

**Analizzare l'incertezza**  
come utilizzare le ricerche  
online per valutare le  
intenzioni dei consumatori

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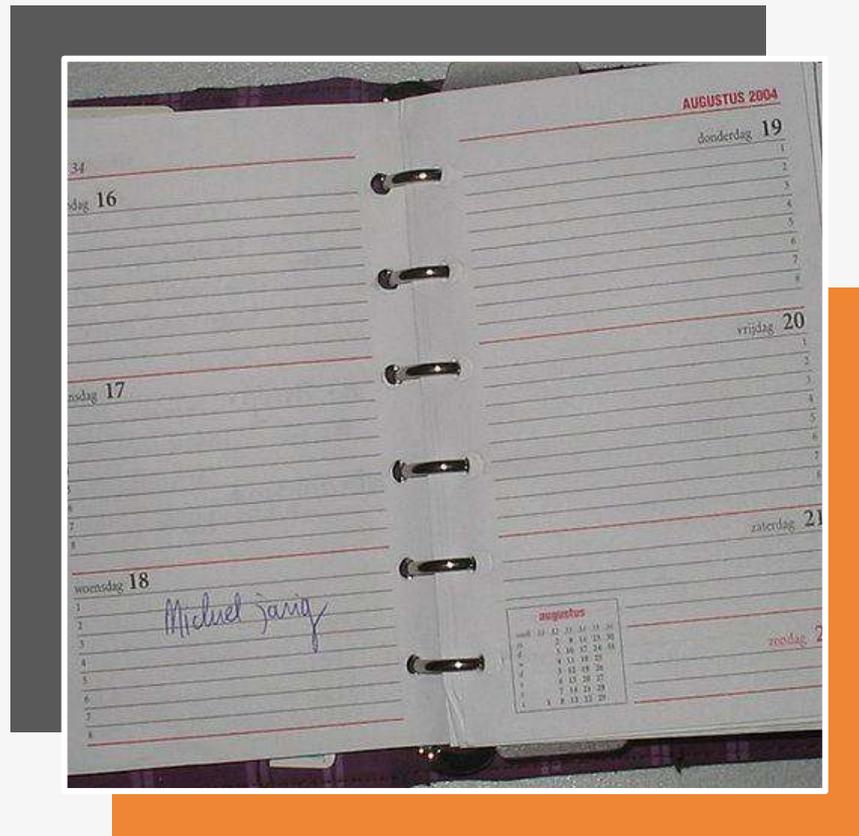


## Agenda

Perché utilizzare le ricerche on line

Come analizzarle

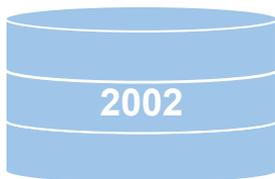
Quali informazioni



# Quali dati utilizzare

Come si analizza (tradizionalmente) un fenomeno per modellarlo e fare delle previsioni sul suo sviluppo, il suo impatto sull'economia, sulla società etc.?

Si prendono i dati di un evento simile e passato e si usano per testare un modello capace di fornire predizioni affidabili



A volte non è possibile perché questi dati non esistono



Quale settore sta risentendo di più dell'effetto della pandemia, quale sta crescendo di più?

### Dati di produzione e consumo



- dati affidabili
- stime a livello economico
- timing

### Survey



- informazioni puntuali sulle preferenze dei consumatori
- timing
- cost

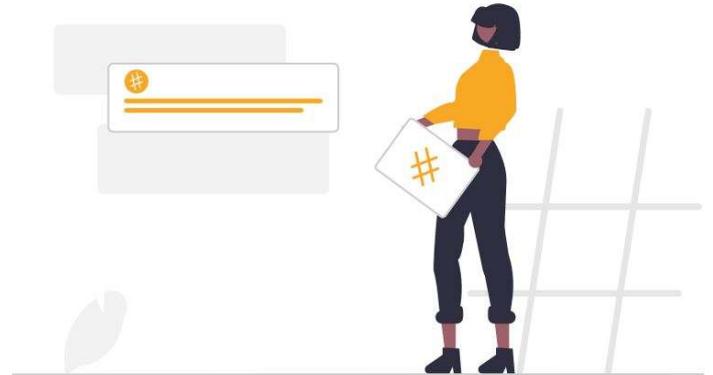
### Ricerche on line



- dati "quasi" real time
- insight azionabili per strategie di marketing
- analisi ripetibili
- dati aggregati

## BUSINESS NEED

Come posso comprendere le **paure** e gli **intenti** dei miei **clienti**, in questo momento di **incertezza**?



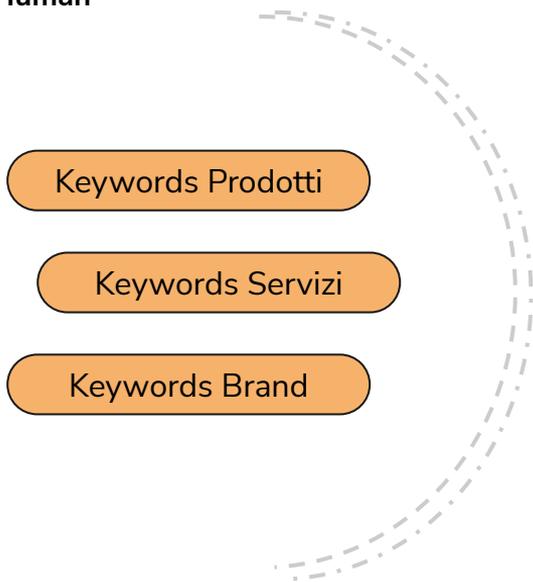
## Quale processo Human + AI

Analisi e  
definizione  
keyword set

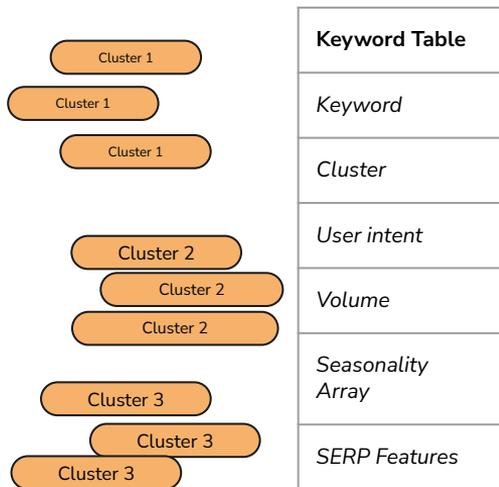
Espansione  
keyword set  
Classificazione  
Data enrichment

Analisi di mercato  
Individuazione  
nuovi trend  
Analisi della  
competizione

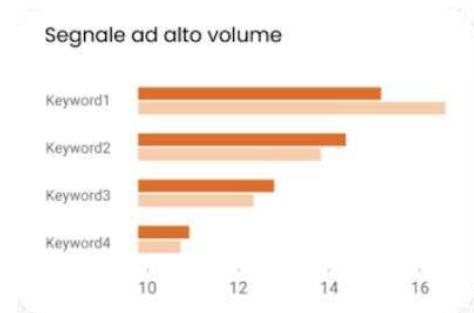
### Human



### AI + Macchina



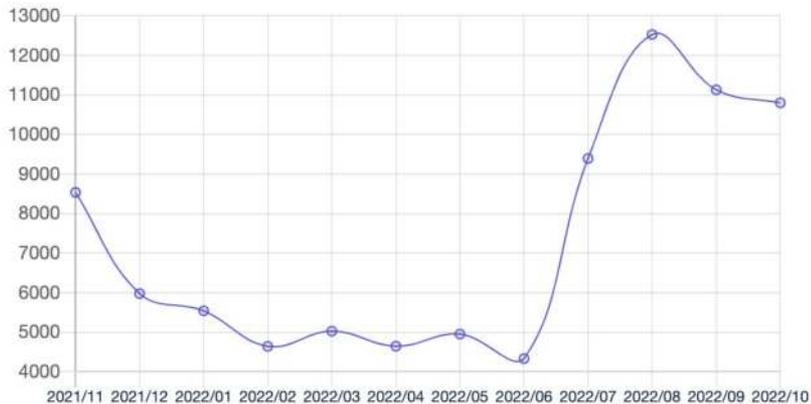
### Strumento



## TREND E STAGIONALITÀ

# Search Trends

Search Volume Trend per month



Select Cluster Name

Perdita Capelli X

low volume  
**perdita capelli stress**

Perdita Capelli

Search Volume  
**248**

Growth  
**+153.89% ↑**



low volume  
**caduta capelli rimedi**

Perdita Capelli

Search Volume  
**432**

Growth  
**+121.69% ↑**



low volume  
**caduta capelli covid**

Perdita Capelli

Search Volume  
**423**

Growth  
**+78.4% ↑**



low volume  
**caduta capelli donne**

Perdita Capelli

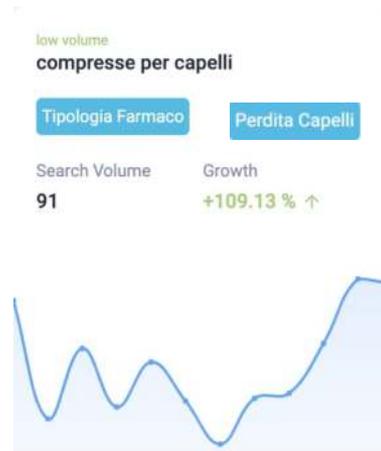
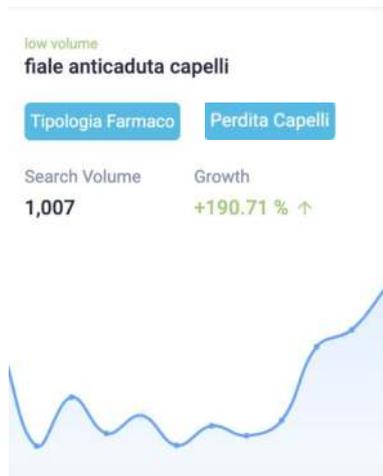
Search Volume  
**387**

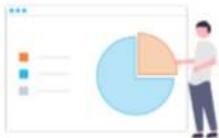
Growth  
**+77.97% ↑**



## TREND E STAGIONALITÀ

# Search Trends





**Keyword Volume and Seasonality**



**Emerging Trends**



**Competition**

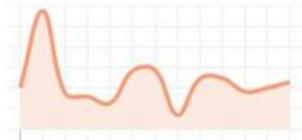
## Themes

### Top Relevant Themes

#### Vino Rosso

Search Volume  
729412

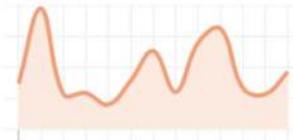
Growth  
-3.98%



#### Vino Bianco

Search Volume  
243104

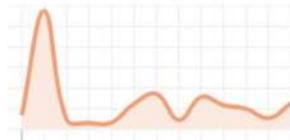
Growth  
-14.85%



#### Spumante e Prosecco

Search Volume  
213269

Growth  
-17.14%



#### Champagne

Search Volume  
93983

Growth  
-16.44%



#### Generale - Vino

Search Volume  
67779

Growth  
5.78%



#### Regione

Search Volume  
26997

Growth  
-13.25%



## Theme Composition

Select a Theme to dive deep into it

<span>∨</span> First Level <b>Vino Rosso</b>	Search Volume	Growth	Date Range	<span>∨</span> Select Theme
<span>↳</span> Second Level <b>Aglianico</b>	14,271	20.34%	Nov-2021 - Oct-2022	<span>∨</span> Select Theme
<span>↳</span> Second Level <b>Amarone</b>	56,399	-12.28%	Nov-2021 - Oct-2022	<span>∨</span> Select Theme
<span>↳</span> Second Level <b>Barbaresco</b>	19,381	25.99%	Nov-2021 - Oct-2022	<span>∨</span> Select Theme
<span>↳</span> Second Level <b>Barbera</b>	10,563	-84.35%	Nov-2021 - Oct-2022	<span>∨</span> Select Theme
<span>↳</span> Second Level <b>Bardolino</b>	131,135	-5.93%	Nov-2021 - Oct-2022	<span>∨</span> Select Theme
<span>↳</span> Second Level <b>Barolo</b>	50,464	10.23%	Nov-2021 - Oct-2022	<span>∨</span> Select Theme

## Latest Trends

low volume  
**aglianico**

Vino Rosso/Aglianico

Search Volume  
**7,123**

Growth  
**+2.6 % ↑**



Weak Volume  
**barbaresco langhe**

Vino Rosso/Barbaresco

Search Volume  
**225**

Growth  
**+120.91 % ↑**



Weak Volume  
**barbaresco gaja**

Vino Rosso/Barbaresco

Search Volume  
**955**

Growth  
**+19.21 % ↑**



Weak Volume  
**aglianico bianco**

Vino Rosso/Aglianico

Search Volume  
**260**

Growth  
**+106.67 % ↑**



Weak Volume  
**aglianico del taburno**

Vino Rosso/Aglianico

Search Volume  
**1,000**

Growth  
**+207.11 % ↑**



low volume  
**aglianico del vulture**

Vino Rosso/Aglianico

Search Volume  
**3,611**

Growth  
**+25.05 % ↑**



Weak Volume  
**aglianico del vulture prezzo**

Vino Rosso/Aglianico

Search Volume  
**337**

Growth  
**+5.37 % ↑**



Weak Volume  
**aglianico vino**

Vino Rosso/Aglianico

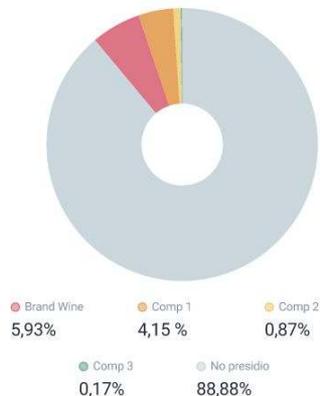
Search Volume  
**862**

Growth  
**+43.95 % ↑**

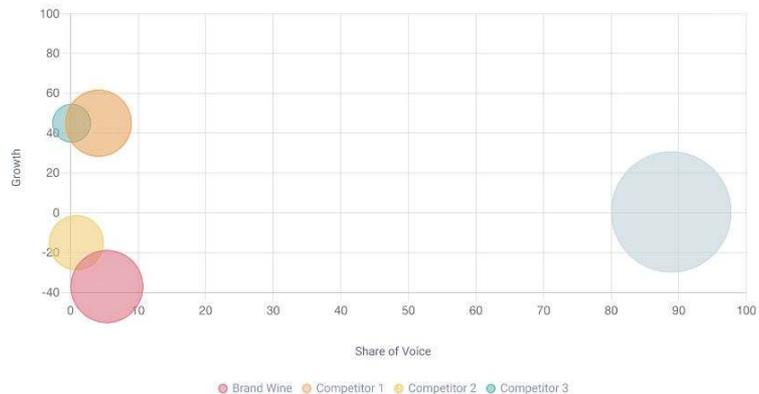


# Share of Voice for Your Market

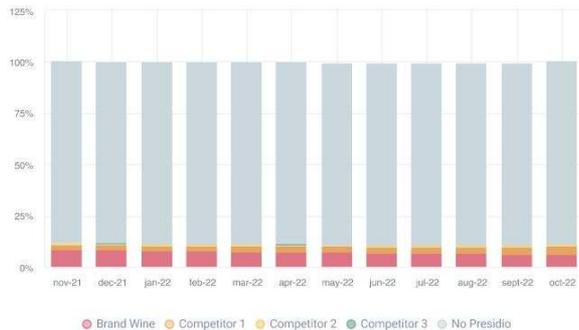
### Share of Voice Total



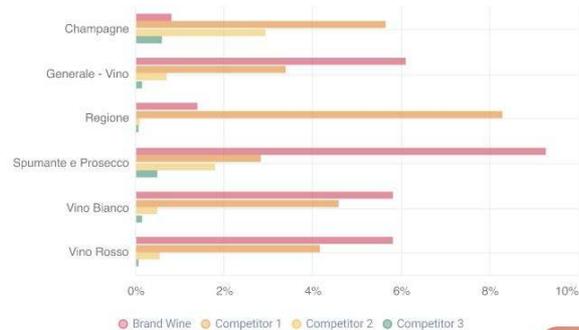
### Share of Voice by Volume and Growth



### Share of Voice Over Time



### Top 5 Themes



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