EMPORIO SIRENUSE: INFLUENCE MARKETING AND SOCIAL MEDIA BRANDING STRATEGY
PROJECT DESCRIPTION

PARTNER: LE SIRENUSE
CAPSTONE 2018

1. PROJECT OVERVIEW

Le Sirenuse is a luxury boutique hotel located in the seaside town of Positano, Italy and overlooks the stunning Amalfi Coast. The hotel operates two small boutique shops and an online store, collectively known as the Emporio Sirenuse offering a curated selection of clothes, accessories and homeware. As the brand is expanding quickly online, it is interested in understanding its current spheres of influence as well as potential markets from e-commerce and social media data.

Objectives. Using Emporio Sirenuse e-commerce data and brand-related social media data (as well as supplementary data of choice), produce an in-depth analysis of trends in sales and social media brand engagement; use this analysis to build a tool that would have a potentially meaningful impact in company’s growth. This tool can be, for example, a predictive model for sales, a model to analyze the trajectory and ultimate success of a marketing campaign, a model for social media brand engagement etc.

Learning Outcomes. Students will learn how to apply statistical modeling and optimization techniques (in NLP, image processing, influence propagation etc) to answer questions addressing the concrete, specific and non-engineering needs of clients.

A good data scientist needs to be able to translate technical expertise into solutions to real-world problems and furthermore enable their clients to translate these solutions into actionable plans.

Deliverables. The students will produce:

1. A pipeline that takes the relevant data sets and produce an appropriately formatted output of model predictions or latent structures of interest in the data.
2. A scientific report documenting, justifying and analyzing theoretical underpinning of their model, implementation as well as model evaluation. The evaluation of the model must include
   (a) Results showing performance comparison of the model with reasonable benchmark models.
(b) Results demonstrating the real-world effectiveness of their tool, i.e. quantitative results showing the concrete impact of business/marketing decisions based on model recommendations. Furthermore the students must provide concrete, actionable suggestions for business or marketing implementation based on their results and modeling.