

Hello,

In this article, we will walk you through a new widget available in Reports: the Trend Life Cycle chart and its applications. Let's discover how it enables you to discover the growth rate of the main trends of your market.

We hope you will enjoy it.

Agenda:

- What's the Trend Lifecycle Chart?
 - How does it work?
 - How can I have access to it?
 - What are the different options to classify trends?
-

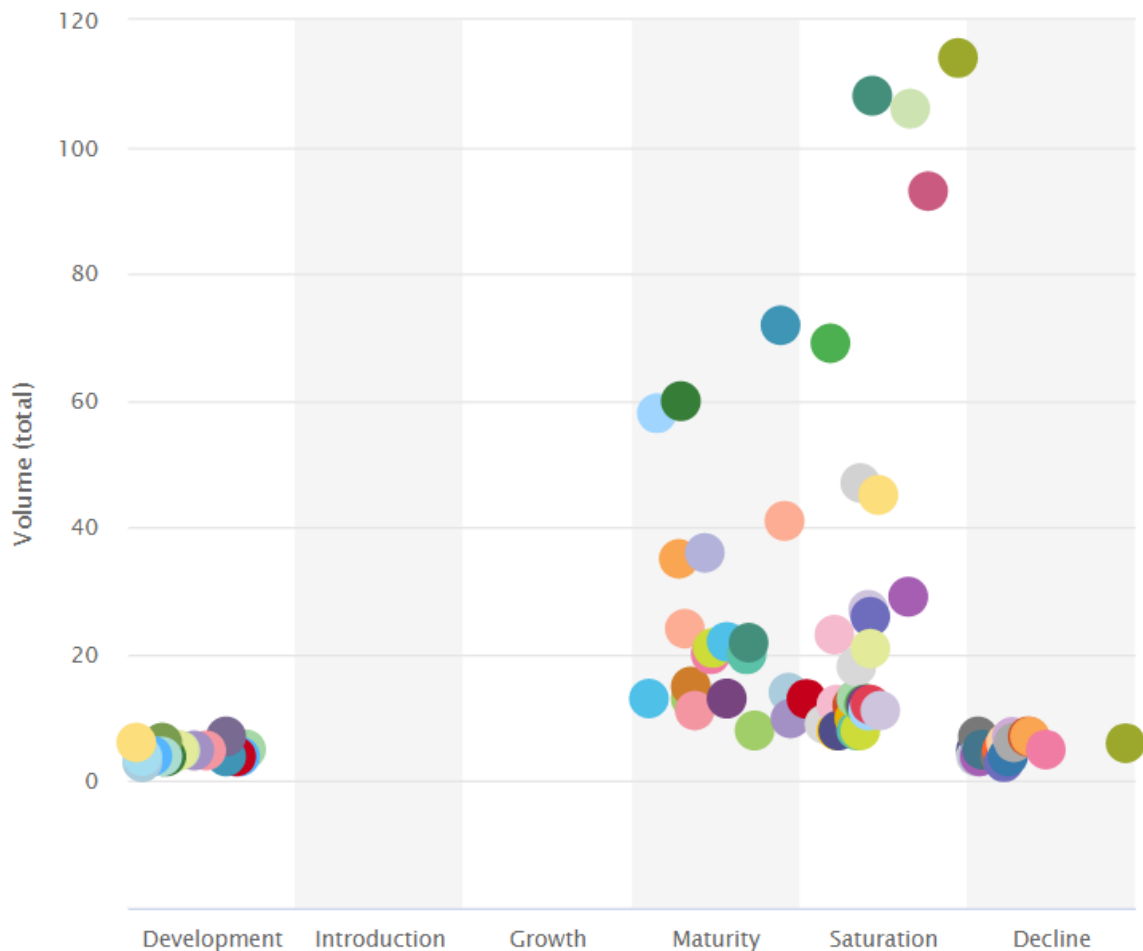
What's the Trend Lifecycle Chart?

Created by Synthesio, powered by Ipsos methodology, the Trend Lifecycle chart is based on the AI of our Signals engine to provide you with a snapshot of your market trends at a glance.

With this chart, you immediately discover which of your topics are growing faster than others, and identify the ones that are currently fading and at risks!

Trend Signals / Deodorant / Past 3 Months

2021/02/16 - 2021/05/16



How does it work?

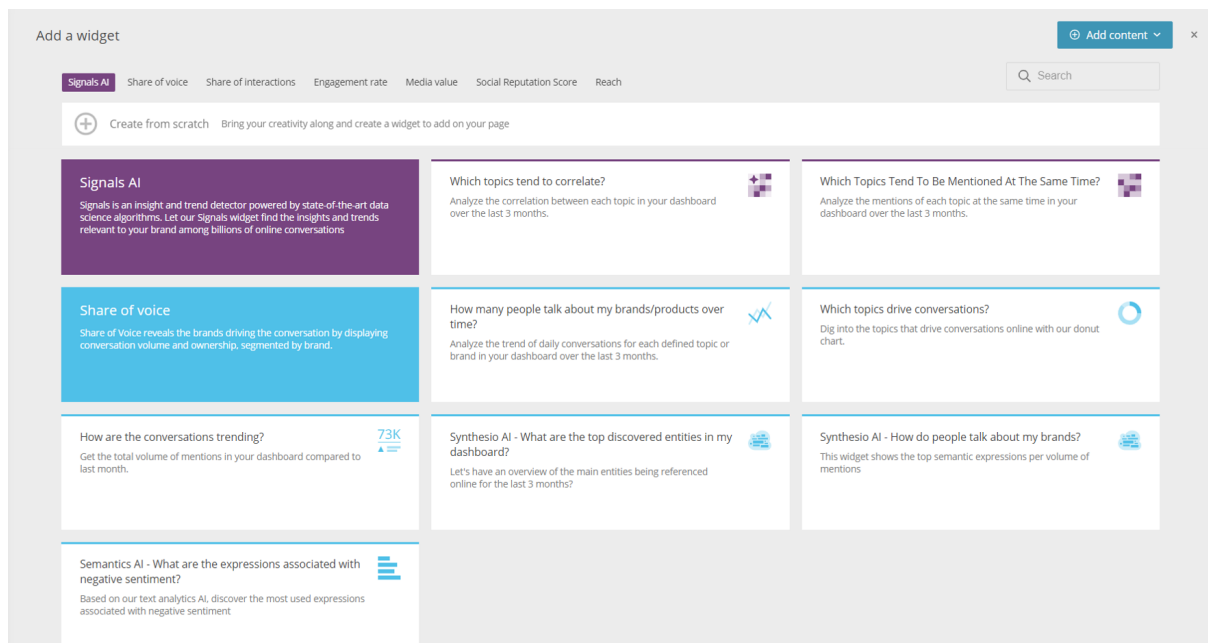
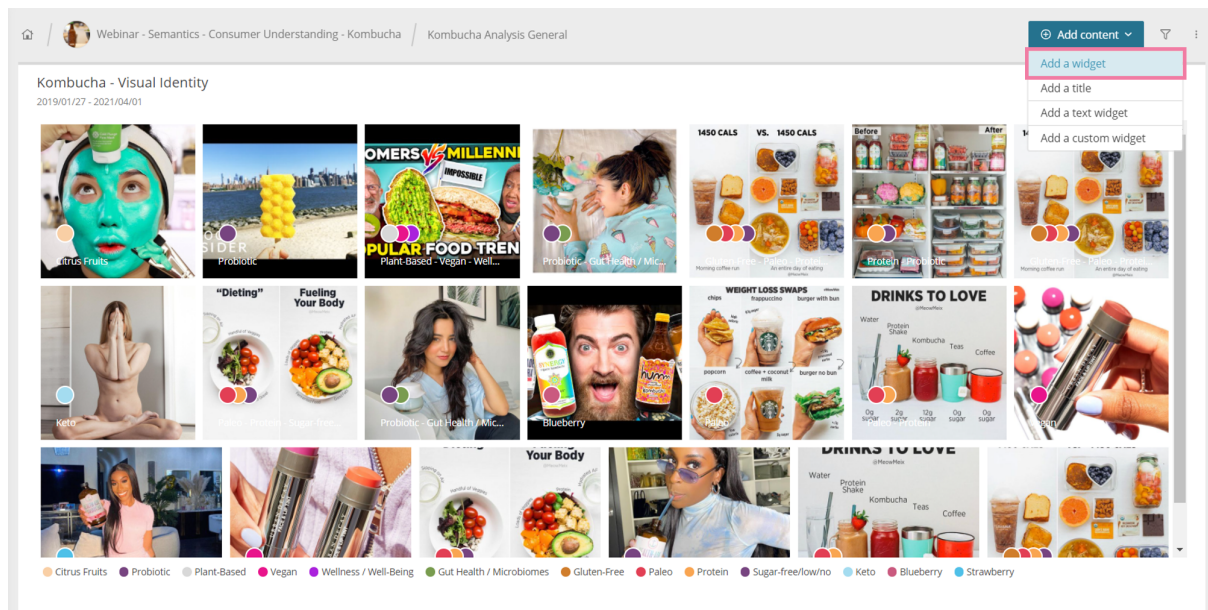
The trends lifecycle widget is an advanced analytical chart that can be used with our standard social metrics such as volume, interactions and reach, based on a selected dimension like topics, clusters, entities and more.

Our AI designed to detect signals will compute the average growth rate over the selected time period and classify each data-point according to the state it belongs to in the lifecycle model.

How can I have access to it?

You have two different ways to build a Trend Lifecycle Chart:

First, when you are in Reports, you can click on “Add a widget” to access the widget library.



You have two predefined templates at your disposal:

1. Trend Lifecycle Chart based on Entities:
2. Trend Lifecycle Chart based on Topics

Second, you can simply click on “Add a custom widget”, and create your own trend lifecycle visualization with the dimensions of your choice.

Webinar - Semantics - Consumer Understanding - Kombucha | Kombucha Analysis General

Kombucha - Visual Identity
2019/01/27 - 2021/04/01

Citrus Fruits Probiotic Plant-based Vegan Wellness / Well-Being Gut Health / Microbiomes Gluten-Free Paleo Protein Sugar-free/low/no Keto Blueberry Strawberry

Webinar - Semantics - Consumer Understanding - Kombucha | Kombucha Analysis General | Widget Builder

Text analytics categories | Entity categories | Entities | Private sources | Emotion | Period | Topics | **Publisher categories** | Sentiment | Classifiers | Query | Websites

Social Pages | Social Authors | Reviews stars | Gender | Age range | Jobs | Affinities | Family status | Marital status | Noise categories | + | Reset

New widget
2019/01/27 - 2021/04/01

Select a chart type

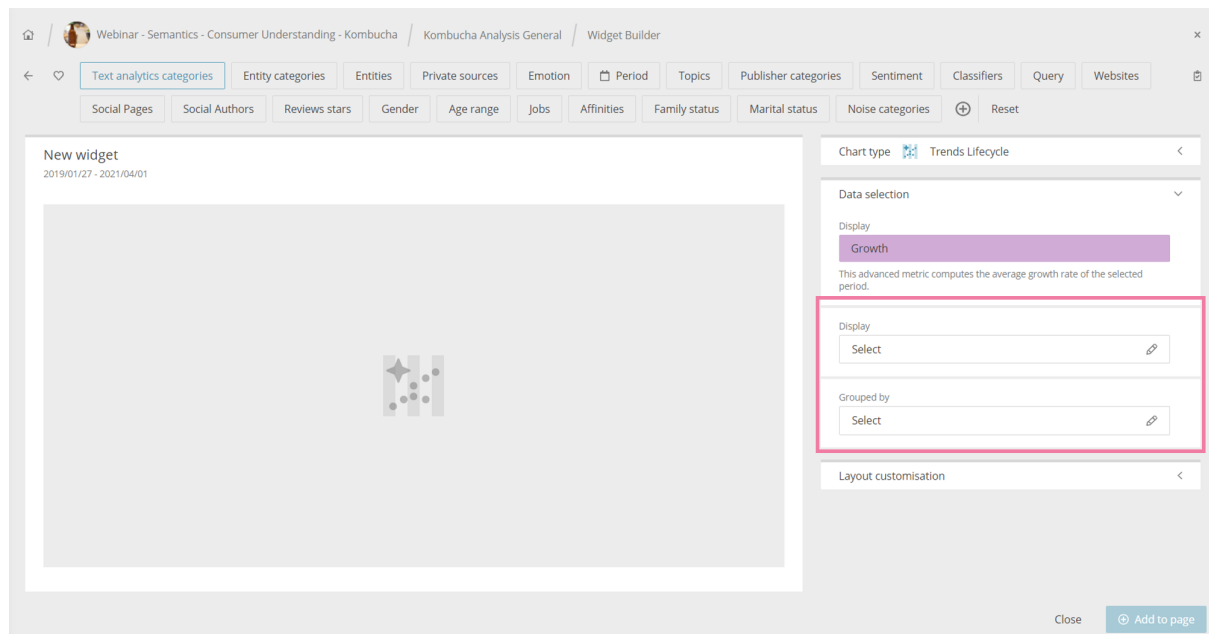
Chart type

- Columns
- Area
- City map
- Scorecard
- Pyramid
- Top words
- Correlation heatmap
- columns
- Bubble
- Mentions stream
- Intensity heatmap
- Donut
- Trends Lifecycle
- Network
- World map
- Media Wall
- Radar
- Word cloud

Apply

Layout customisation

Close Add to page



What are the different options to classify trends?

We have 6 classes available with the following definition:

- **Development.** Identify inoperative trends with a low volume and a trivial growth.
- **Introduction.** This is where the early adoption happens. Trends classified here do have a low volume but an identified growth rate.
- **Growth.** This is where you get the current main growth trends on the market. High volume and high velocity growth.
- **Maturity.** The maturity stage of the lifecycle shows that the trends will eventually peak and then slow down. During this stage, growth has started to slow down, and the trend has already reached widespread acceptance in the market, in relative terms.
- **Saturation.** Typically, this is the point when the trends get saturated on the market with a high volume of conversations but a negative growth.
- **Decline.** We identify obsolete trends when the volume of conversations becomes low with a declining growth.

Important note - Growth rate:

As you've likely seen, the Trend Life Cycle chart automatically displays trends based on a metric called "Growth Rate". It allows to classify the trends (represented by the different points in the chart) in the different categories. We default set-up a threshold at 3% for the growth rate.

What we are looking at in the daily growth rate.

1. If the daily **growth rate is higher than 3%**, the trend will be classified in one of the high growth rate categories:

- Introduction
- Growth

In addition to the growth rate, we look at the volume to decide in which category the trend should be classified.

2. If the **growth rate is positive but lower than 3%**, the trend will be classified in the Development category.

3. If the volume is high and the **growth rate starts declining**, the trend will be classified in the Maturity category.

4. Finally if the **growth rate is negative**, the trends will be classified under:

- Saturation
- Decline

Once again, the volume allows us to decide in which category the trend will be classified.

You may want to adapt this growth rate threshold. You can configure it from the chart customization to adapt it to what's most relevant to you:

- If you increase the threshold, you will see less trends in the introduction and growth categories, focusing on the high growing ones only.
- If you decrease the threshold, you will see a more equal split of the trends within the different categories.

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Kombucha Analysis General

Widget Builder

Text analytics categories

Entity categories

Entities

Private sources

Emotion

Period

Topics

Publisher categories

Sentiment

Classifiers

Query

Websites

Social Pages

Social Authors

Reviews stars

Gender

Age range

Jobs

Affinities

Family status

Marital status

Noise categories

Reset

Trend Life Cycle

2019/01/27 - 2021/04/01

Chart type Trends Lifecycle

Data selection

Layout customisation

Widget name

Trend Life Cycle

Growth threshold %

3

1

2

3

4

5

6

7

Show legend

Position

Order

Pagination

by

Close

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