

Quantifying Consumer Sentiment in Niche Communities

Text Analysis of Reddit for Communications Planning

bISU + Thought Vector

Health-tracker startup **Bisu** is poised to launch its smart urine analyzer in the US in 2020 to test markers including ketosis, electrolytes, and hydration.

In order to create and execute a successful communications plan and bring their product to market, Bisu needed to understand the sentiments of key customer segments.

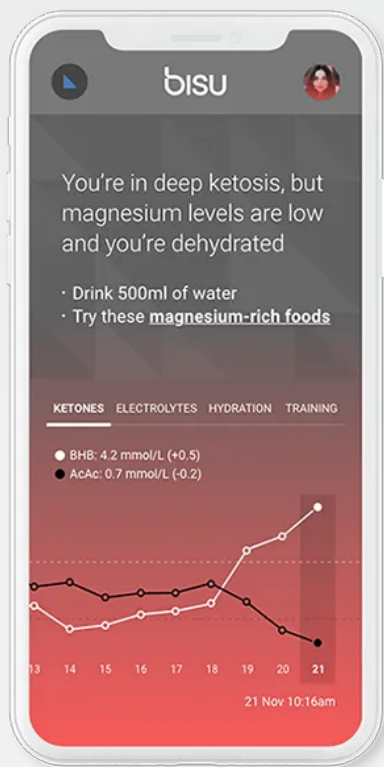


Problem - Uncharted Waters

The keto diet is slated to be the hottest diet of 2019¹, yet market research about keto dieters remains slim and inadequate, and research about attitudes towards ketosis-testing devices is non-existent. Given these uncertainties, Bisu executives knew consumer opinions were a risk they needed to quantify when planning their communications targeting health and fitness communities.

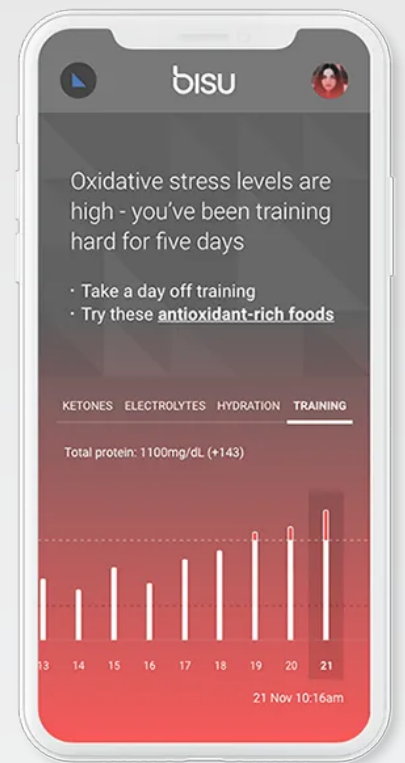
Discovering Concern and Uncertainty

In order to better assess consumer sentiment, Bisu analyzed these keto and fitness-focused communities using Thought Vector text analytics technologies. Using sentiment analysis, significant phrase extraction, text topic auto-tagging and a Kibana + Elasticsearch dashboard, Bisu was able to interactively discover and quantify its biggest risks and opportunities for its communication plan targeting this segment.



This original analysis revealed considerable misconceptions and mistrust regarding urine testing for ketosis, while also identifying the source: misinformation being repeated by community influencers and moderators.

This combination of qualitative and quantitative analysis gave Bisu executives and communications staff deeper insight to refine a targeted strategic communications plan in preparation for product launch. In particular, it helped them to tailor messaging to anticipate and counteract potentially negative responses from influencers in the keto community and related subreddits. Pervasive consumer uncertainty surrounding mentions of ketosis also confirmed Bisu's confidence in the existence of potential demand for its highly-accurate urine testing device.



"I had an idea that the keto community was thinking this way from having direct conversations such as at conferences, etc., but I wanted to analyze peoples' perceptions at a larger scale. Using Thought Vector's natural language processing to analyze reddit, a significant community in the keto industry, really opened my eyes to the breadth of our communications challenge and gave me hints into how to conquer it."

Daniel Maggs, Bisu CEO



Key Findings

High uncertainty related to mentions of ketosis and weight loss, indicating lack of confidence about successfully maintaining ketosis among dieters.

Subreddit moderators are copy and pasting anti-urine-strip content from subreddit FAQs.

Users are also troubled by the keto flu, which is caused by dehydration and electrolyte loss.

Most commonly mentioned urine test brands were revealed.

Negative sentiment around urine testing came from a very specific group of users, who were influencing other users.

Many users rely on measuring input via apps rather than output via health trackers and tests but express desire for more accurate ways of tracking ketosis.

About Bisu

Founded in 2015 by CEO Daniel Maggs and CTO Wojciech Bula, Bisu provides a smart urine analyzer that gives people instant, personalized feedback to understand and improve their dietary health. Data such as ketones, pH, electrolytes and hydration are interpreted based on each user's unique profile, goals and other data, such as their activity, sleep and recorded dietary intake.

<https://www.bisu.bio/>

About Thought Vector

Thought Vector was founded in 2018 by Stuart Axelbrooke to help companies leverage modern language technologies for large scale consumer understanding. Thought Vector builds a variety of custom natural language processing solutions to help businesses make better decisions based on feedback, forum, survey, and social media data, accelerating product development and informing corporate strategy.

<https://www.thoughtvector.io/>

References

- 1 Pollock Communications. (2018, December 18). Annual Survey of Nation's Top Nutrition Experts Reveals Beets are Boss among RDs but for Consumers, Keto is King. Retrieved from <https://www.lpollockpr.com/in-the-news/annual-survey-of-nations-top-nutrition-experts-reveals-beets-are-boss-among-rds-but-for-consumers-keto-is-king/>

