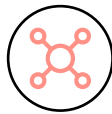


Improved customer service



Delta Airlines learned by analyzing social data that the biggest frustration of their customers is lost luggage and [launched an innovative new product to address the problem.](#)

Research and development for new products or offerings



One car manufacturer redesigned the seats in one of its most popular models based on sentiment in the social sphere that the seats were uncomfortable.

Better engagement with key influencers



L'Oréal used social data to find influencers in the beauty sphere for product trials and promotion, and they also [used internal social network data to find company influencers to champion employee initiatives.](#)

More robust recommendation systems (especially through deep learning)



A simple example would be an e-commerce business that could recommend products that friends of a shopper have already purchased for better recommendations (i.e., more likely to convert). Or, a deeper and more complex (but also more powerful) use case involves image recognition and deep learning. For example, a travel site could use images from Instagram or Pinterest and apply deep learning to understand a user's preferences.

Predicting upcoming trends before they happen



News outlets might predict trending topics to prepare coverage, clothing retailers to buy/design clothing for a new season, or grocery stores to anticipate demand for certain items and stock more of them ahead of big events.

Better business-to-business relations



A business might use social sentiment analysis to identify news outlets (or other businesses) consistently disseminating negative press and address it directly.

More targeted marketing



Businesses across industries can use social data to create more specific customer segments, drilling down deeper into their interests to deliver hyper-relevant marketing.

More efficient recruiting and hiring



Recruiting departments can leverage professional networks to quickly understand who the top employers for the desired skillset are, what current employees have in common, and where lost talent goes.

Predictive analytics for business decisions or intelligence



Businesses with many locations or branches can use data from a service like Foursquare to predict where a new location would perform best. Or cities can similarly use geo-based social media data to predict crime, determine the best locations for gas or sewer lines, etc.

