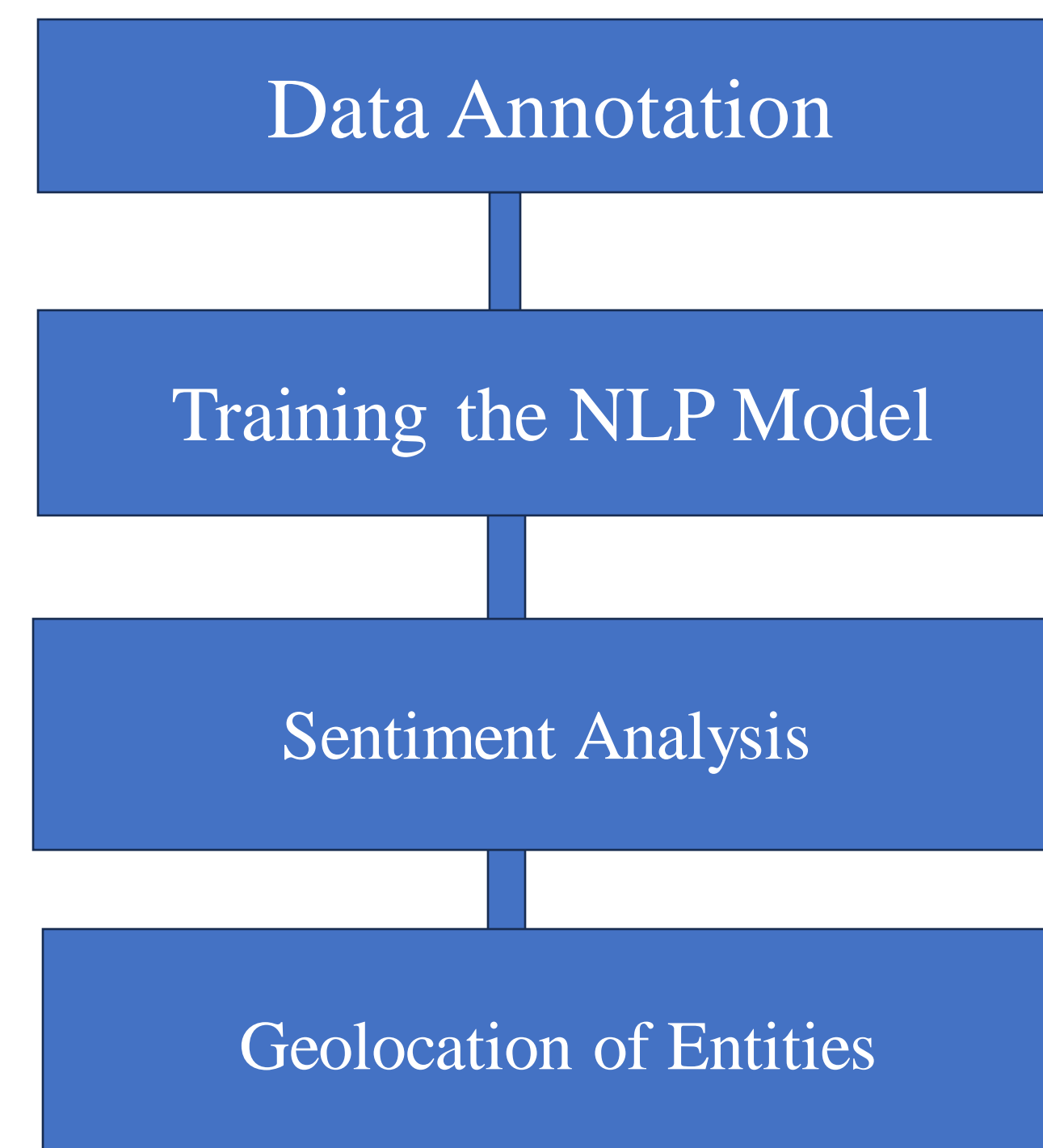
Result

In this study, we employed the Spacy framework to train our model for entity extraction from social media comments, achieving an impressive accuracy score of 81%. By training the model on a dataset of customer-generated content, we were able to identify and extract relevant location entities. Beyond knowing the sentiments and location of customers, we need know what they are talking about, and we got that using a network diagram.
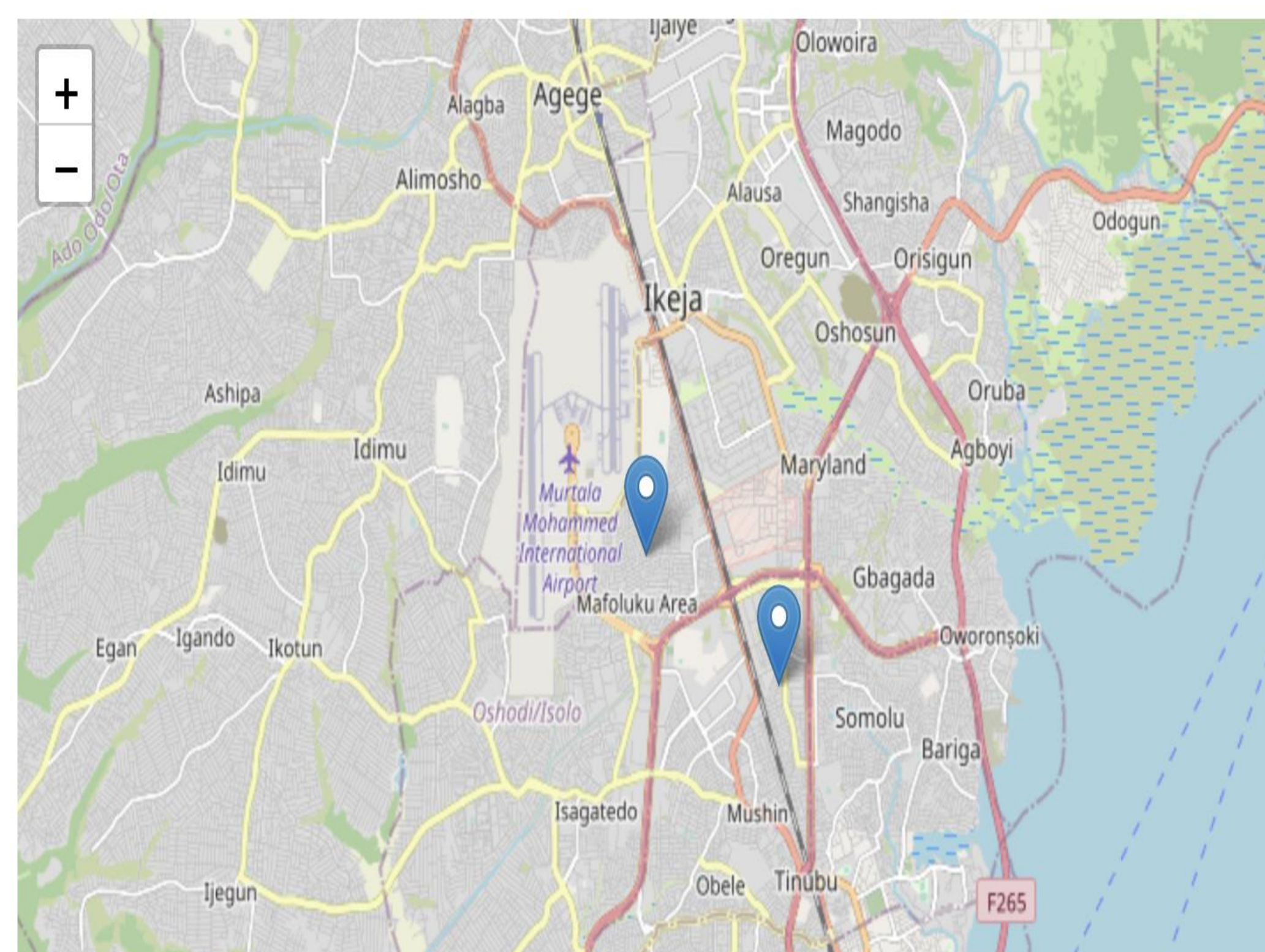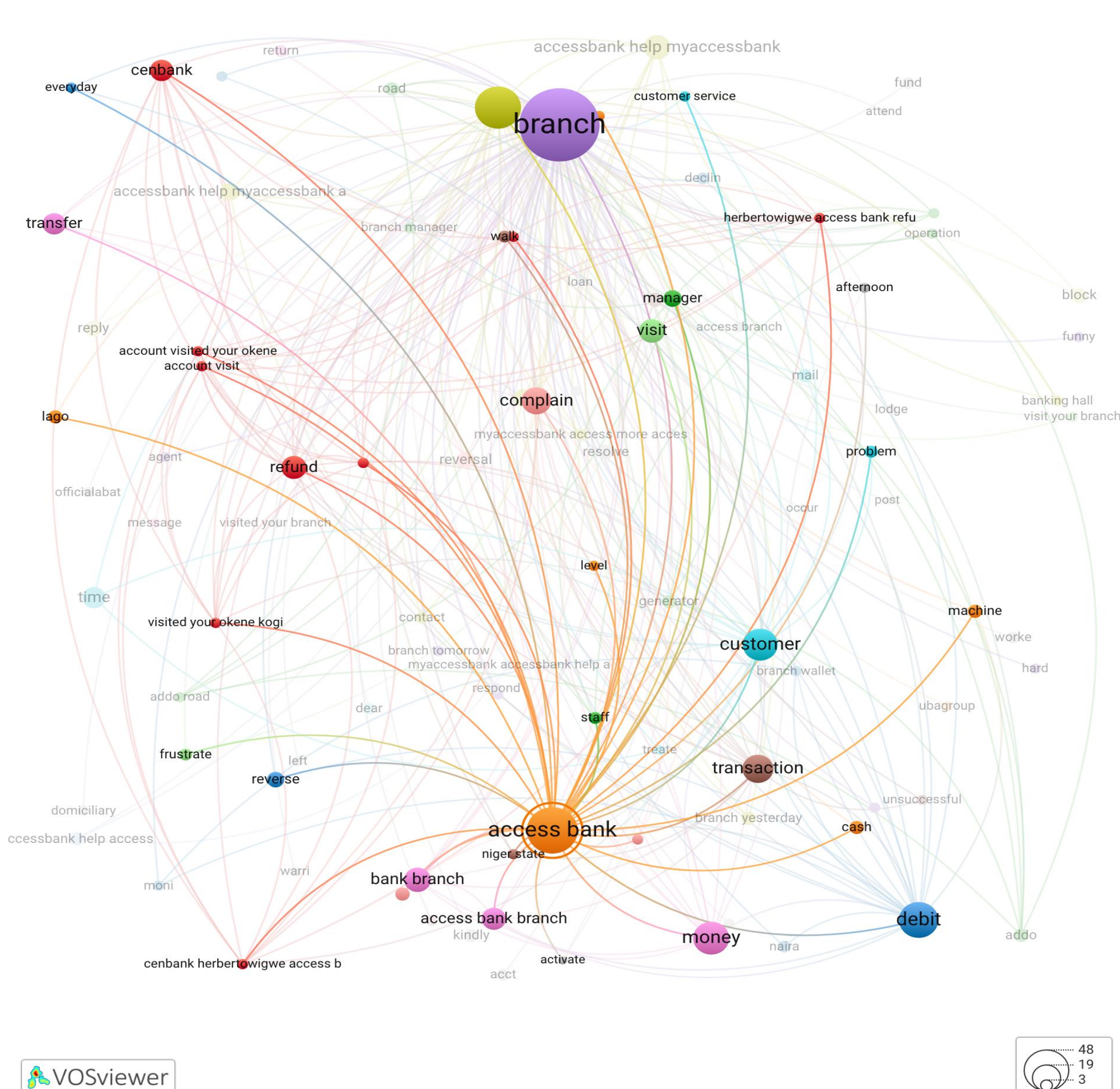

Fig 1. Network diagram

Fig 2. Identified locations from training

CONCLUSION

In this study, we have investigated the potential of natural language processing techniques to create valuable tools. These tools can help companies gain useful insights into their customer's preferences and improve their overall customer experience.
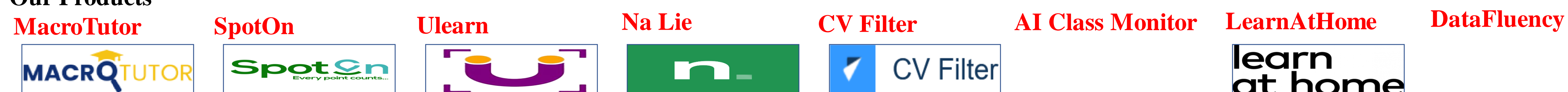
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