



LikeFolio Consumer Trends Data Feed

LikeFolio Overview

We use social media mentions to predict and quantify shifts in consumer spending patterns and preferences. We offer multiple products for fundamental and quantitative investors.

Product: Consumer Trends Data Feed

Our consumer trends product is broader than our Consumer Sentiment Data Feed. Consumer trends looks for mentions of consumers taking specific actions related to a consumer trend, whether or not they mention a brand or product of a publicly traded company. We have mapped each of these trends in a many-to-many way to the publicly traded companies that they are likely to impact.

Coverage

As of July 1, 2022 our coverage for this product is:

Alcohol, Tobacco, & Other Drugs	8
Apparel, Shoes, & Accessories	28
Beauty	4
Decentralized Financed (DeFi)	11
Environmental, Social, and (Corporate) Governance	67
Finance & Investing	8
Food Products	237
Food Services	32
Gaming	15
Health & Wellness	210
Media	95
Real Estate	19
Recreational Activities	20
Shopping	31
Technology	13
Transportation	19
Travel	22
Workplace	13

These trends are mapped to 408 publicly traded companies. We are constantly adding both trends and publicly traded companies to our coverage.

F.A.Q: Why are there so many trends on Food & Wellness?

Answer: As clients, food manufacturers have requested specific insights into consumer trends that affect their business. They use this data to inform product creation and marketing.

Understanding the difference between the two data products

Consumer Sentiment Data Feed is our primary product, and looks for mentions of specific products or brands. We then analyze each mention for sentiment and intent to purchase. In the example below, we will look at CHWY, the online pet supplies company.

A Purchase Intent mention for this company may be something like “Just ordered from Chewy. My dog loves it!”

The Consumer Trends Data Feed product instead looks at mentions of a broader trend. In this case we will compare it to Ordering Pet Supplies Online. To qualify for a mention of this trend, no brand or product name is required.

An example of this type of mention is “Ordering my dog food online now instead of going to store. Wish me luck!”

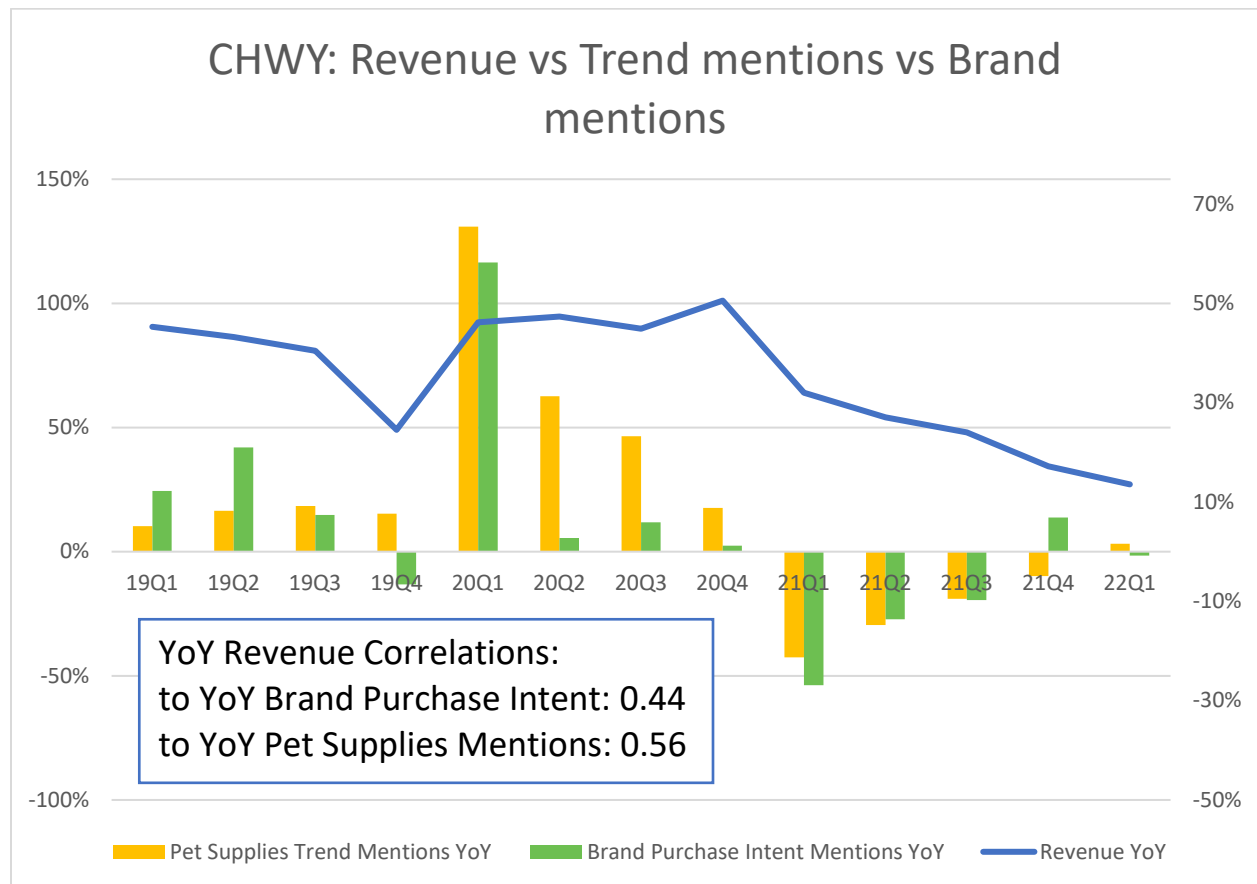
Now that we understand the difference between LikeFolio’s main product and this Trend product, let’s dive into one specific use case.

Use Case

Sometimes when consumers are discussing on social media how they spend their money, they do not mention the brand or product, rather the type of spending. If we look at that broader trend, we can often find more predictive metrics versus the brand/product mentions.

When looking at the pet food supplier, Chewy (CHWY), we can compare mentions of consumers saying they are specifically spending money with Chewy (“purchase intent”) versus mentions of consumers saying they are ordering pet supplies online.

For example: A typical mention in When we compare both to the company’s revenue, we can see:



The year-over-year correlation of revenue to brand purchase intent (from our main product, Consumer Sentiment Data Feed) is useful at 0.44. However if we instead look at the broader trend of buying pet supplies online, the coefficient of correlation increases to 0.56.

Some LikeFolio clients use one data feed or the other, and some use both and look for agreement between a company and a macro trend. Looking for a rising trend, then finding the best-in-breed company within that trend is a strong strategy.

Delivery

CSV files are delivered via Amazon AWS S3 buckets. There are two types of data file:

1. Trend-to-Company Mapping
This is a JSON file that lists each trend, its ID, group, category, and description along with every company that it is associated with.
2. Trend data
Each trend has its own folder filled with historical daily CSV files, showing the number of mentions of that trend for each day.

Data Structure

There is only 1 metric for each trend: Number of mentions.

Data goes back to Jan 1, 2012 for each trend and we can add new trends by request as needed.

Trial

Full historical data is available for trial.

Questions?

Contact LikeFolio co-founder Landon Swan at Landon@LikeFolio.com