

STRATOLAUNCH



OVERVIEW

Using Cision and Power BI, we analyzed data from multiple sources of Stratolaunch's online presence to find information that would help their social media and marketing teams in future decisions.



Cision Dashboards

- Managed and designed dashboards on the Cision platform
- Developed Brand, Competitive, Academia, and Industry dashboards
- Inputted the hypersonics for each keyword of the dashboards
- Used Stratolaunch's deliverables to understand the implementation of each dashboard
- Using the Cision platform, creating dashboards from the Stratolaunch deliverables were done efficiently
- Oversaw and added new features to the dashboards weekly to ensure that they were represented in a detailed manner
- Included as many features and as much information as possible to make dashboard more comprehensive

Social Media Platforms

Facebook

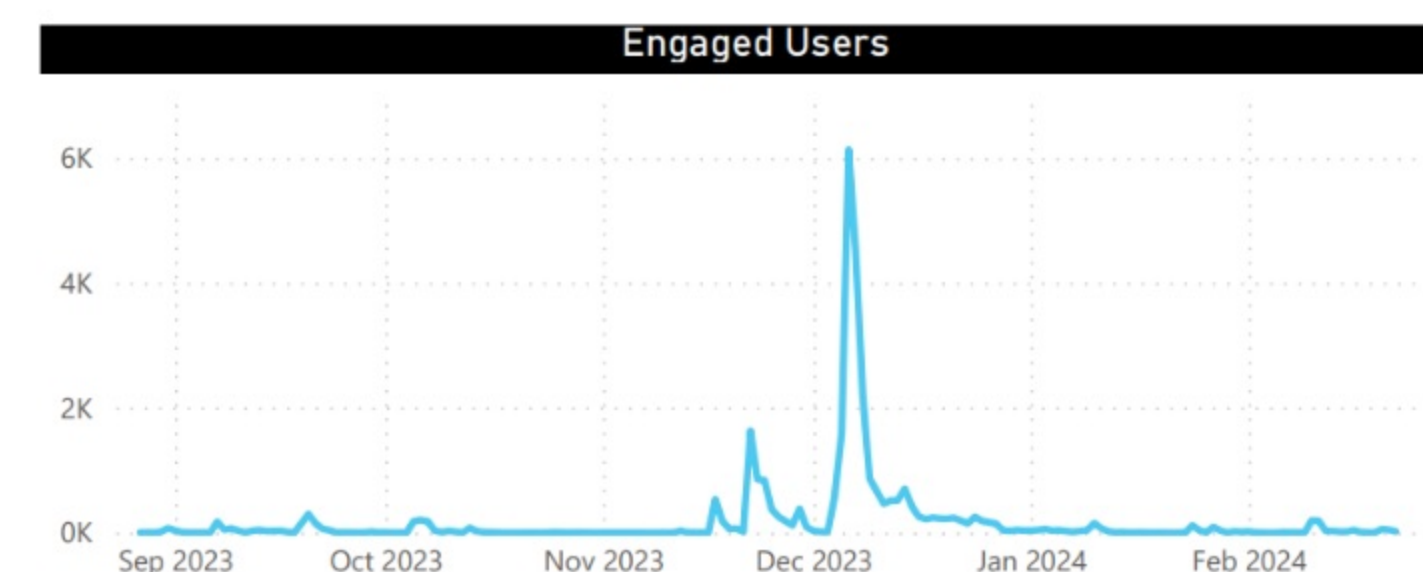
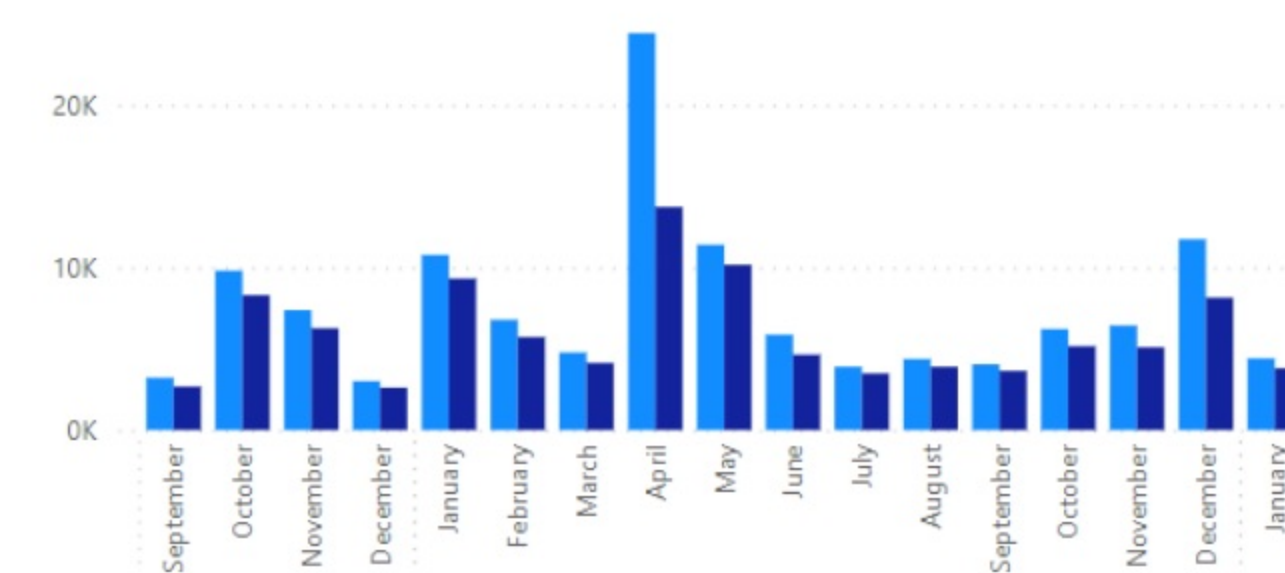
- Gained access to Stratolaunch's Facebook page and analyzed the aerospace company's logistics
- The number of interactions over a specific period of time and post insights were examined
- The data was recorded in the form of reports that would be uploaded to the Power BI platform.

Twitter

- Wrote code to gather latest and top tweets mentioning Stratolaunch and its competitors
- Sentiment analysis done on tweets
- Used data from Twitter Analytics to make insights about Stratolaunch's Twitter presence

LinkedIn

- Using Stratolaunch's LinkedIn, we were able to gather information about impressions, engagement, followers, and insights into our competitors
- Then, we exported this information to Power BI, where we made our reports on the data
- We updated the reports as needed in order to fit the company's requirements



Future goals:

- Use the dashboards to make daily/weekly reports for Stratolaunch.
- Integrate other social media into Power BI

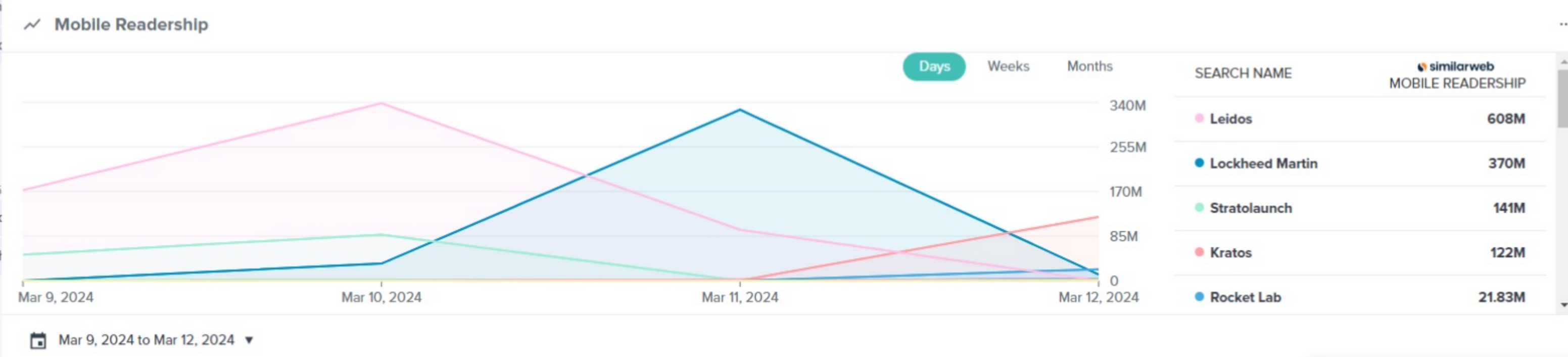
Google Analytics and Power BI

- Created multiple time series analysis graphs based off of new users and user engagement
- Using Power BI, trends were found from month to month after a Stratolaunch flight

- Stratolaunch had their highest engagement rate in December 2023, which carried into the new year
- This coincides with a post on their website about the TA-1 test vehicle
- Looking at the other months, it looks like Stratolaunch's photo albums get more engagement than normal

In summary, Stratolaunch is on a promising path with increasing visibility and engagement. By refining its digital marketing efforts and capitalizing on media opportunities, the company can strengthen its market position and drive future success based on the data we have presented to make strategic decisions for the future.

We would like to thank Kate, Eva, Sriram, and Stratolaunch for guiding us and supporting us through this journey! Thank You !!!



The data illustrates the changing landscape of media consumption, highlighting the importance of mobile-friendly content strategies in engaging audiences in the space industry