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# SNA, LDA AND SENTIMENT ANALYSIS FOR COMPETITIVE INTELLIGENCE IN AGRO –E COMMERCE

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## *ABSTRACT*

*Every e-commerce company yearns for increased sales. The decisions that could bring about this desire are based on several factors that are hard to determine by these companies until recently. The advent of e-commerce analytic techniques has made it easier to make these decisions by uncovering these factors from past data. Factors like customer sentiment and trending products, which influence company decisions, are now easy to evaluate using e-commerce analytic techniques. This research demonstrates several techniques useable by e-commerce companies to gain competitive intelligence. It shows how sentiment analysis, social network analysis, topic modelling can be used to gain valuable insights that will foster business growth and increase sales. This research made use of heterogeneous data from several social media platforms and Google trend data. It demonstrates these methods on a real-life case study and also suggests recommendations from the results. This research is valuable to e-commerce companies by providing and demonstrating methods and procedures required extracting adequate competitive intelligence inference from available data.*

***KEYWORDS:*** *E-Commerce Analytic Techniques, Adequate Competitive Intelligence Inference*