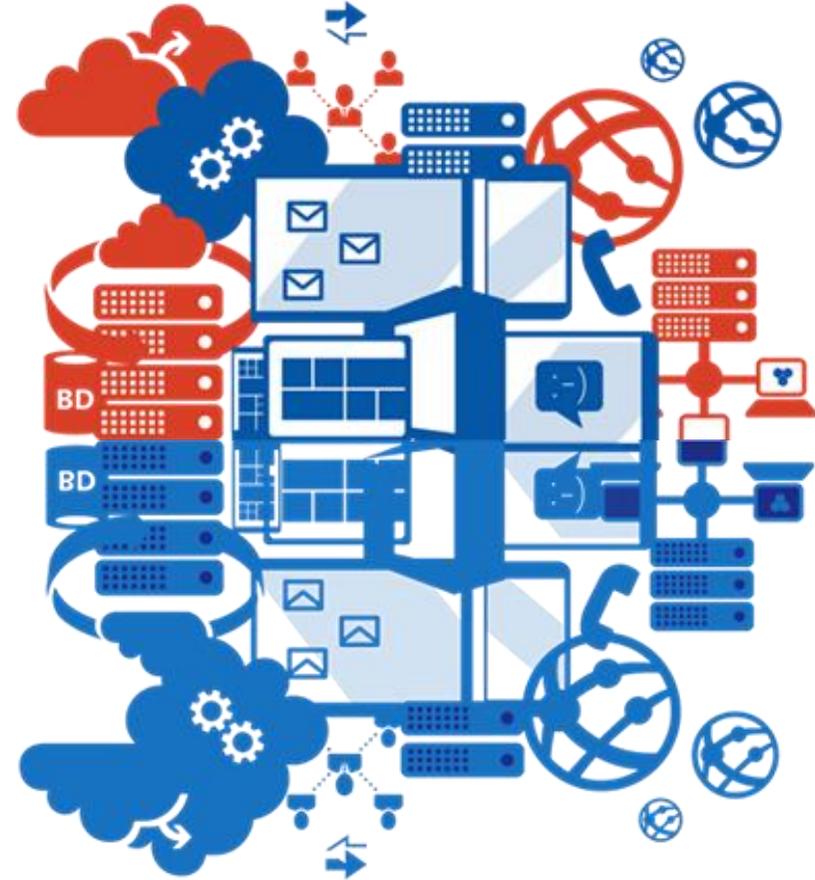




Social Analytics - Searching data

Alexandre Baptista



Data Platform Airlift

21 de Outubro \\ Microsoft Lisbon Experience

The world has become a giant network

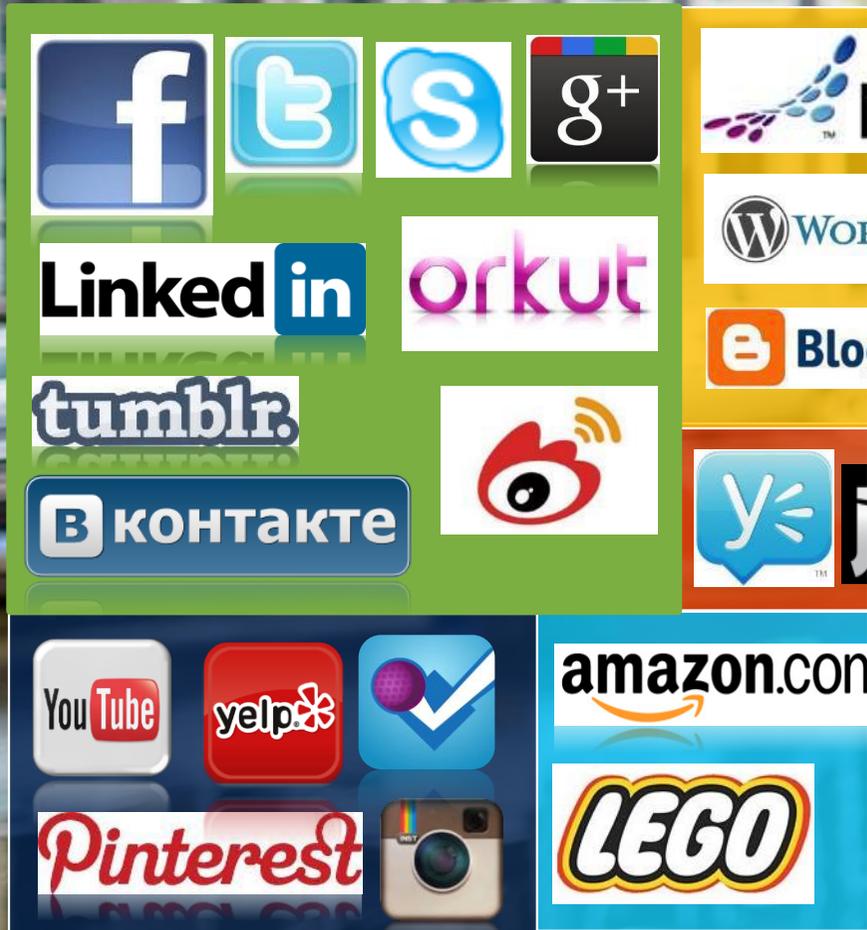


We live in a social world

Always connected using mobile technology



What is Social



- Social Media
- Blogs
- Social Bookmarking , Geo Social and Media Sharing
- Ecommerce and Brand based communities
- Enterprise Social

Online Users on Social

NORTH AMERICA

Canada	94%
United States	98%

LATIN AMERICA

Argentina	96%
Brazil	97%
Chile	94%
Colombia	96%
Mexico	96%
Peru	96%
Puerto Rico	90%
Venezuela	96%

EUROPE

Austria	86%
Belgium	93%
Denmark	94%
Finland	91%
France	91%
Germany	90%
Ireland	95%
Italy	93%
Netherlands	94%
Norway	89%
Poland	95%
Portugal	96%
Spain	98%
Russia	88%
Sweden	93%
Switzerland	90%
Turkey	96%
United Kingdom	98%

MIDDLE EAST & AFRICA

Israel	94%
South Africa	88%

ASIA PACIFIC

Australia	96%
China	53%
Hong Kong	93%
India	95%
Indonesia	94%
Japan	58%
Malaysia	94%
New Zealand	95%
Philippines	96%
Singapore	94%
South Korea	87%
Taiwan	94%
Vietnam	85%

Percentage of Online Population Using Social Networking around the World

Source: comScore Media Metrix, October 2011

* Data is based on the 43 countries on which comScore reports individually.

60 seconds in Social

	1090 visitors
	2000 check ins
	3125 photos uploaded
	3500 new friend connections
	7610 searches
	7630 stumbles
	175,000 tweets
	700,000 messages sent
	2 million videos viewed

Exploring the Social Data

Social interaction has changed the way people buy



Customers are

57%

through the buying process before they talk to you

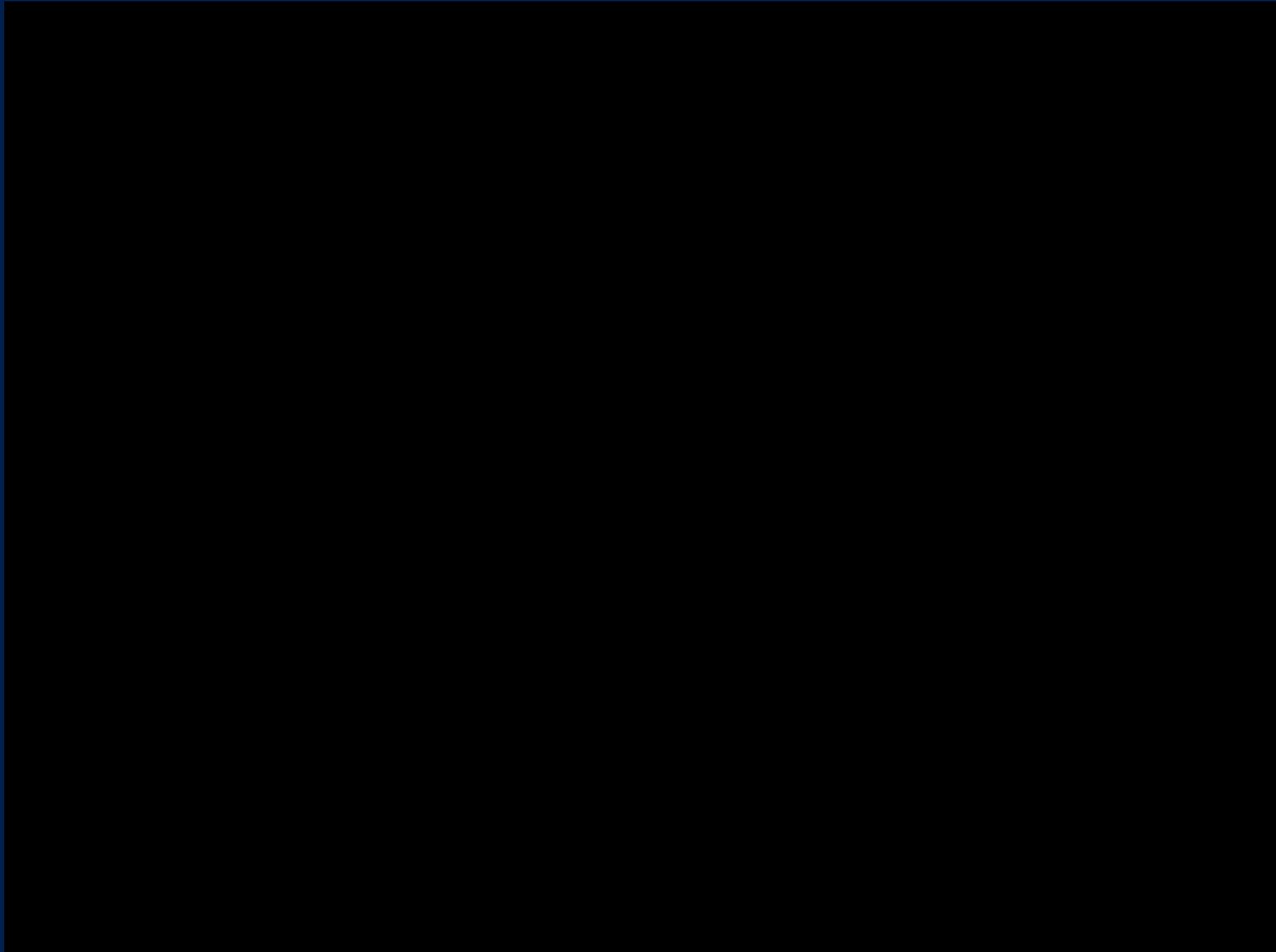
9 of 10

business buyers say when they are ready to buy, they will find you

Your customers are networked



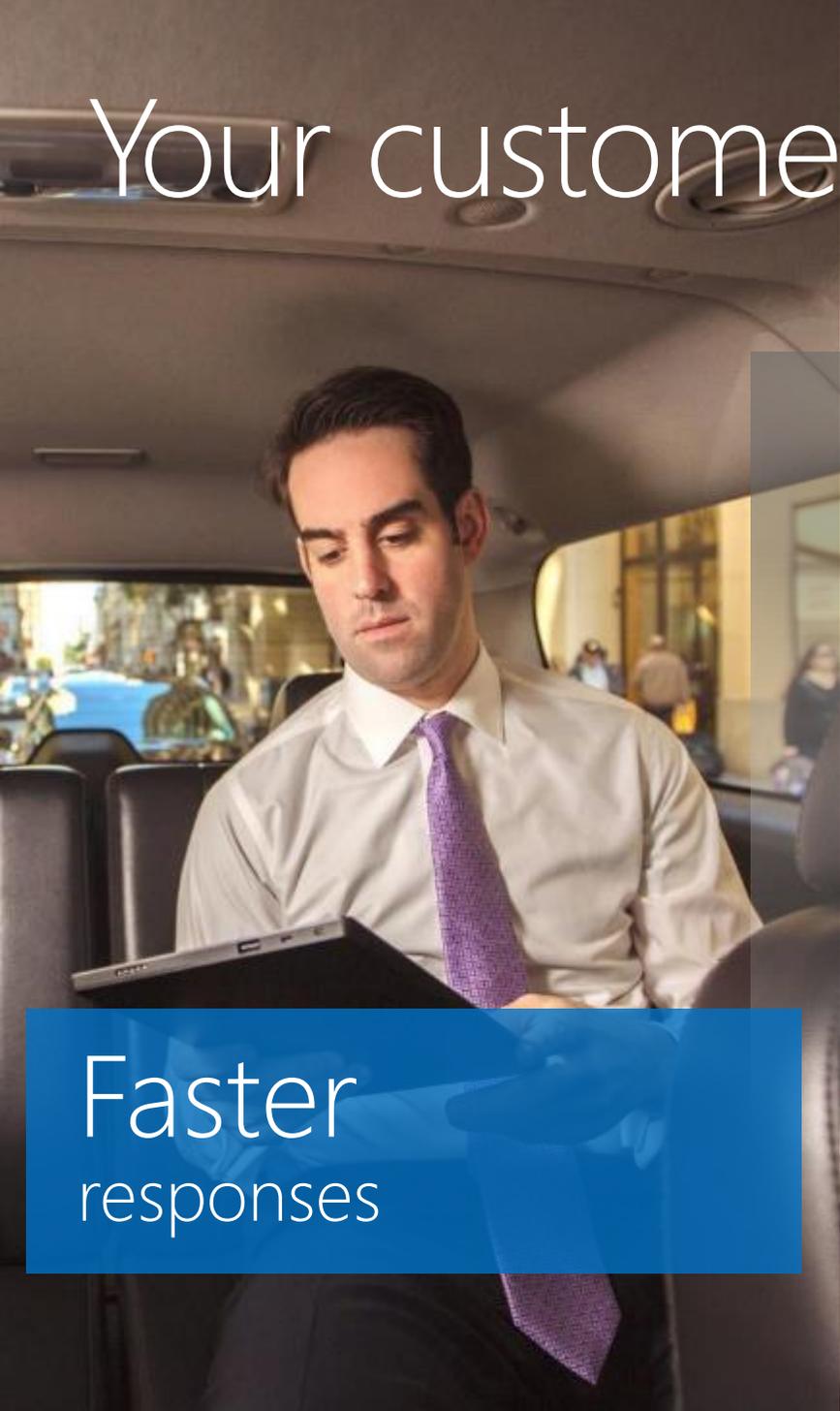
Sharing Irresponsible Behaviors



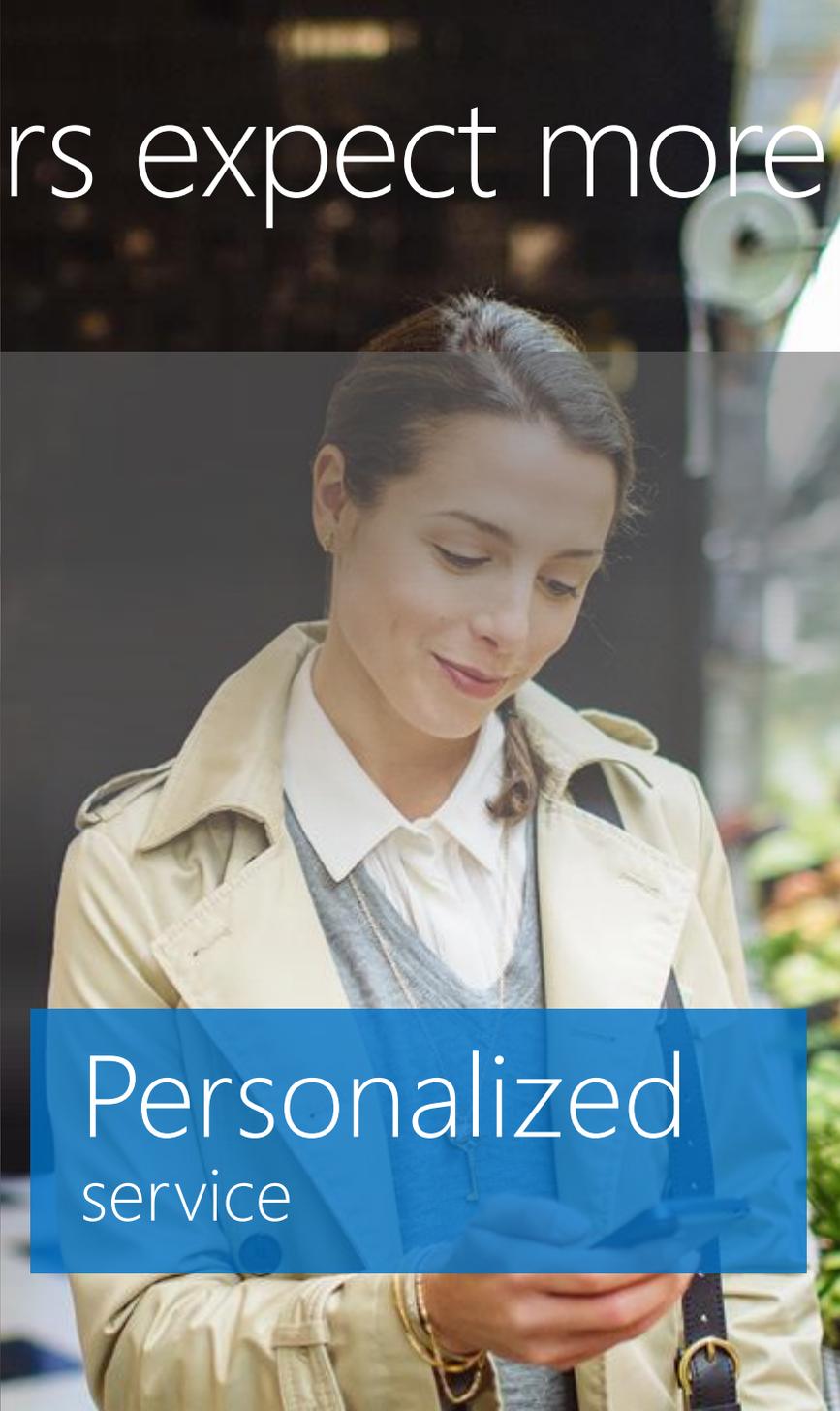
1,7
Million Views
in 2 Days

9000
outraged
comments

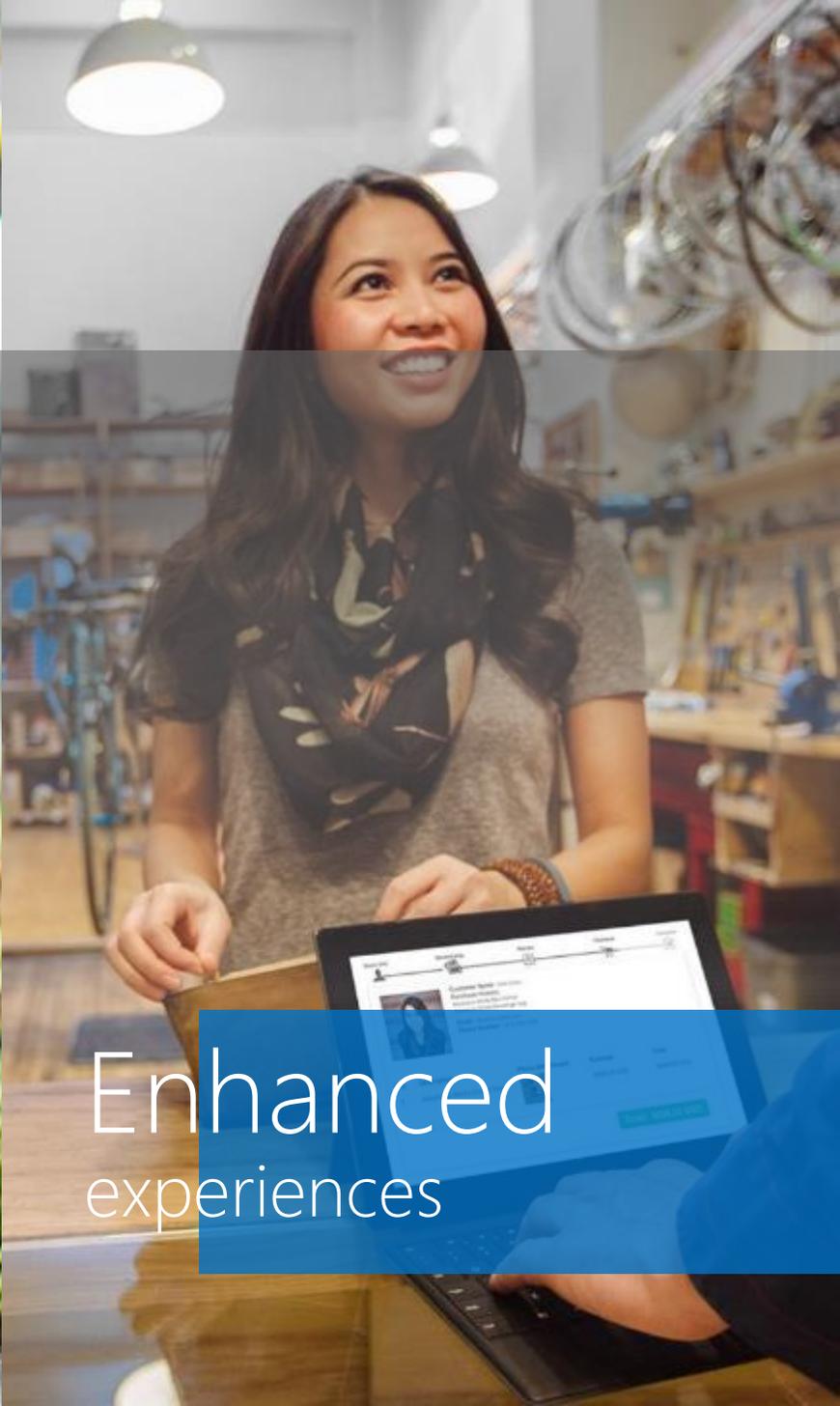
Your customers expect more

A man in a white dress shirt and a purple tie is sitting in the back of a car, looking down at a tablet device. The background shows the interior of the car and a view through the window of a building.

Faster
responses

A woman with dark hair, wearing a beige trench coat over a white collared shirt and a grey vest, is looking down at a tablet device. The background is a blurred indoor setting.

Personalized
service

A woman with long dark hair, wearing a grey top and a patterned scarf, is smiling and looking at a tablet device. She is standing behind a counter in what appears to be a retail or service environment. The background shows shelves and other people.

Enhanced
experiences

Sellers need to change the way they sell

73%

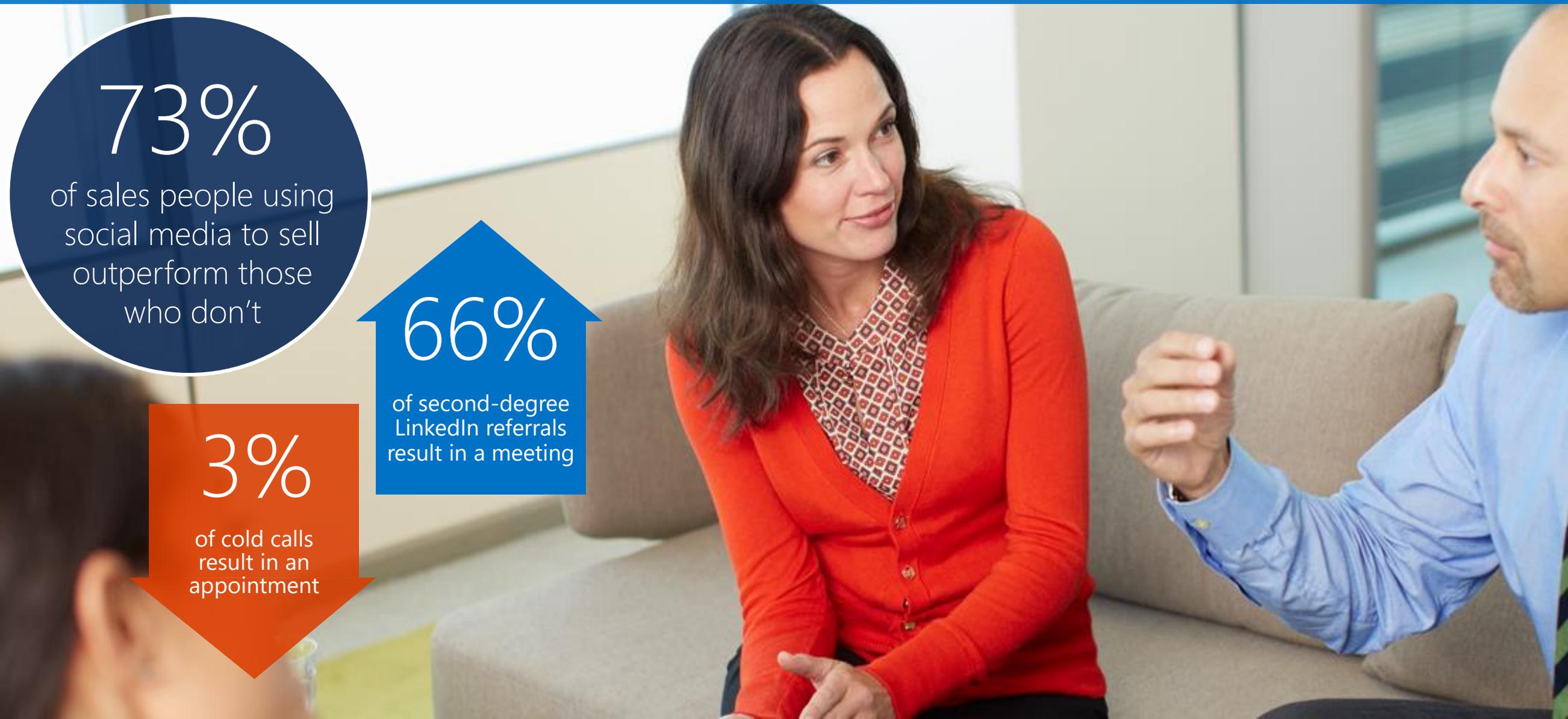
of sales people using social media to sell outperform those who don't

66%

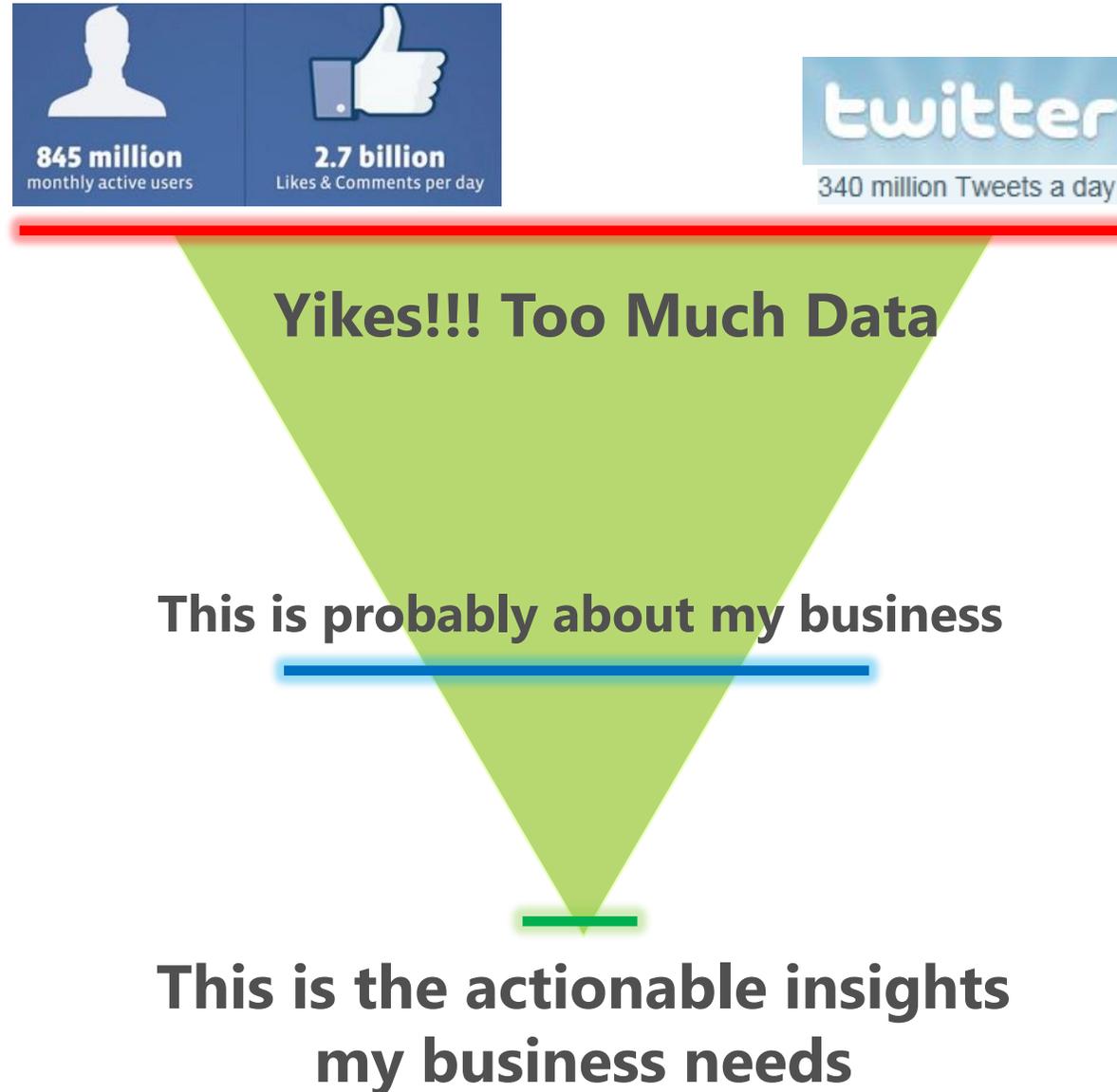
of second-degree LinkedIn referrals result in a meeting

3%

of cold calls result in an appointment



Enterprise Business Problem With Social



More Insights



Sentiment



Identity Matching

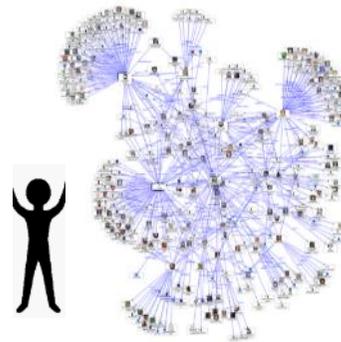


Emerging topic Intent:
.Question/Answer
.Complaint
.Support request
.Recommendation
Product Review Suggestions
.which source?
.which people?
.which topics ?

Content Analysis



Language Translation

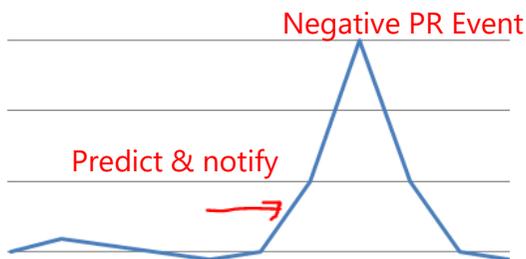


Impact/Reach of influencer's network



Demographic data
Product data
Competitors
Data from Az. Mkt.
Data from Bing

Merge with Data



Trend Analysis



Influencer's Impact over Time



Geo Location

Win faster by creating personal, targeted experiences

Customer behavior has changed and so have buying expectations

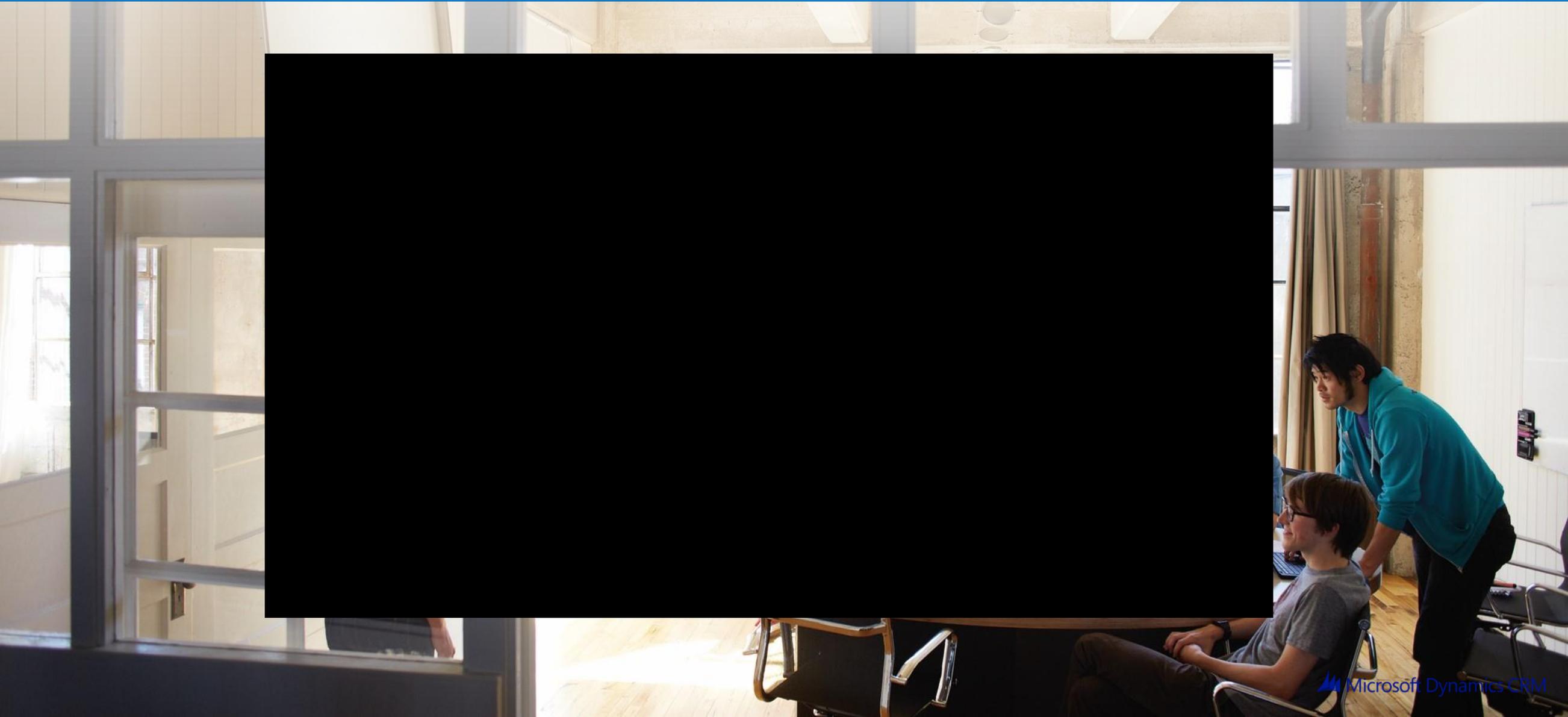
Salespeople can benefit by being constantly connected and increasingly agile

51%

of social sellers more likely to reach their quotas than non-social sellers
-Aberdeen Research

Microsoft Social Engagement

Turning challenges in new opportunities



Microsoft Social Engagement

Social
listening

Social
analytics

Social
engagement

Social CRM



Social Listening

Powerful listening

Listen to what people are saying globally across Twitter, Facebook, Blogs, Videos and 5,000+ news publications and wires.

Key influencers

Identify and follow people actively talking about your brand, products, or services.

Sophisticated alerts

Detect trends and listen for specific posts to keep you informed on the topics you care about.



Social Analytics

Sentiment analysis

Gain a true understanding of your business, customers and topics that matter most.

Share of voice

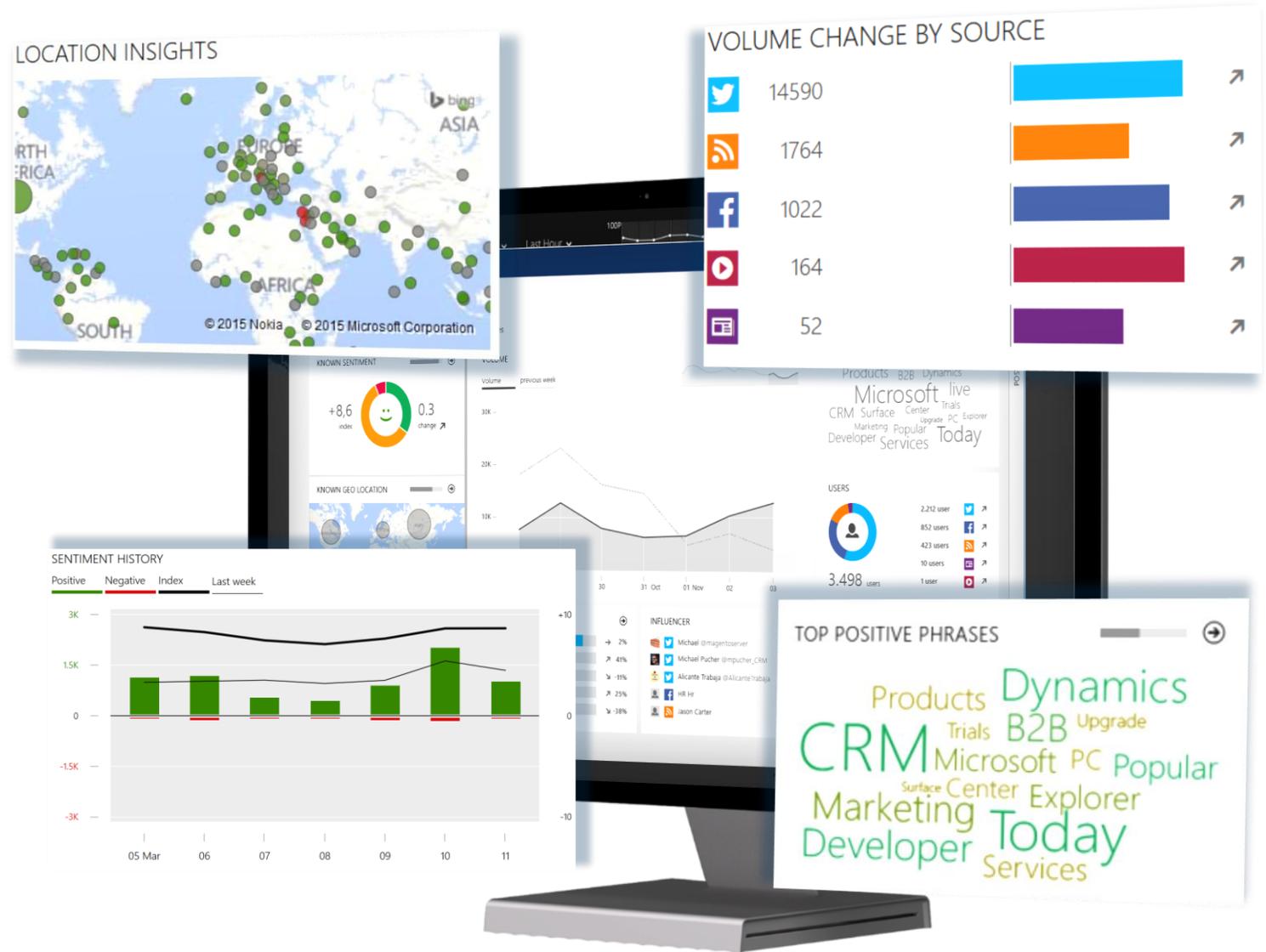
Track and measure topics you care about across all sources.

Location Analysis

Analyze your social data by location with the ability to drill down by location. See top cities and countries/regions.

Buzz analysis

Get insights at a glance with the ability to analyze by key metrics such as: volume trends, share of voice, text mining and tag clouds visualizations.



Social Engagement

Engage and collaborate

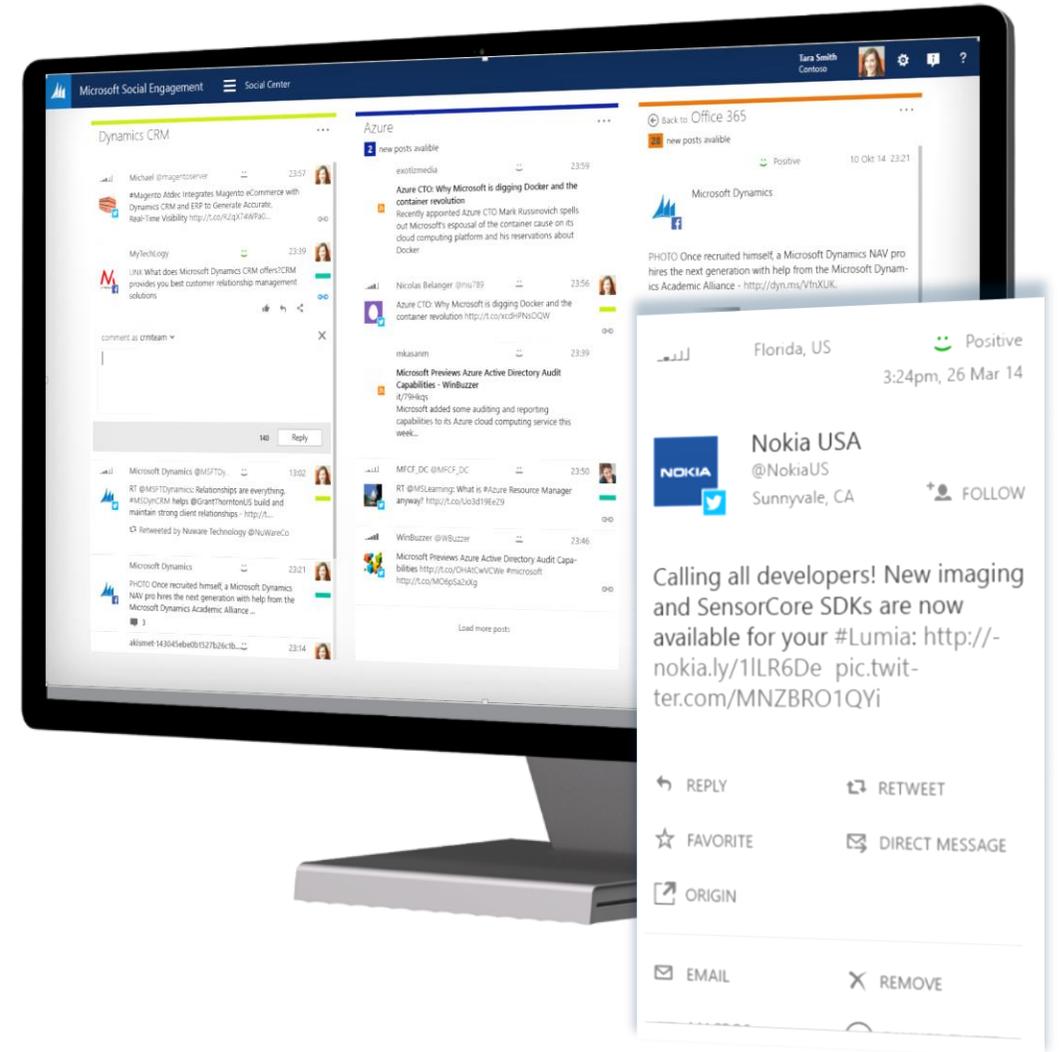
Collaborate with teams to build deeper relationships with customers by engaging on Twitter and Facebook.

Community management

Social Center provides a platform for community managers to interact with customers, fans and critics.

E2E customer experience

Transform social interactions into end-end customer experience with the ability to create CRM actions like cases and opportunities from social posts.



Reimagined analytics: design principles

Modern UI

Align to the modern UI patterns of Microsoft

High information density

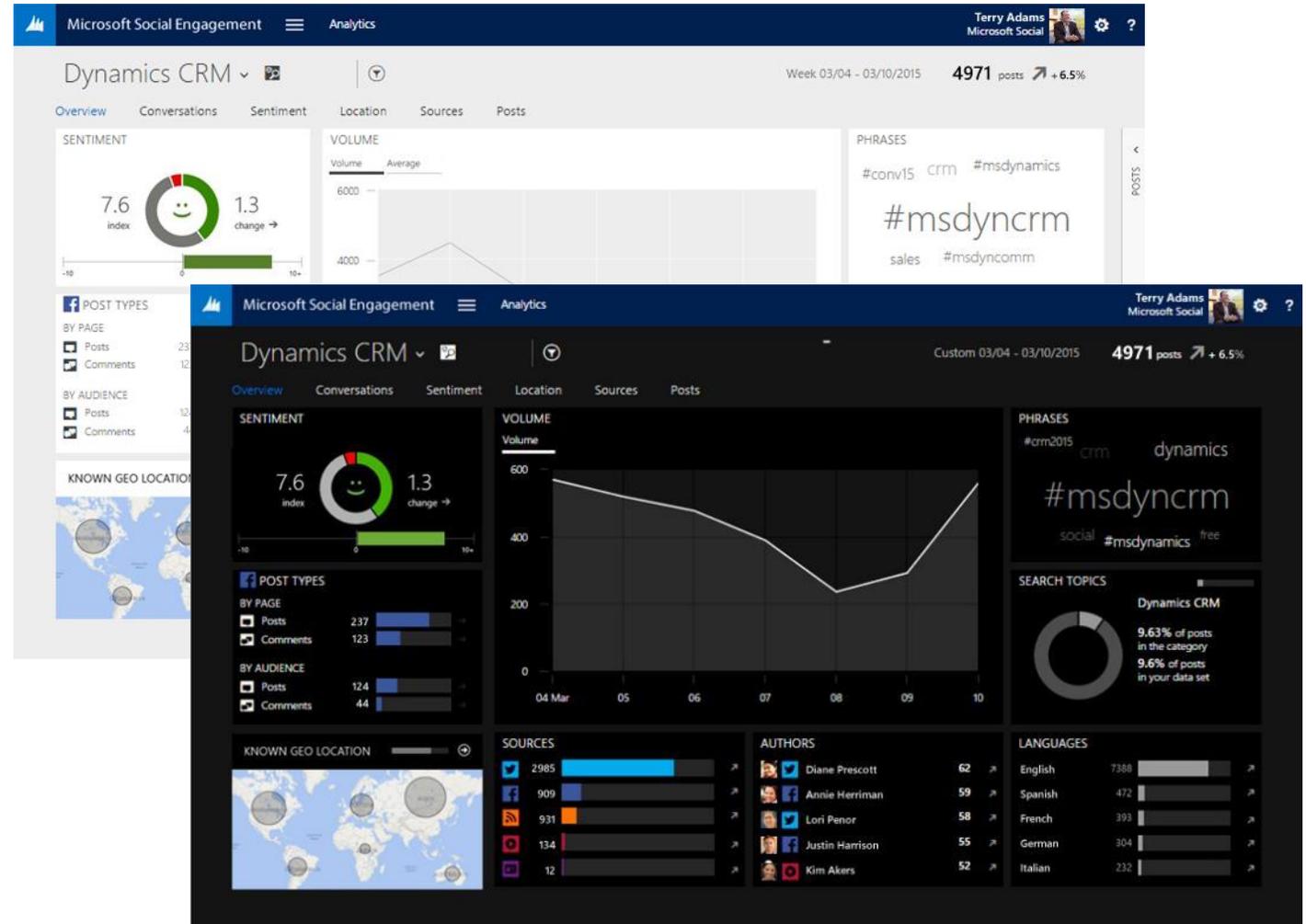
Lesser whitespace for a richer experience via addition of new and redesigned widgets

Simplified navigation

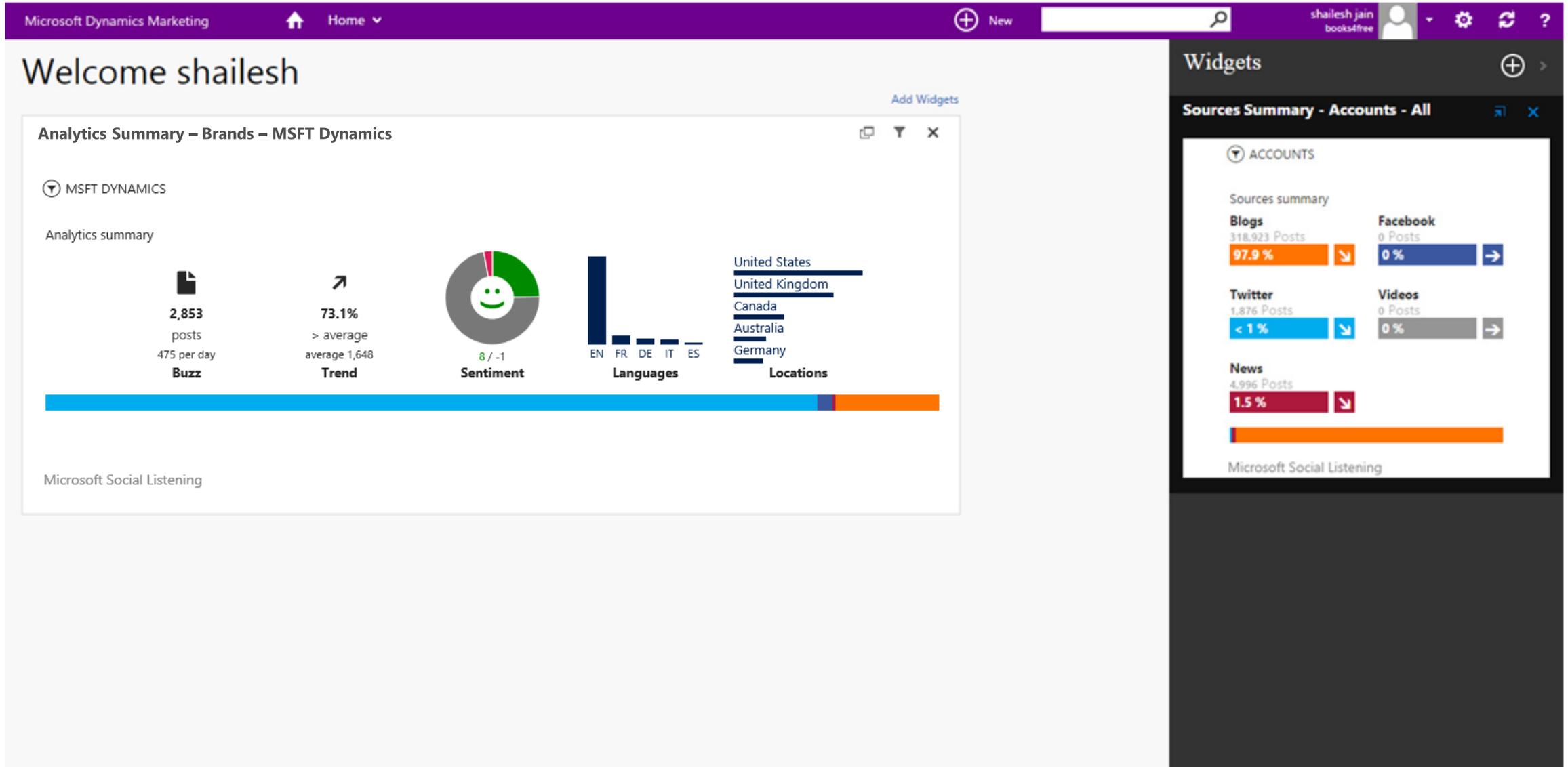
Fewer clicks for easy and quick access to all sections and functionalities

Visual interaction

Intuitive and faster filtering/drill-down with clickable UI components



Social Insights in Dynamics Marketing



Searching Social

Social Analytics Solution

- Extract data and information from different sources available in the internet (Redes Networks and media among others)
- Search gathered data to extract knowledge



Social Analytics Solution Data

Feeds:

cmjornal
oinsurgente
blasfemias
dn
jornaldenegocios
publico
tvi
tvi24
tsf
Expresso

Redes Sociais/Blogs:

Twitter
Facebook
cmjornal
maisfutebol
guilhotina.info
PNR
AnonymousPORTUGAL
Azov-Internacional Portugal

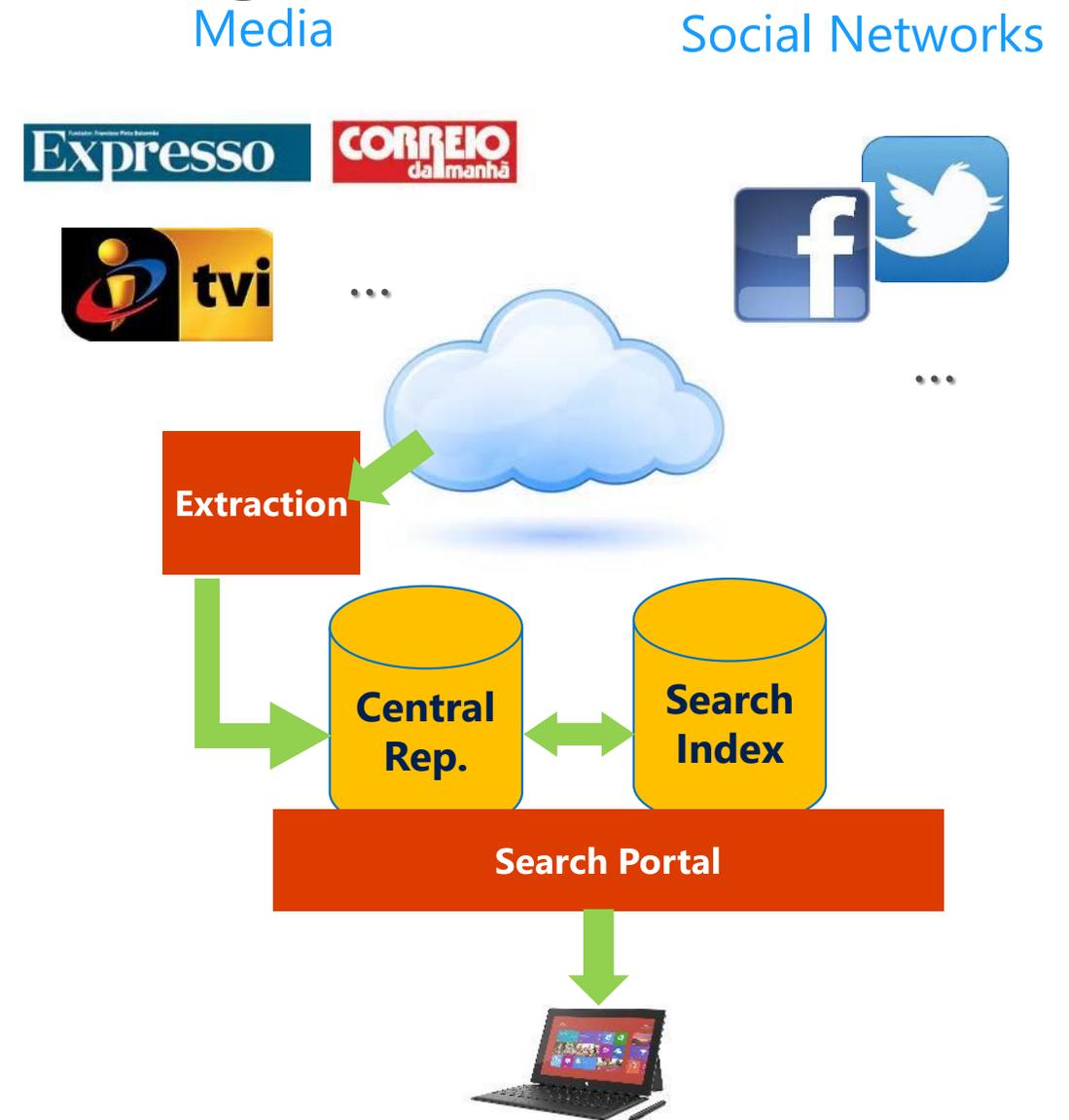
Media

Social Networks

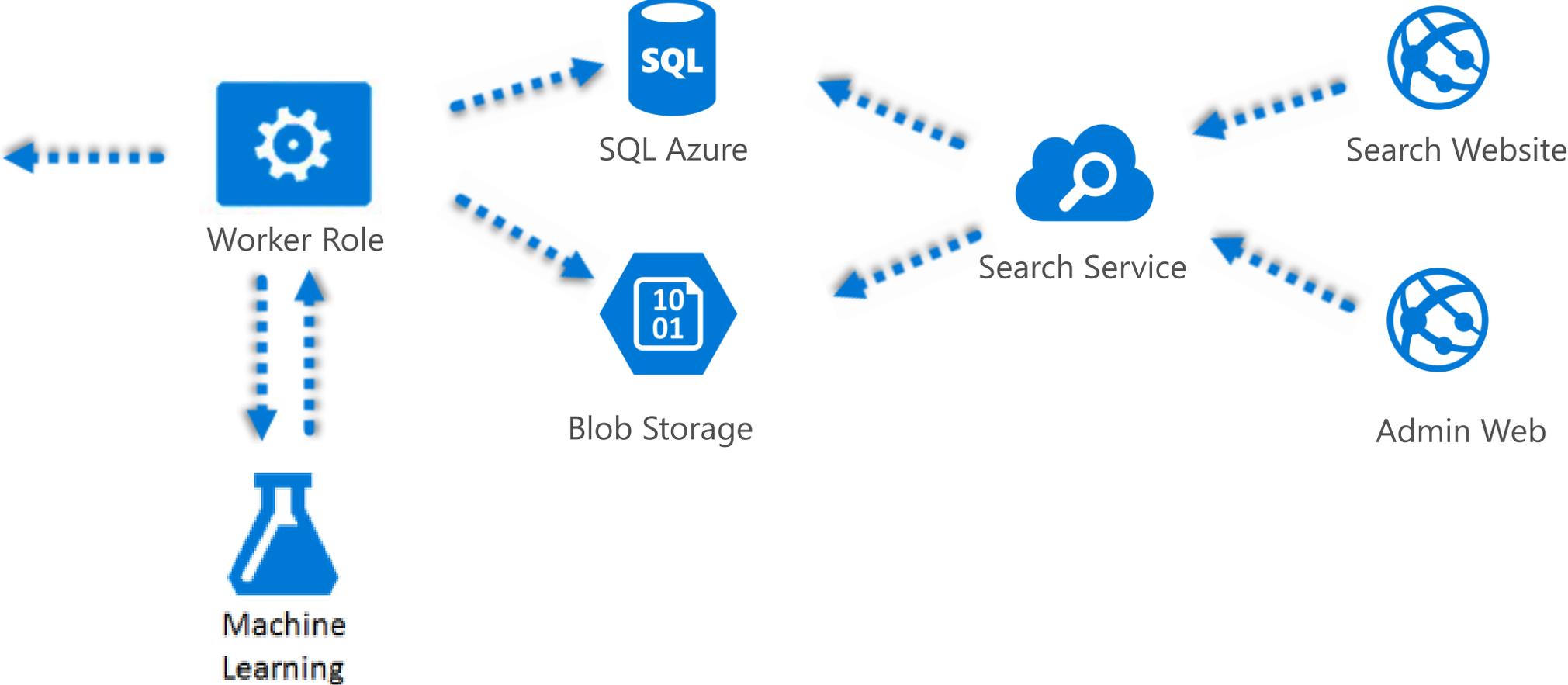


Social Analytics Solution Insight

- Access to data:
 - Social Networks APIs – Facebook and Twitter
 - RSS – News Feeds from media
- Save data to a central repositior
 - Data repository for storing extracted data
 - Configuration tables with the hashtags and word to look for and refresh schedule;
- Index the gathered data;
- Search Portal;



Social Analytics Solution Architecture



Twitter – Data Access

Search Methods:

- REST API – Define queries to search for data;
- Streaming – real time data access to the newly created messages;

More information in: <https://dev.twitter.com/rest/public> e
<https://dev.twitter.com/streaming/overview>

Some limitations using the APIs:

- Limited number of accesses;
- Max of 180 APIs calls in 15 min;

More information in : <https://dev.twitter.com/rest/public/rate-limits>

Facebook – Data Access

Search Method:

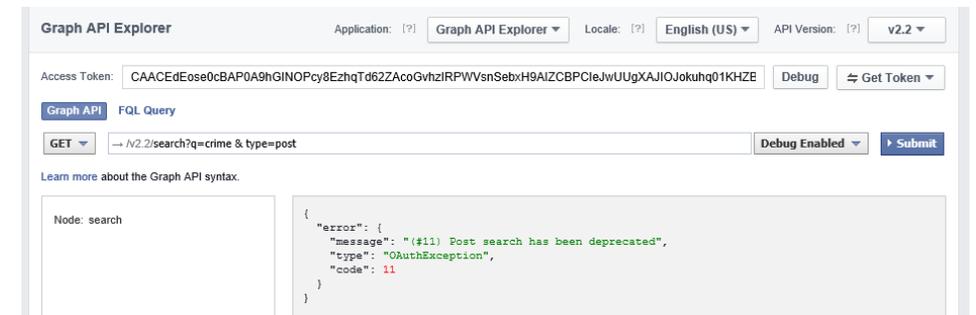
- Invoke HTTP GET – Search Facebook using the Facebook Graph API
- More Information: <https://developers.facebook.com/docs/graph-api>

Some limitations using the APIs :

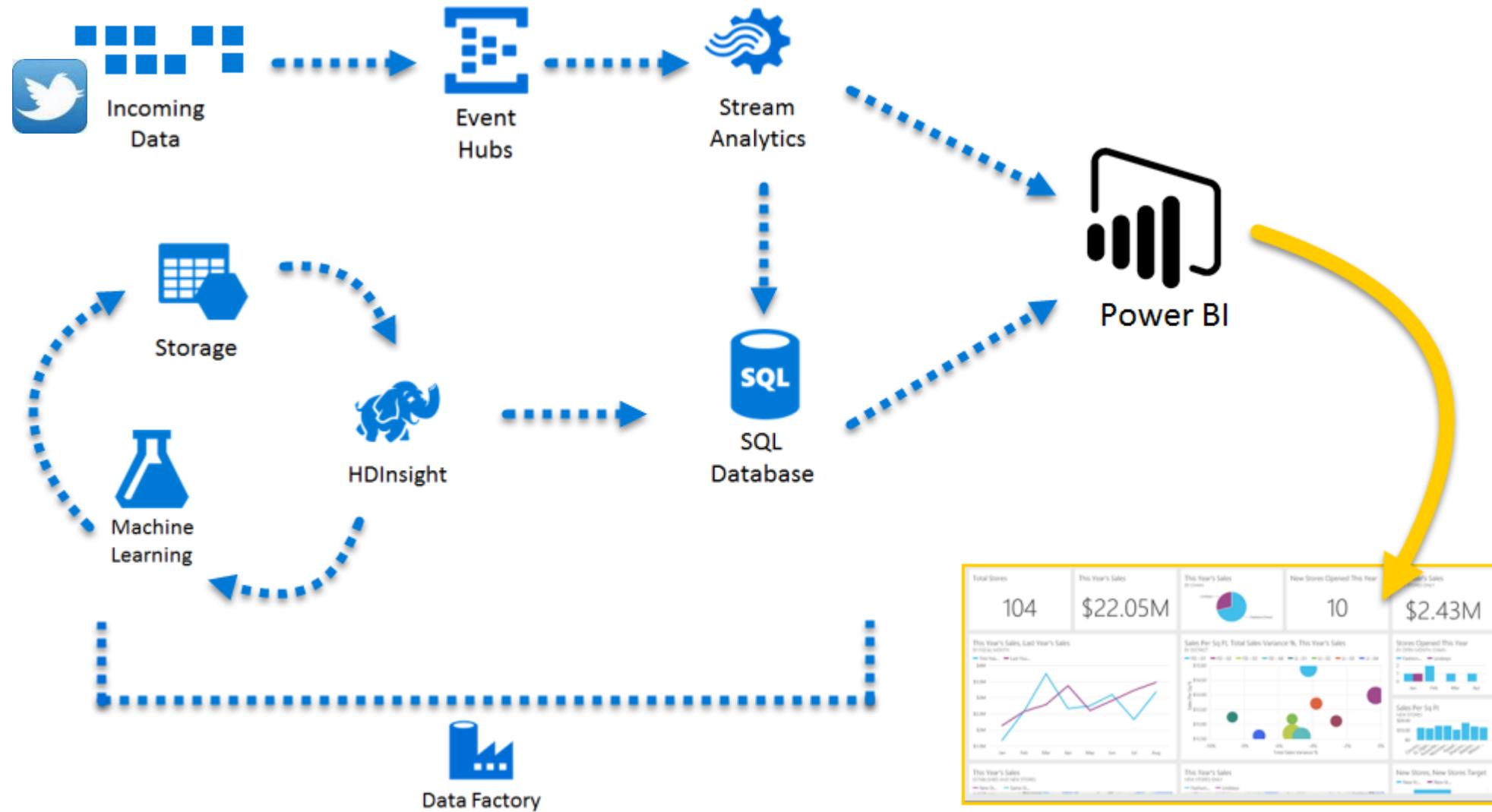
- The posts search method was deprecated from the API 2.0 version.

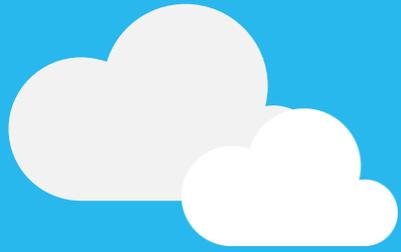
More Information:

<https://developers.facebook.com/docs/graph-api/using-graph-api/v1.0#search>



Social Analytics Solution - Turning it Live





Free Azure Trial

<http://aka.ms/tryazure>



Try SQL Server 2016 CTP2

<http://aka.ms/trysql2016>



Use Power BI for Free

<http://powerbi.microsoft.com>



