

How to create value out of social media data

(In-use contribution)

Benedikt Wilbertz
Trendiction SA
14, rue Aldringen
L-1118 Luxembourg
Email: benedikt.wilbertz@trendiction.com

Abstract—Nowadays, it is rather easy to get access to huge amounts of data. We present an overview over the challenges, which arise from processing terabytes of social media data per day and how to enrich such information in order to bring value to customers.

I. EXTENDED ABSTRACT

Since companies like Twitter, Facebook, Instagram and many more have re-invented the way people are interacting socially on the web, there is a huge pool of “social” data available on the internet which can be leveraged on.

We take a look under the hood of the Talkwalker product, one of the leading social media monitoring and analytics platforms.

Starting from the technical challenges, how to achieve scalability in order to process several terabytes of data per day, we discuss in detail how to add intelligence to the a-priori “dumb” data. This mainly involves combinations of different data sources and intelligent algorithms.

We conclude the talk by showing some use-cases how clients are leveraging from insights they gain using smart analytics on top of social media data.

Dr. Benedikt Wilbertz received his PhD in Mathematics from Trier University. Afterwards he held a Post-Doc position at the Universities Paris 6 & 7, where he focused on statistical large-scale problems and high-performance computing. Having worked for a couple of years in finance industry, he now holds the position of a Chief Data Scientist at Trendiction SA.