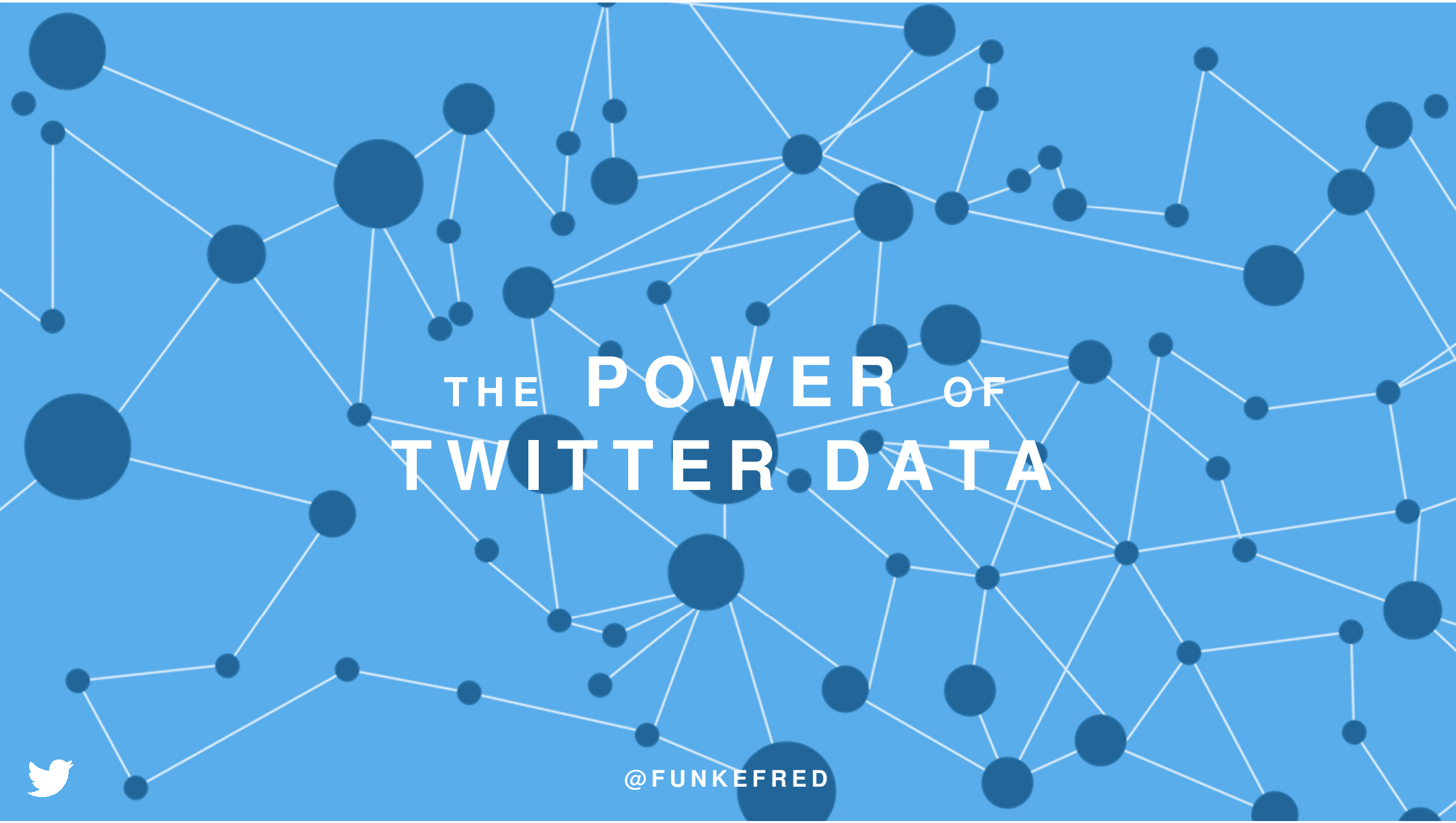
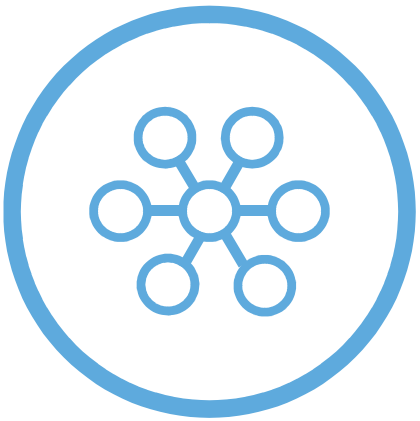

THE POWER OF
TWITTER DATA
@FUNKEFRED

TRANSFORMATIONAL DATA

Realtime

Public



Enterprise

Comprehensive

A Tweet may only be 140 Characters, but…
it has over 65 data elements

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    "coordinates": [
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          30.534473],
        [-96.386719,
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},
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  "coordinates": [
    30.622496,
```

Twitter data has unlimited value and near limitless application

How data can build
a smarter business.

IBM
ibm.com/ibmandtwitter

What's possible when you know what the whole world is thinking about any topic at any time?

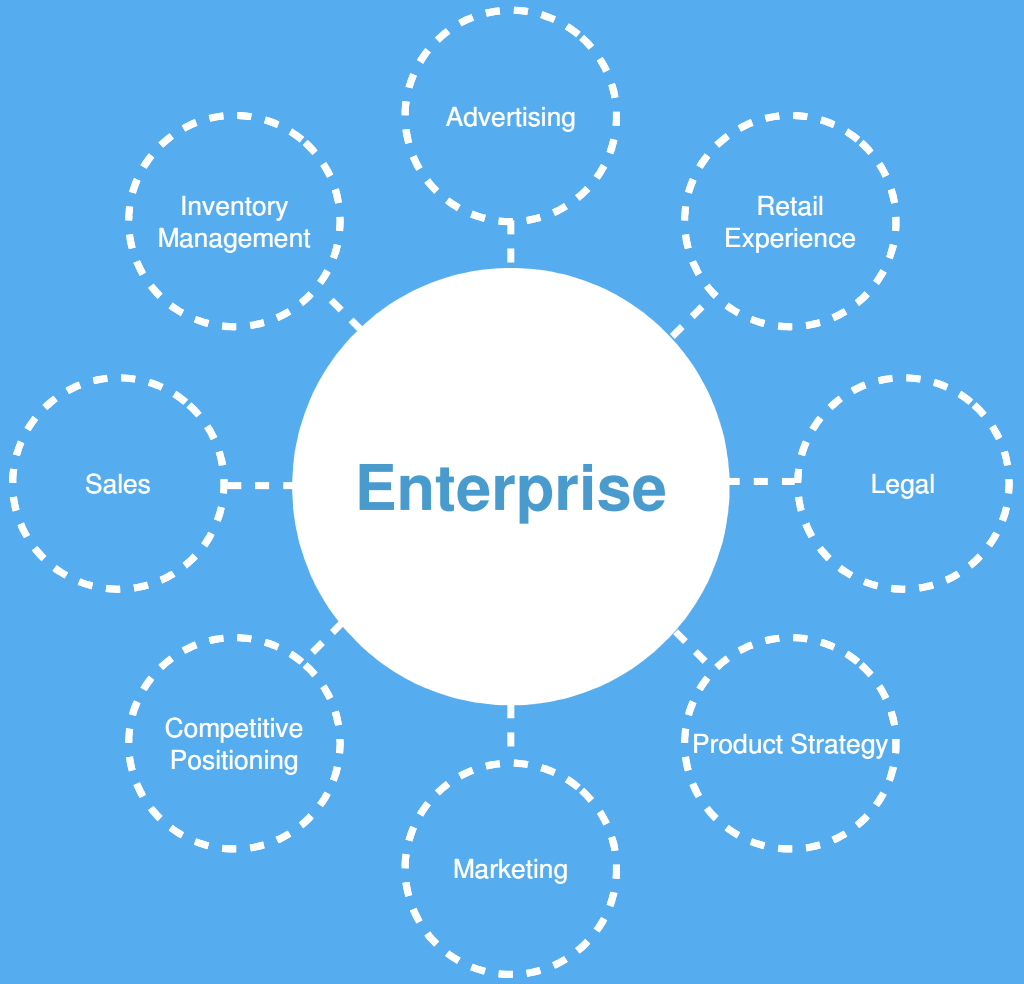
SAVE LIVES

Mitigate the impact of annual flooding

IDENTIFY FOODBORNE ILLNESS

Find signal by monitoring conversations at scale

Improve Every Decision with Social Data



REDUCE CHURN

Identify customers who are likely to churn

ATTRACT AND RETAIN TALENT

Retain your best employees who are key to your most loyal customers

PRODUCT DEVELOPMENT

Understand why some products sell and some don’t

IMPROVE OPERATIONS

Identify commercial restaurant equipment in need of maintenance

Amanda Davidson
@mandiero

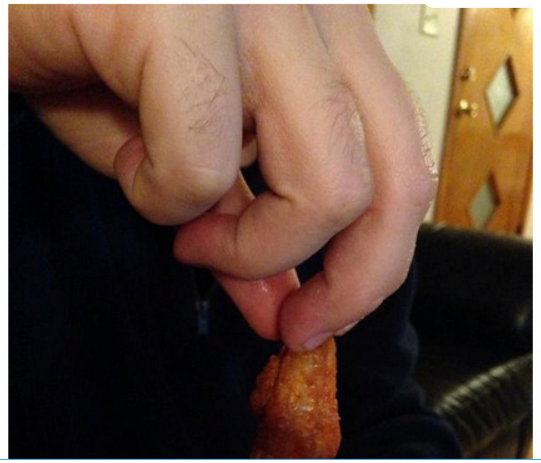
Finally got to try new chick-fil-a. Soggy fries and cold chicken. #sad

Reply Retweet Favorite ••• More

Amy Grewal Dunn
@AmyGrewalDunn

This is unacceptable! Tiny fries make for a disappoint #wingstop

Reply Retweet Favorite ••• More



lil C
@ciaraperri

Soggy fries ? MacDonald's how dare you forsaken me

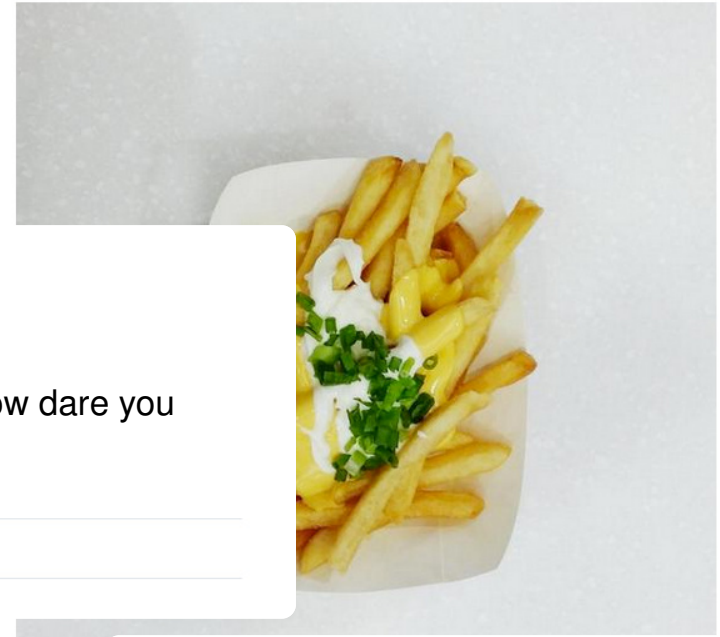
Reply Retweet Favorite ••• More

FAVORITES
6

@fiona_fong

Remember to never order KFC soggy fries again

Reply Retweet Favorite ••• More



Cortland Hill
@Cort_NOu

The only thing McDonalds is good for are their SOGGY FRIES!!

Reply Retweet Favorite ••• More

Improve Every Decision with Social Data

Twitter & IBM

Power Current IBM Software Solutions

Create New Joint Software Solutions

Develop Custom Solutions Through IBM GBS

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