

BLACK FRIDAY MANIA

Analyzing Social Media Data to Understand Consumer Trends

Black Friday is almost here. For 24 hours, starting Friday, November 24, shoppers can get a head start on their Christmas shopping with some of the biggest sales of the season.

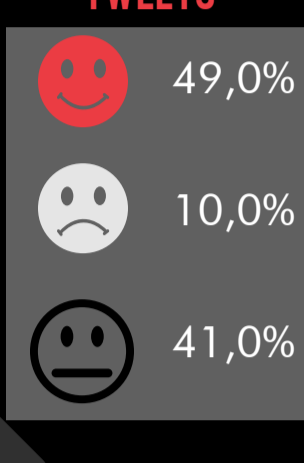
WHAT DO TWITTER CONSUMERS WANT FOR BLACK FRIDAY?

Expert System analyzed a sample of 120,000 tweets in English, French, German, Spanish and Italian associated with the most-used hashtags for the 2017 Black Friday and Cyber Monday from October 20 to November 20, 2017.

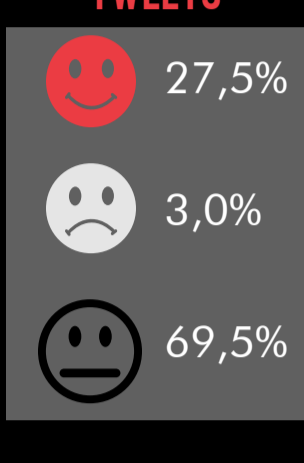


SENTIMENT

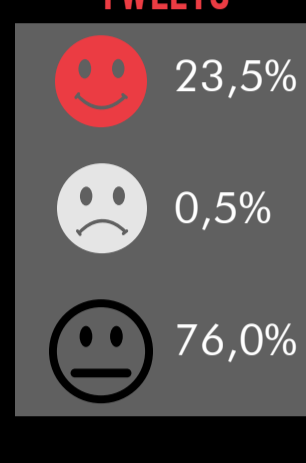
ENGLISH TWEETS



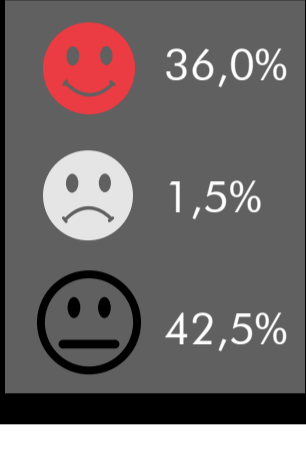
FRENCH TWEETS



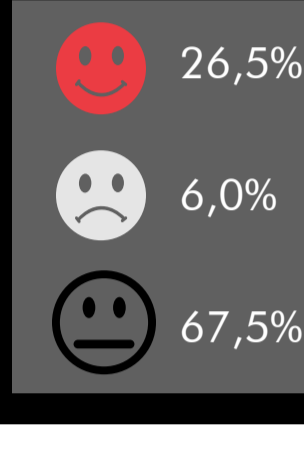
GERMAN TWEETS



ITALIAN TWEETS

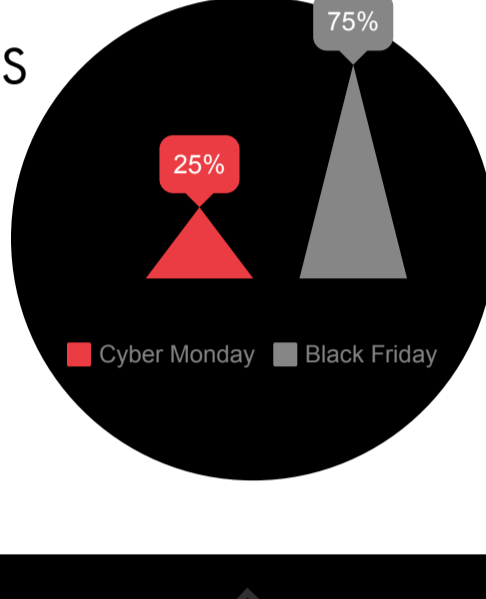


SPANISH TWEETS



BLACK FRIDAY VS CYBER MONDAY

Cyber Monday, created in 2005 to offer discounts on hi-tech products to US consumers who couldn't take advantage of the famous Black Friday deals, has rapidly established itself on the European level.



Analyzing the "buzz" around 2017 cyber week: Black Friday beats Cyber Monday.

ENGLISH TWEETS



MOST POPULAR RETAILERS

Applying Expert System's Cogito cognitive technology to the tweets referencing Black Friday and Cyber Monday made it possible to identify stores, e-commerce companies and online retailers more frequently cited in the sample of tweets analyzed.

SPANISH TWEETS



FRENCH TWEETS



GERMAN TWEETS



ITALIAN TWEETS

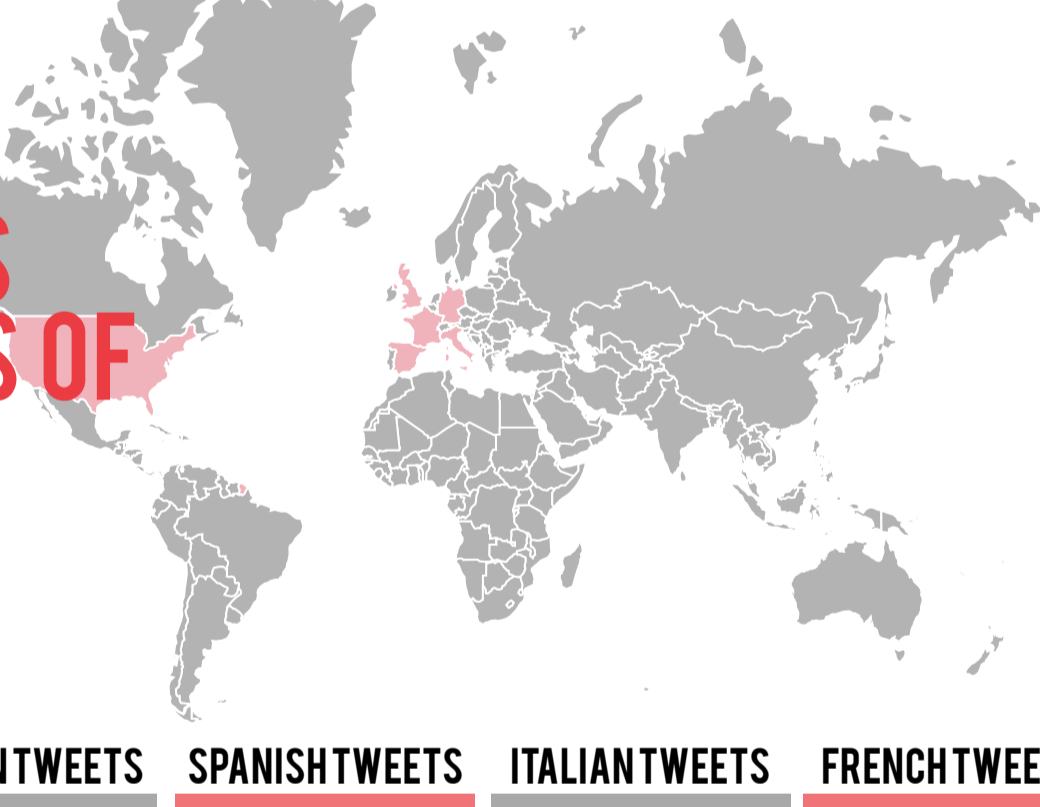


BEST SELLING PRODUCTS

Over the past two years, the US sales during the long weekend between Black Friday and Cyber Monday have been concentrated on high-tech products.

European countries such as Germany and Spain have revealed the same inclination; France has revealed interest for fashion instead, and in Italy, the interest for tech prevailed together with the interest for flights offers.

TOP PURCHASES CATEGORIES OF 2017



ENGLISH TWEETS	GERMAN TWEETS	SPANISH TWEETS	ITALIAN TWEETS	FRENCH TWEETS
HIGH-TECH	HIGH-TECH	HIGH-TECH	HIGH-TECH	HIGH-TECH
FASHION	FASHION	FASHION	HOME	FASHION
GAMES	GAMES	SPORT	FASHION	HOME
HOME	TOYS	TRAVEL	GAMES	TOYS
SPORT	TRAVEL	COSMETICS	BEAUTY	GAMES
FOOD	SPORT	TOYS	HEALTH	ENTERTAINMENT
JEWELRY	FOOD	HOME	TRAVEL	FOOD
TOYS	BOOKS	ENTERTAINMENT	BOOKS	COSMETICS
LUGGAGE	CINEMA	CARS	CINEMA	SPORT
ENTERTAINMENT	ENTERTAINMENT	BOOKS	SPORT	TRAVEL

WHO BEATS WHO

Who is winning the smartphone war in the English tweets?

And what about the gaming battle: is there more buzz around Xbox or Ps4?

APPLE VS SAMSUNG

65% of tweets

35% of tweets

IPHONE VS SAMSUNG GALAXY

69% of tweets

31% of tweets

XBOX VS PS4

62% of tweets

38% of tweets

APPLE

IS THE MOST CITED BRAND OF BLACK FRIDAY 2017

BLACK FRIDAY IN EUROPE

In Europe, Black Friday wasn't heard of until the early 2000s but since then, its trend has continued to spread.

Le Monde
"A Wal Mart employee died, crushed by a crowd of buyers in New York while opening the doors on Black Friday morning."
Le Monde November 29, 2008

DIE ZEITUNG
"With Black Friday, the United States kicks off the Christmas season with massive discounts."
DieZeit November 25, 2011.

EL PAIS
"Black Friday is not just any day for discounts but THE day for discounts, shopping and consumerism for Europe and the USA. The Friday after Thanksgiving was strategically chosen because it was the best time to move the balance sheet from negative to positive."
El Pais November 20, 2008

LA STAMPA
"Shoppers in the US spent \$10.6 billion on Black Friday, also known as the official start of the Christmas shopping season."
La Stampa December 3, 2008