

SpiritTracker

SpiritTracker (<https://spirittracker.herokuapp.com/>) was initially created to address the needs of Rhode Island Distributing (RID) - one of the largest wholesale beverage distributors in the Rhode Island and Connecticut area. Distributors have no way to effectively gauge the popularity of drinks in the area, making it difficult to decide what new brands to recruit, what brands to remove from their inventory, and where to distribute trending brands.

Our web application mines trending beverage data from existing social media sites to give beverage distributors an in-depth look into the popularity of particular liquor brands on social media. With over 2 billion active users between popular social media sites such as Twitter, Facebook and Instagram and around 600,000 social media posts about drinks each day, understanding the beverage trends on these platforms can be extremely helpful for distributors, allowing them to spot the hottest liquor brands and developing trends before their competitors.

Our product leverages the large amounts of available social media data to construct a massive database of tweets from Twitter and events from Facebook. Using this data, distributors are able to customize line and bar graphs as well as interactive maps that organize this data on our web application. Making real-time social media data available to distributors, SpiritTracker helps make isolating market trends within the liquor industry effortless.