Social Media Analytics for UMKM

Desthalia

Data Scientist at Widya Analytic

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Introduction

About Me:

- Data Scientist
- Ilmu Komputer UGM 2015
- Previous experience: System Analyst at Dattabot (2017)

About Widya Analytic:

- Since 2019
- Part of Widya Group under UMG Labs
- Provide data solutions to businesses

Agenda

- UMKM
- Objective dan Problem
- Potential Solution
- Key Takeaways

UMKM

- Diatur oleh Undang-Undang Nomor 20 Tahun 2008 tentang Usaha Mikro, Kecil, dan Menengah
- UMKM merupakan salah satu tenaga terbesar yang mendorong perekonomian negara
- Ada demand untuk meningkatkan competitiveness

Sumber: https://www.ukmindonesia.id/baca-artikel/62

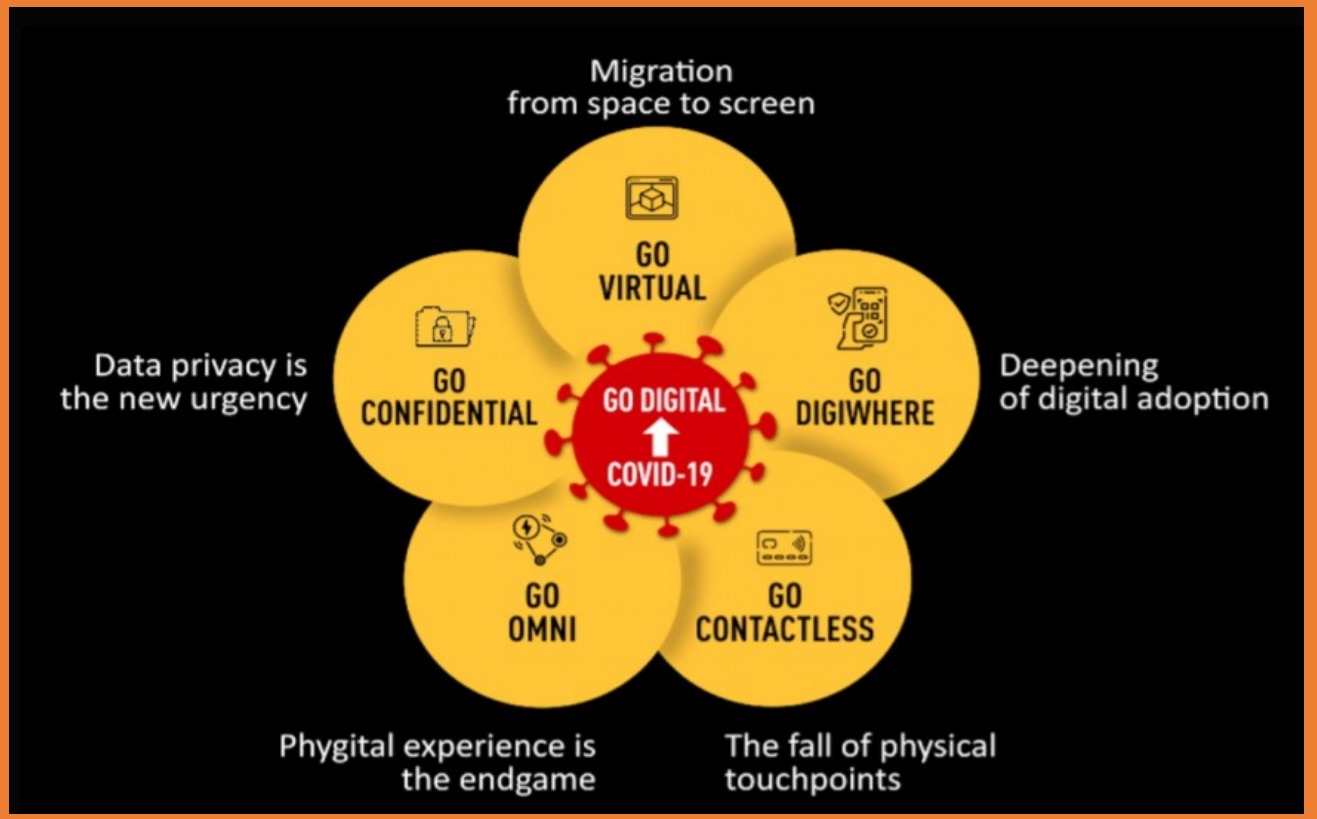
Objective:

Go digital and be data-driven

Kenapa

Go digital dan data-driven?

Accelerated digitalization



Accelerated digitalization

GO VIRTUAL:

- Living in the virtual century
- The surge of children's screen time
- Remote working: the birth of Zoom generation
- Thriving of digital stay @ home jobs
- The emergence of cloud workstyle
- Digital signature: the dawn of "wet" signature
- The birth of real-time consumers

GO DIGIWHERE

- Essentials are moving online
- Wider usage of digital services
- Every consumer is hyper-value consumer
- Digital reputation: the rise of AI-base credit scoring
- TV goes online

GO CONTACTLESS:

- The end of cash
- Is it the end of in-branch banking? The birth of Digital Branch
- Chatbot attack: The death of Customer Service
- QR-code is the new pin-code
- The birth of self-service travelers

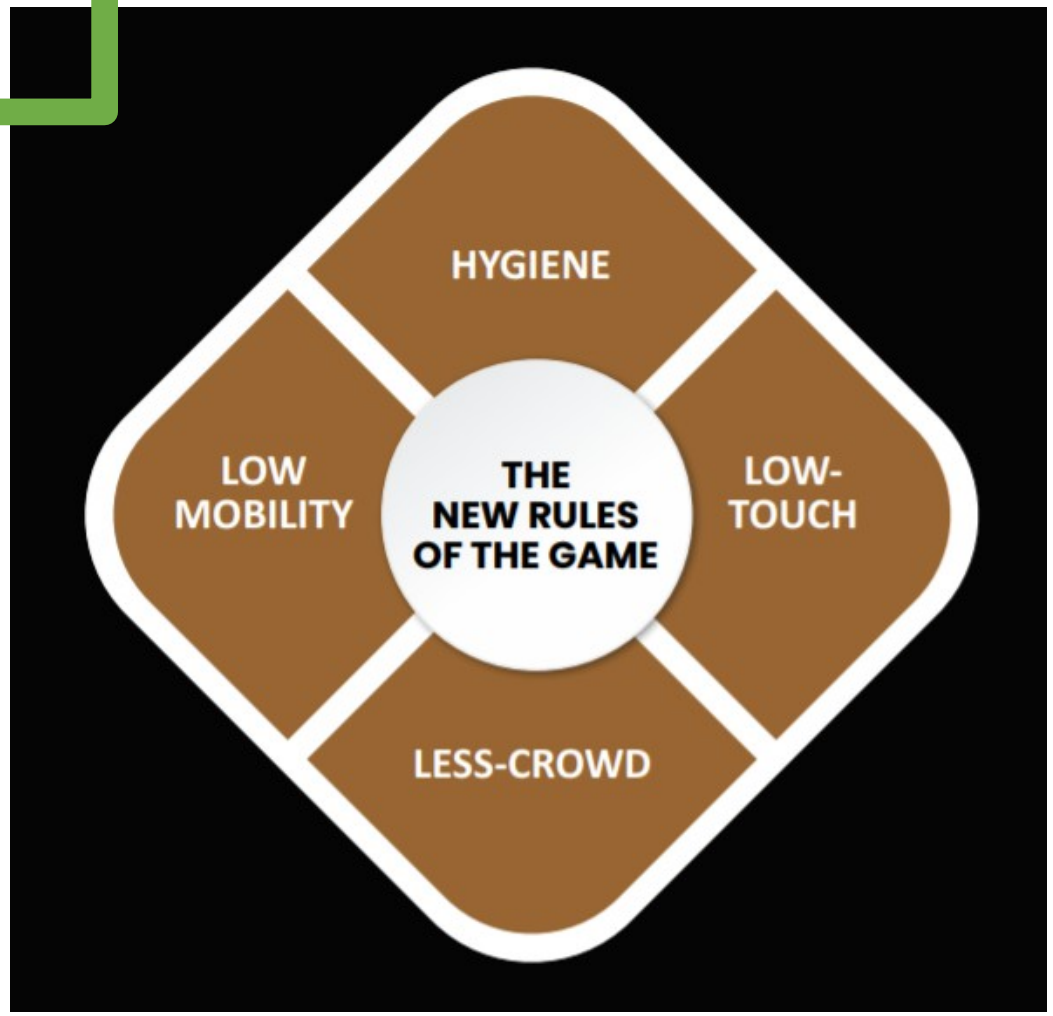
Accelerated digitalization

GO OMNI:

- Hybrid learning is the ultimate solution
- Omnichannel becomes mainstream
- Cloud kitchen is the new normal
- Virtual or hybrid concert?
- Digital nomad
- Travellers want a seamless "look-book-pay"

GO CONFIDENTIAL:

- Data tracking & tracing
- Customer centricity
- Micro influencers are more powerful and relevant
- Marketing is about experimentation
- Welcome the age of personalization



New Rules of the Game

Shifting Customer Value

Problem

Literasi digital nil

Problem

- Hanya 8% dari total UKM yang go online
- Belum lihat value dari digital dan data
- Menggunakan data apa dan caranya

Potential Solution

How we try to help

Potential Solution

Social Media Analytics

- Kami membangun data analytics platform untuk melakukan social media analytics

Customer Education

- As part of our service, kami menyediakan personalized customer support

What we have done

- Kami ada 2 iterasi development
- Iterasi pertama:
  - Pure experimentation
  - Sumber data Twitter
- Iterasi kedua:
  - Mengaplikasikan product design thinking
  - Tambah sumber data: Instagram

First iteration

- Modular analytics.
- Sumber data: Twitter
- Terdiri dari engine analytics, engine scoring, dan engine decision
  - Engine analytics: sentiment analysis, NER, graph-based topic modelling
  - Engine scoring: *z*-score, Euclidean score
  - Engine decision: if-else rule

Second iteration

- Apply product design thinking
- (New) Sumber data: Instagram
- cekTrend:
  - Scrap ide modular analytics
  - Mengganti konsep menjadi cekTrend
- cekBrand
  - Engine analytics: growth analysis dan sentiment analysis

Toba.AI

Social Media Analysis

Monitor people's engagement to your brand

Know Your Target Audience

Know your target audience

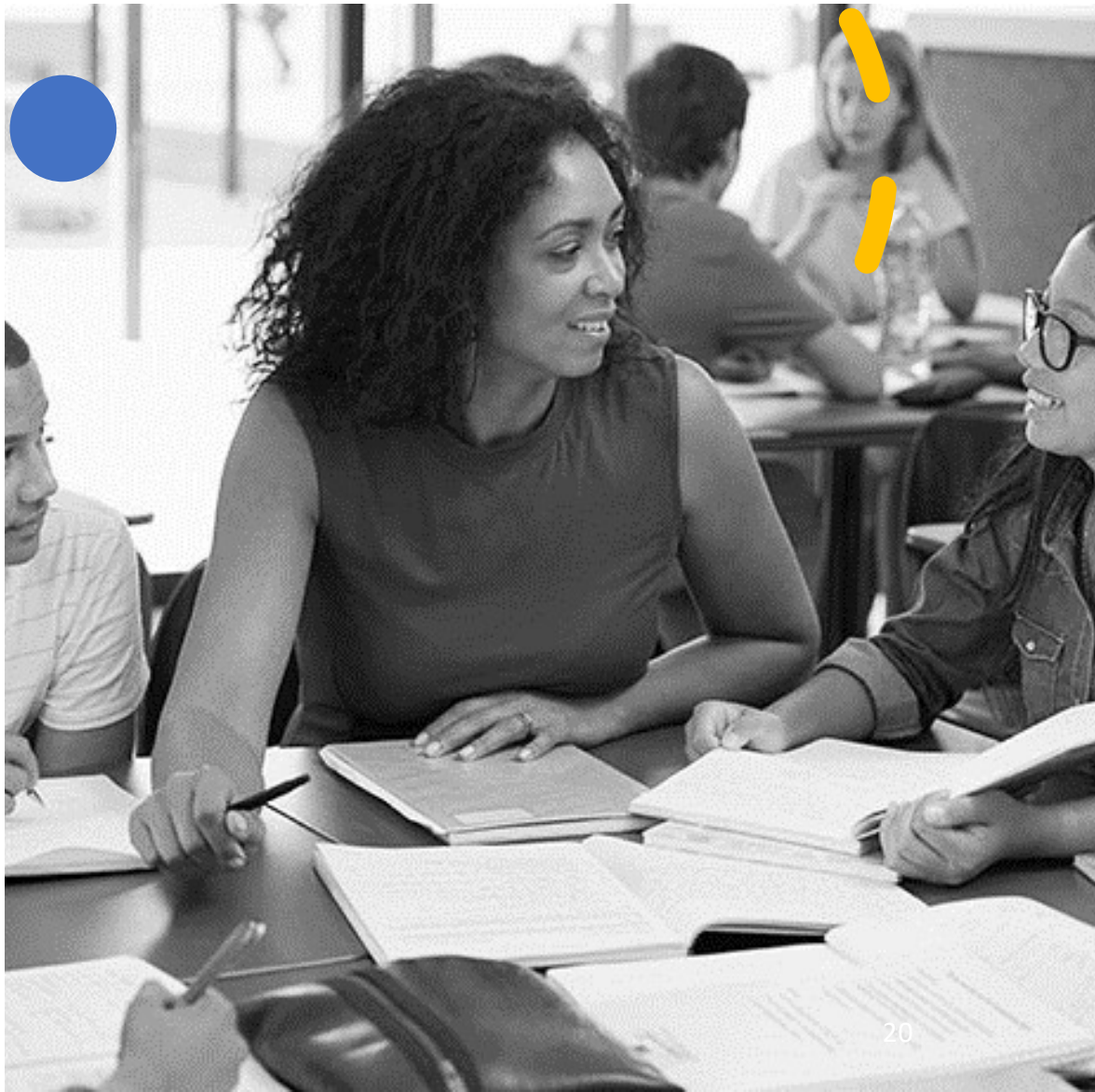
Analyze Competitors

Know What's Trending and How

What we learn

AI yang terlalu kompleks

AI itu hanya sebagian kecil dari keseluruhan produk

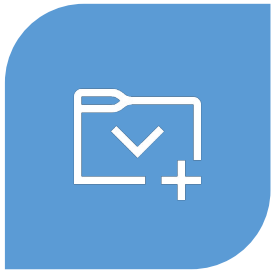


What's next?

MARKET VALIDATION

ANALYTICS ENGINE OPTIMIZATION

NEW ANALYTICS ENGINE PERHAPS?



MORE PROJECTS!

Thank you!