

# Meesho

## Analysis Report

# Executive Summary

A comprehensive overview of key metrics including total mentions, sentiment distribution, top intent, most engaged platform, social interactions, reach, and likes.

Top Sentiment

● **Positive**

Top Intent

**Promotion**

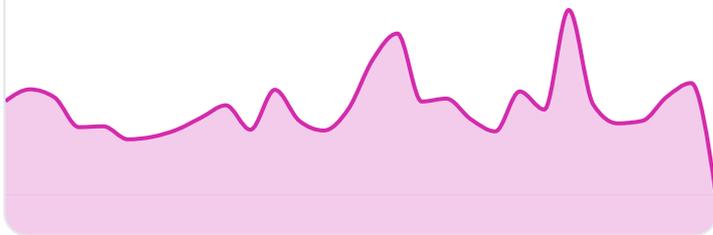
Most Engaged Platform

📷 **Instagram**



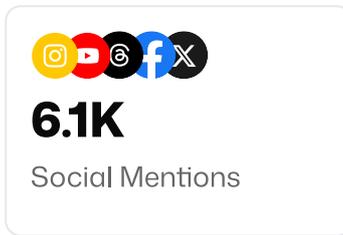
**6.2K**

Mentions



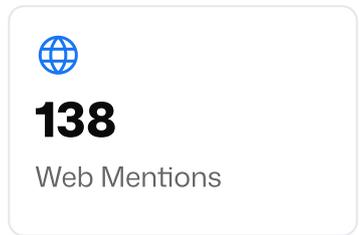
**3.2K**

Positive Mentions



**132**

Negative Mentions



**6.1K**

Social Mentions



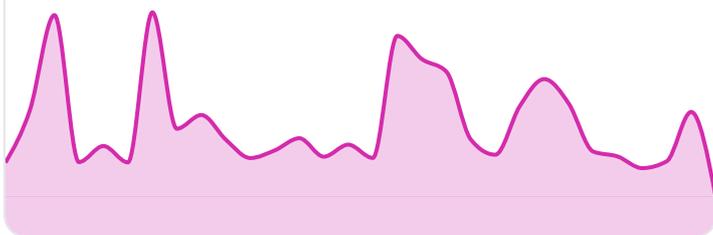
**138**

Web Mentions



**3.9M**

Social media interactions



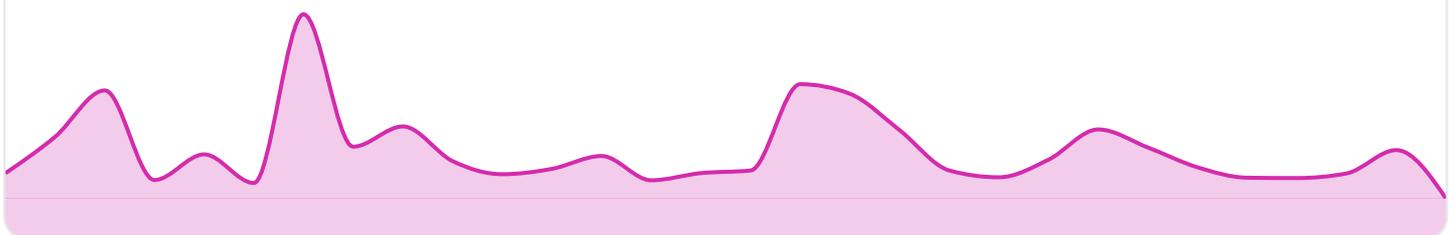
**104.2M**

Reach



**2.4M**

Likes



# Volume of Mentions

Analysis of total mentions volume, breakdown between social and web mentions, volume trends over time, and distribution across different platforms.

@

## 6.2K

Mentions



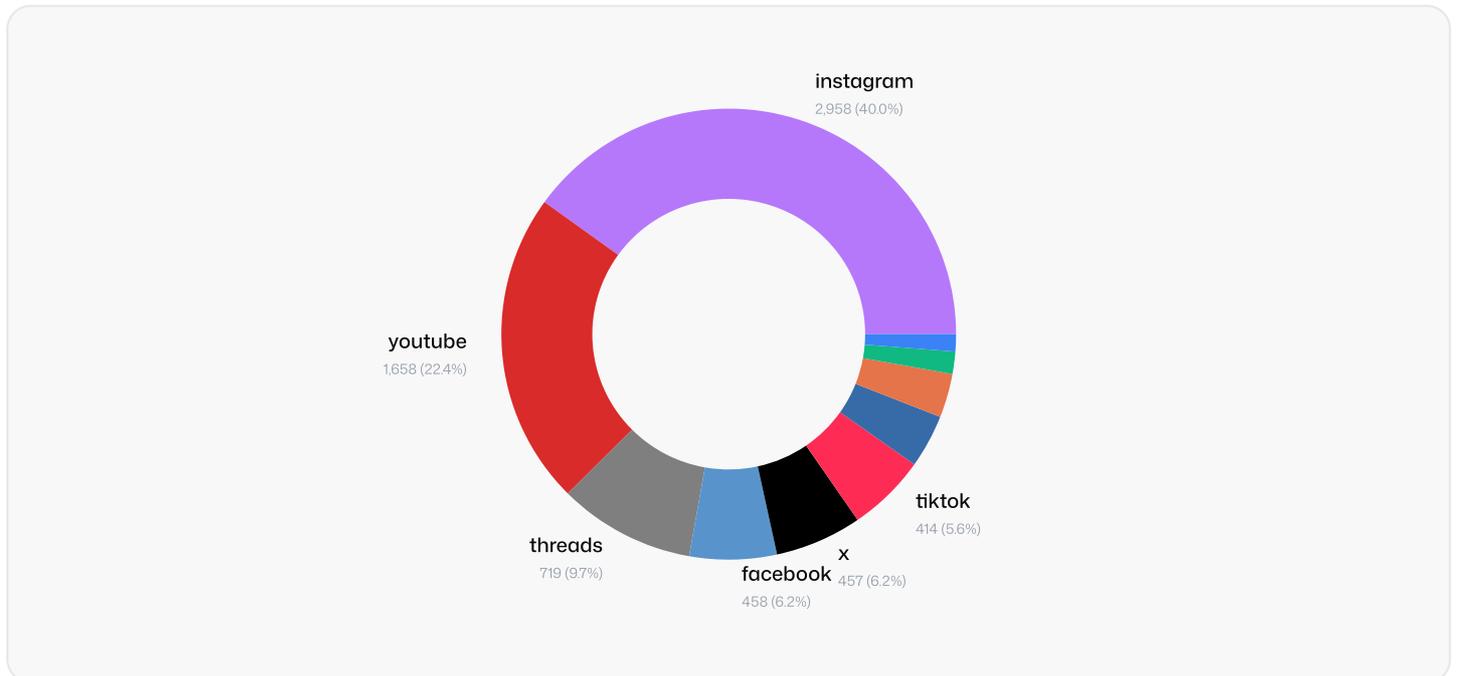
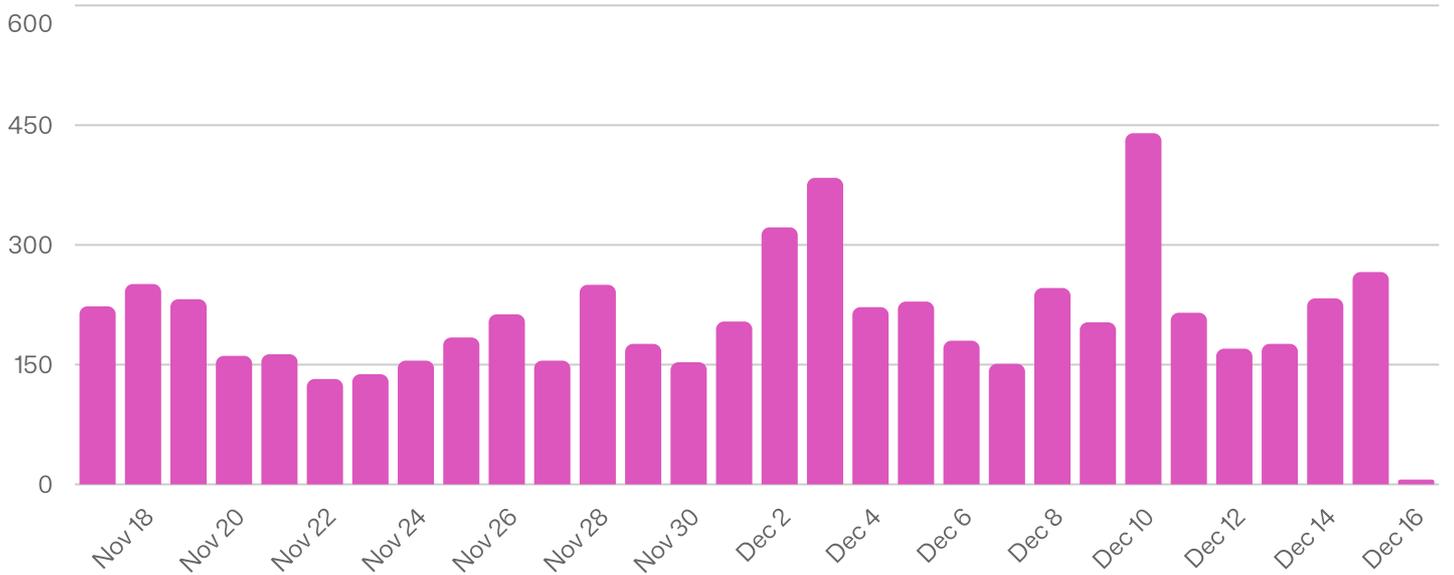
## 6.1K

Social Mentions



## 138

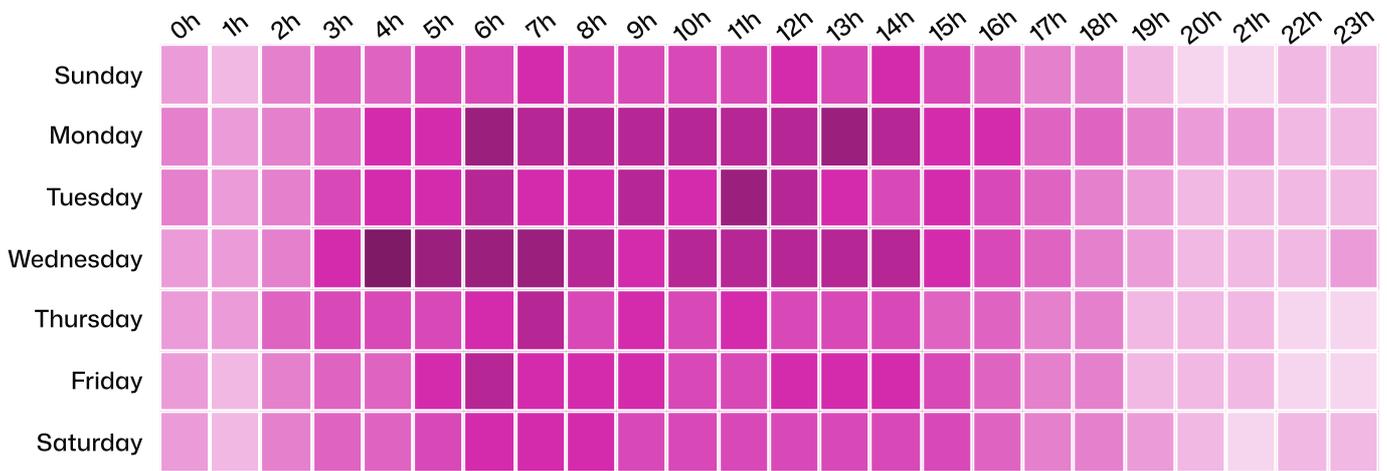
Web Mentions



# Volume Over Time

Visual heatmap showing mention volume patterns by day of week and hour of day, along with optimal posting times for maximum engagement.

Volume over time heatmap



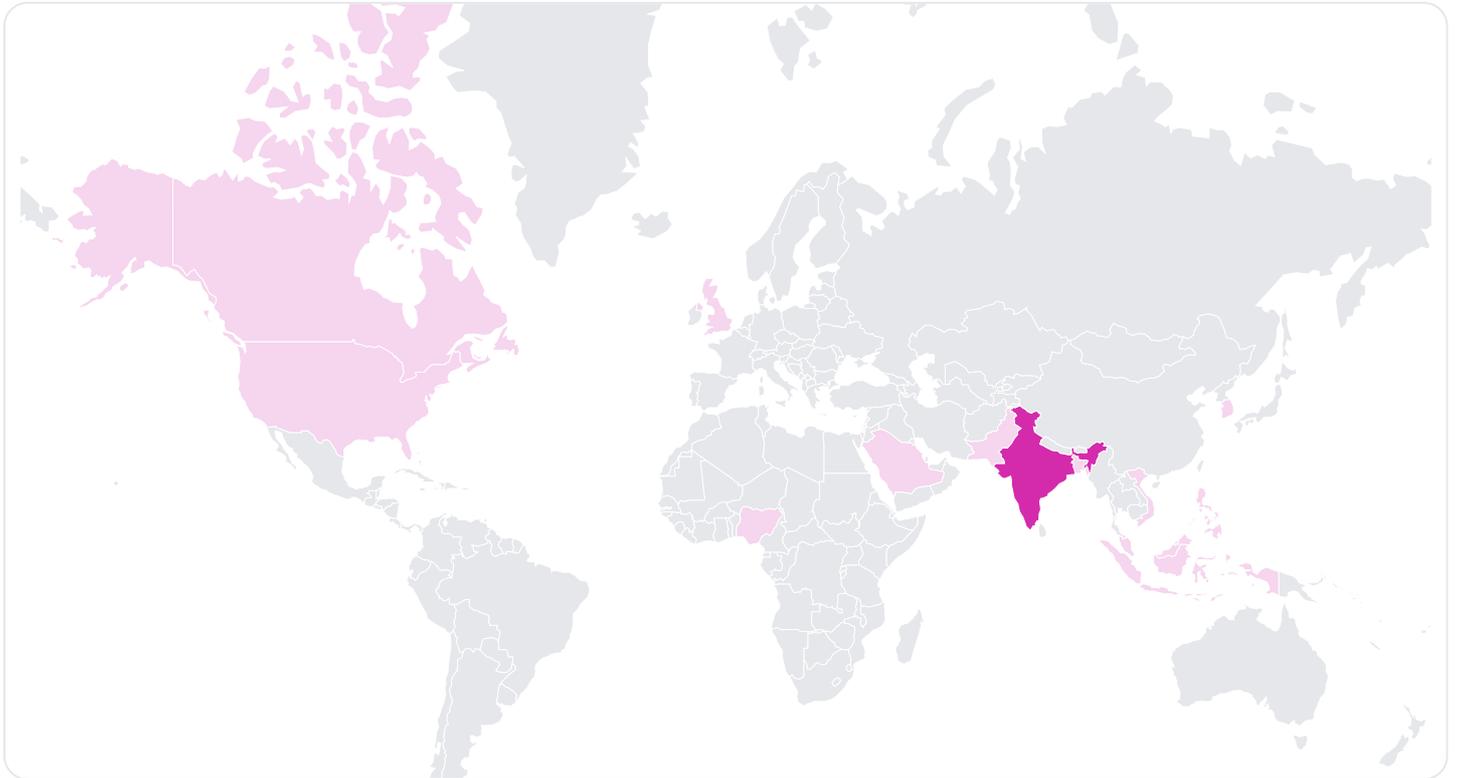
Best time to post by day

Day	Best Time	Volume
Sunday	☀ 2:00 PM	72
Monday	☀ 6:00 AM	117
Tuesday	☀ 11:00 AM	114
Wednesday	🌙 4:00 AM	136
Thursday	☀ 7:00 AM	84
Friday	☀ 6:00 AM	85
Saturday	☀ 6:00 AM	65

## Volume By Country

Geographic distribution of mentions showing which countries generate the most conversation volume and engagement around your tracked keywords.

Volume by country

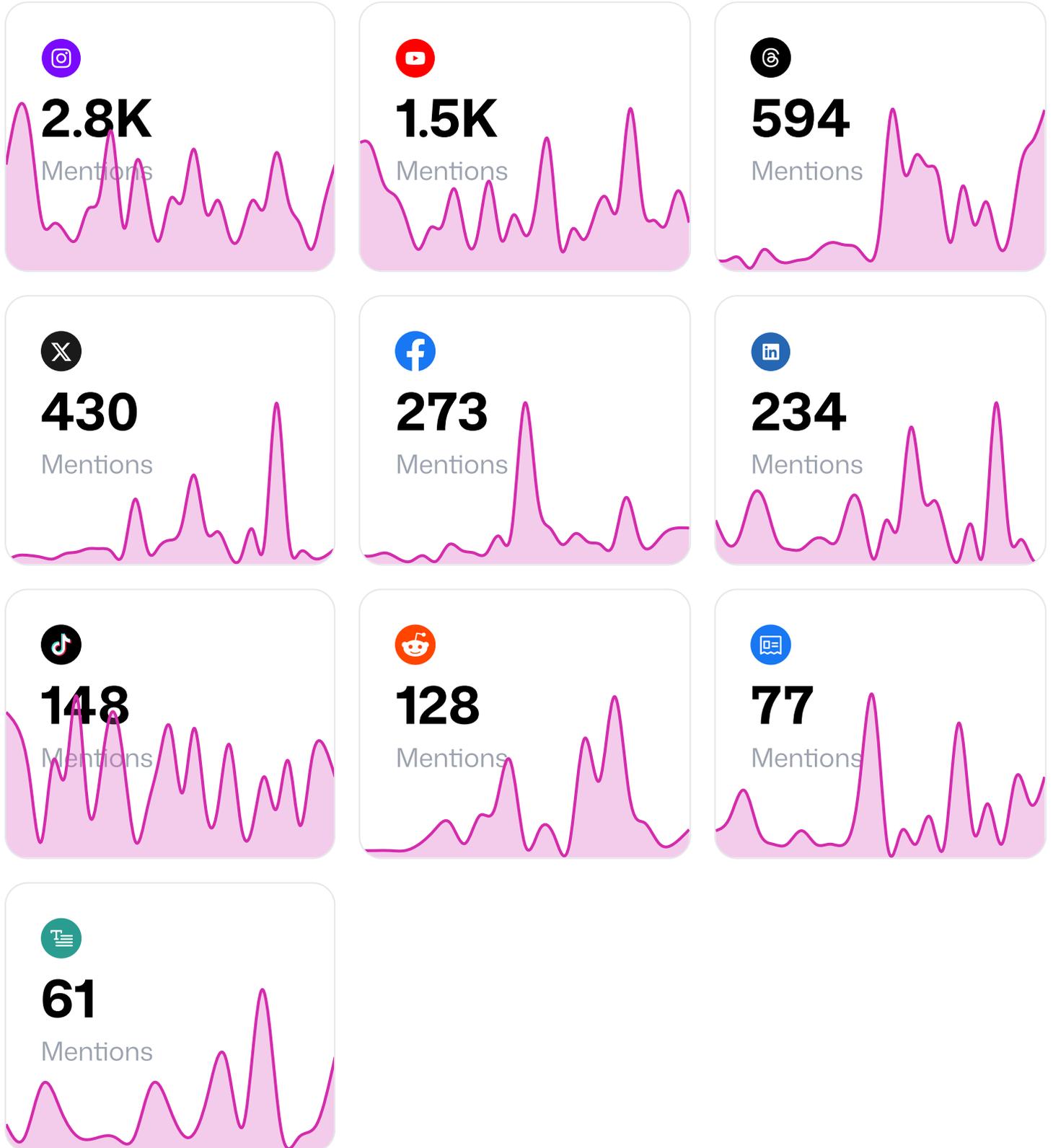


Top 5 countries by volume

#	Country	Volume
1	India	4.8K
2	USA	107
3	Nepal	27
4	Indonesia	18
5	Pakistan	10

## Volume By Mentions

Platform-specific mention volumes with individual trend charts showing how each social media platform contributes to overall mention volume over time.

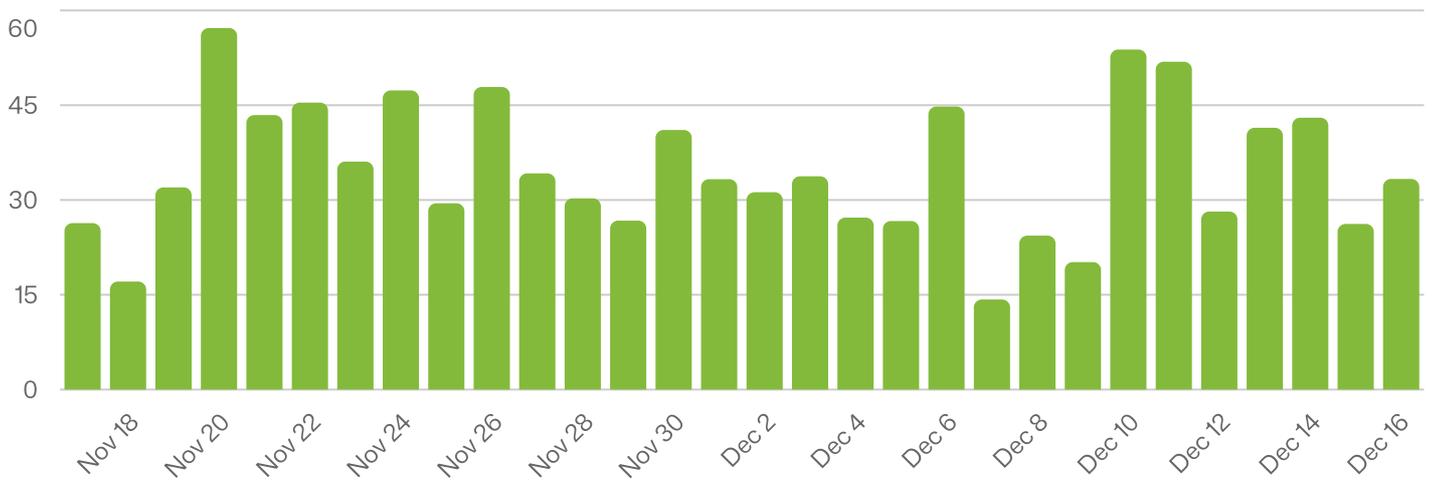


# Sentiment Overview

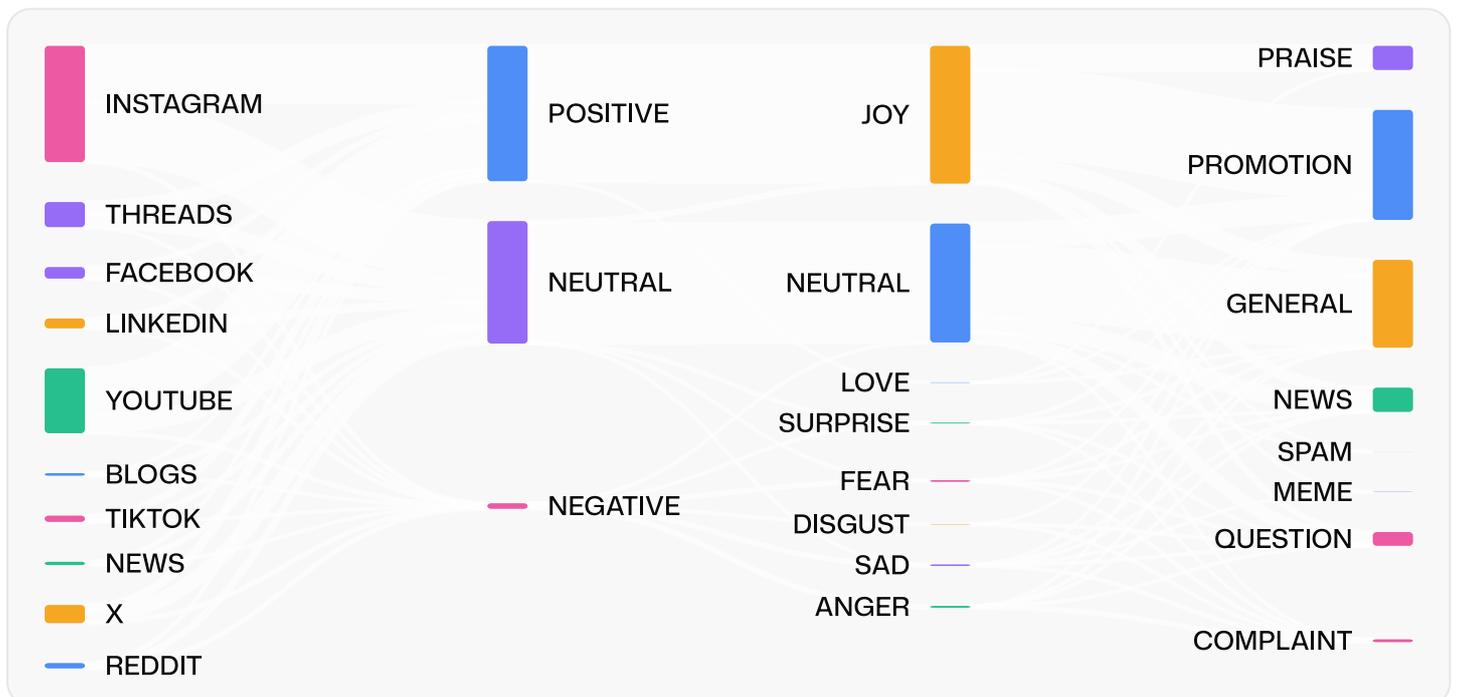
Overall sentiment analysis showing the distribution of positive, negative, and neutral mentions, along with sentiment trends over time and flow from platform to emotion to intent.



Sentiment over time



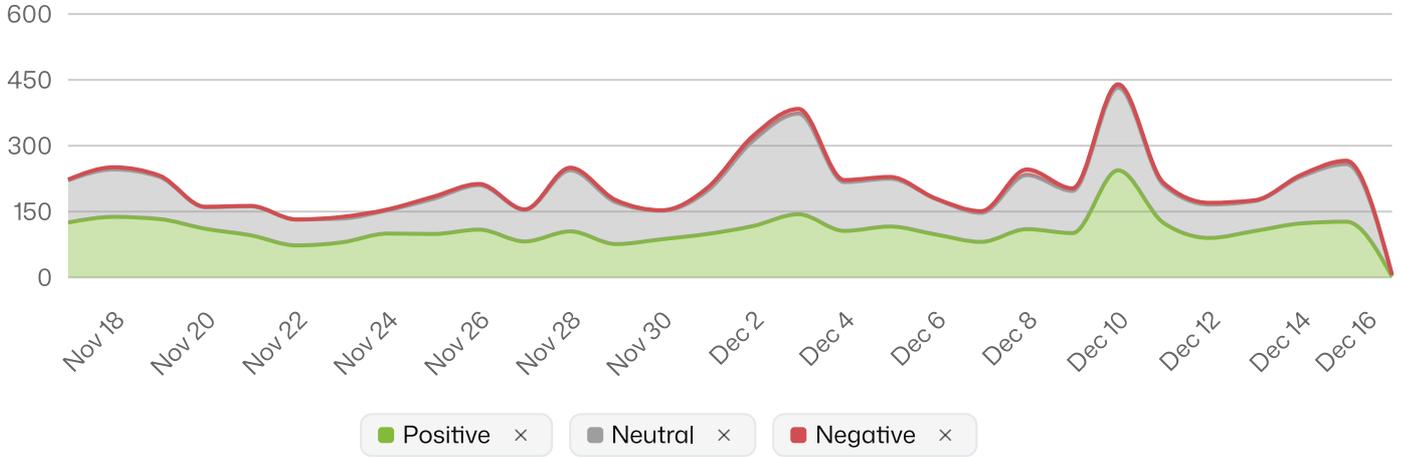
Platform → Sentiment → Emotion → Intent Flow



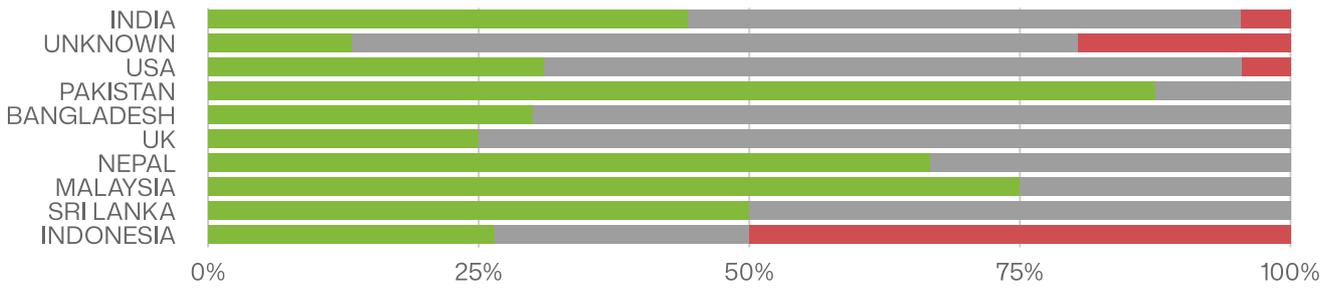
# Sentiment Distribution

Detailed sentiment breakdown showing how sentiment varies over time, across different countries, languages, and social media platforms.

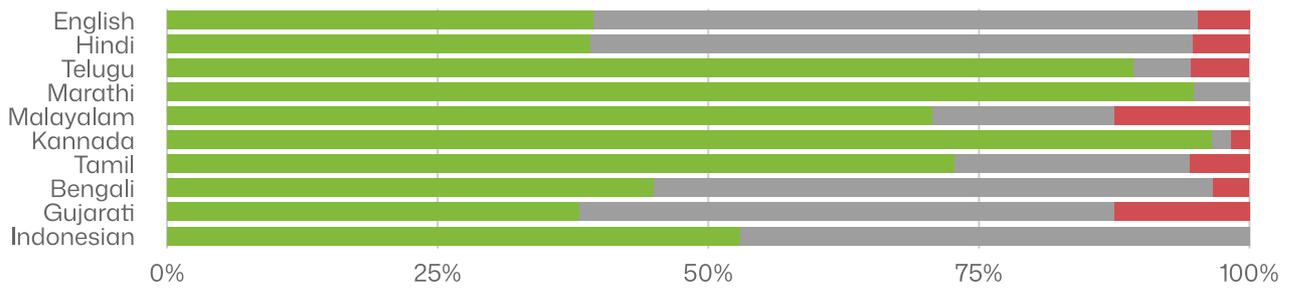
## Sentiment Distribution Over Time



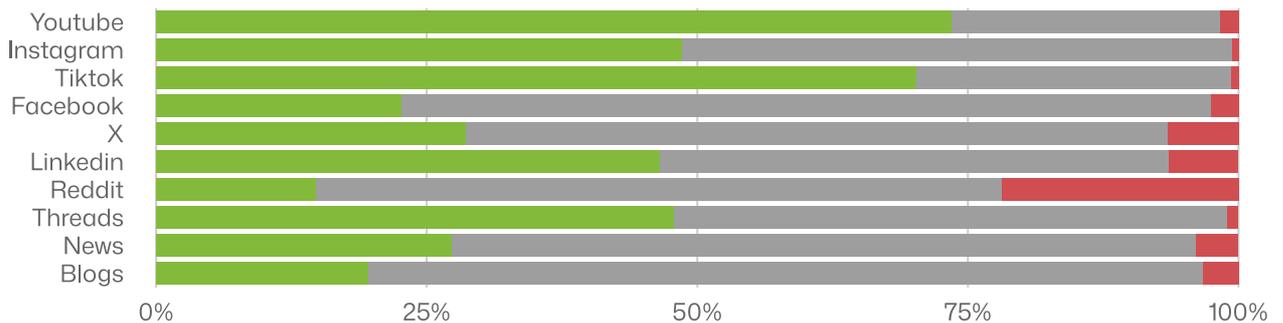
## Sentiment by Country



## Sentiment by Language



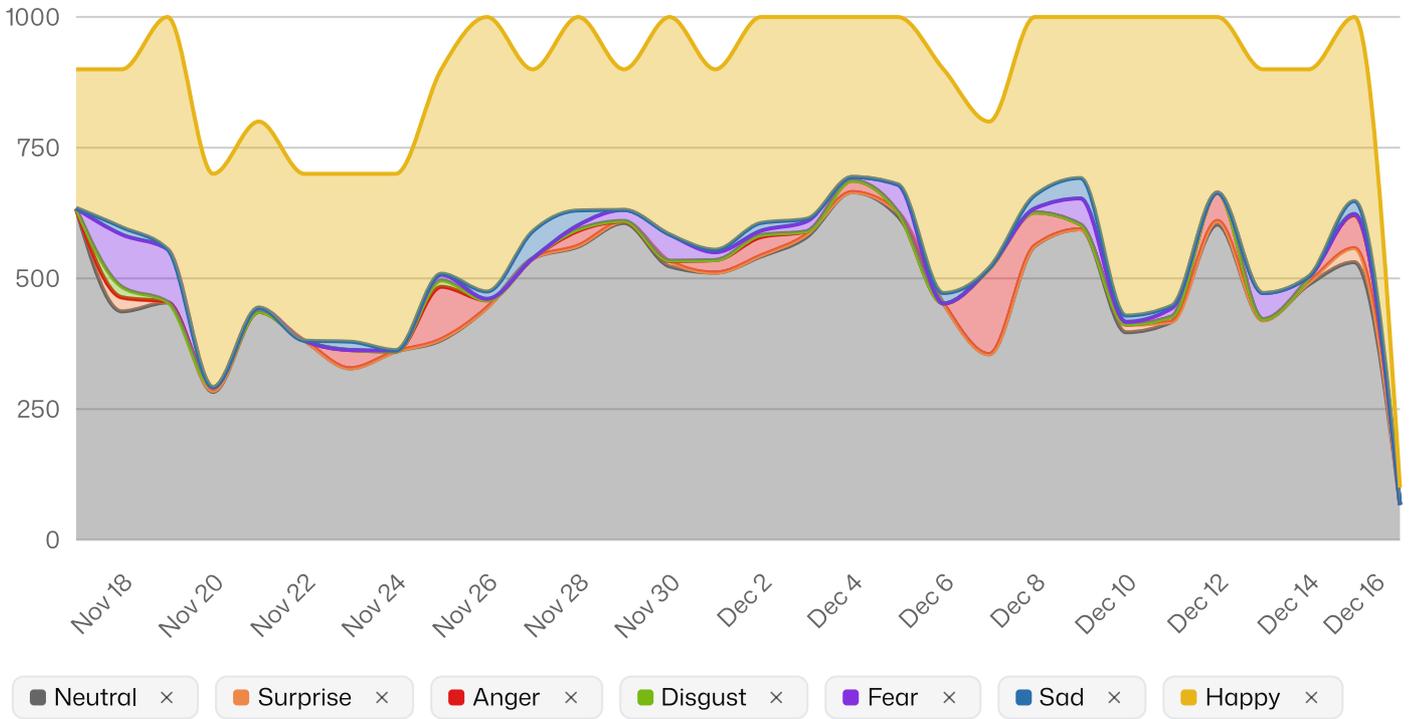
## Sentiment by Platform



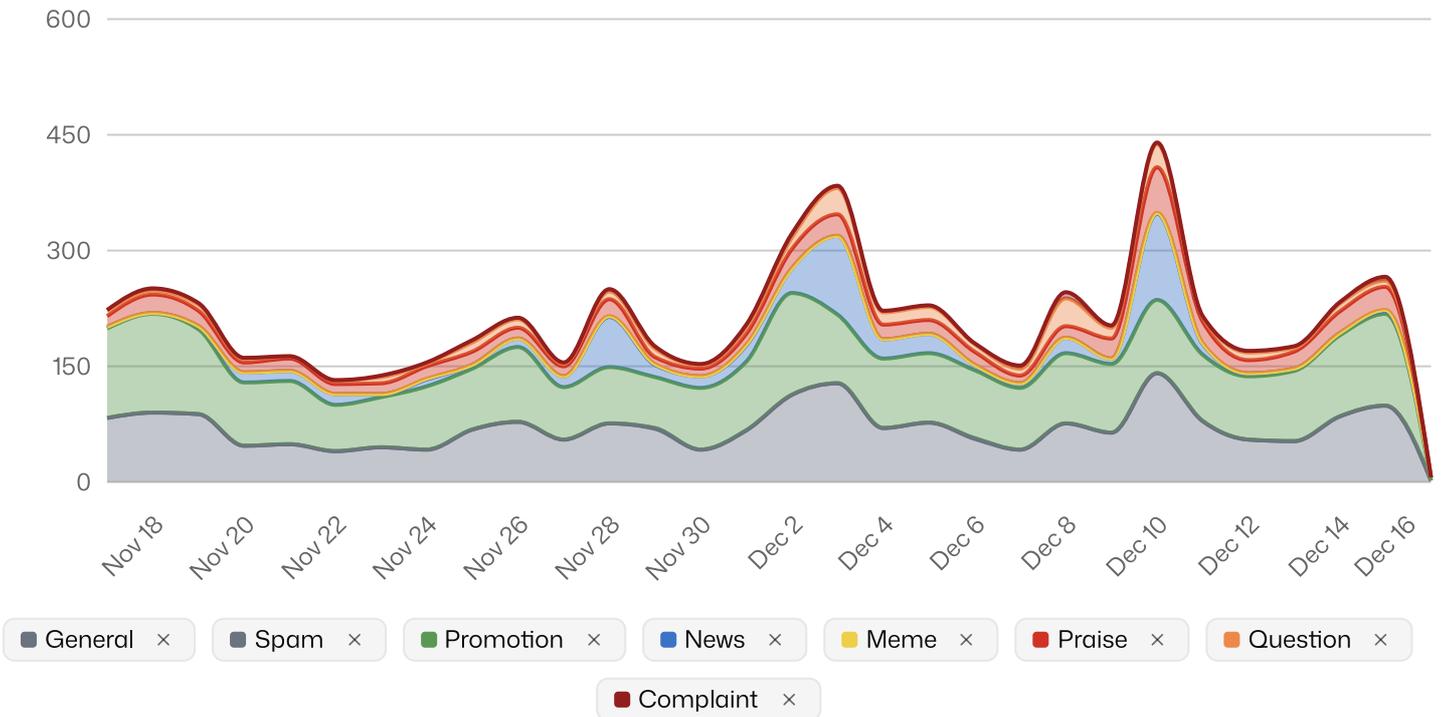
# Emotion and Intent Distribution

Analysis of emotional patterns and user intent in mentions, showing how emotions and intents (complaint, question, praise, etc.) evolve over time.

Emotion Distribution Over Time



Intent Distribution Over Time



# Engagement and Reach

Metrics showing social media reach, engagement rates, and how reach compares to engagement across platforms over time.

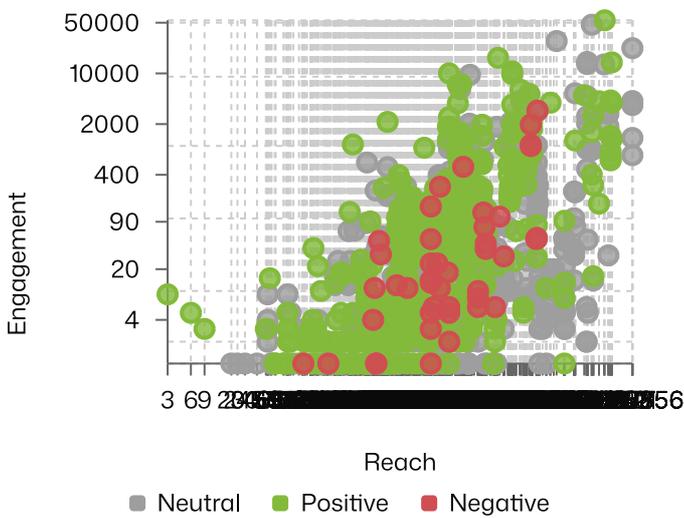


**104.2M**  
Social Media Reach

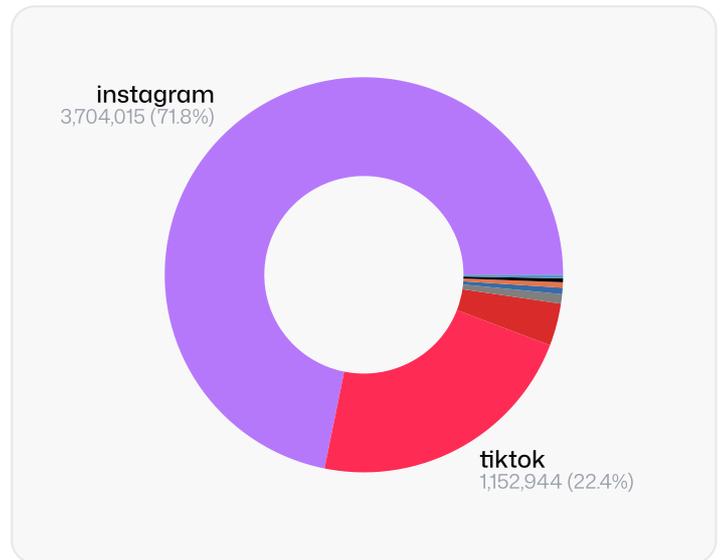


**59.9M**  
Most Reach

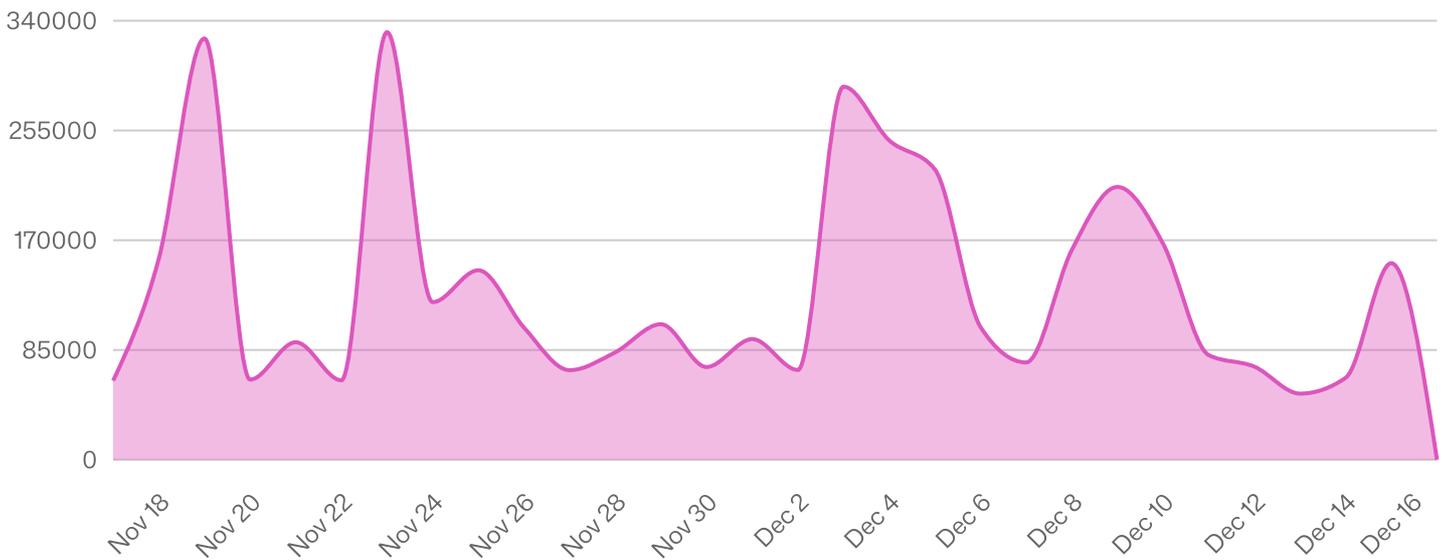
Reach vs. Engagement



Engagement by Platform



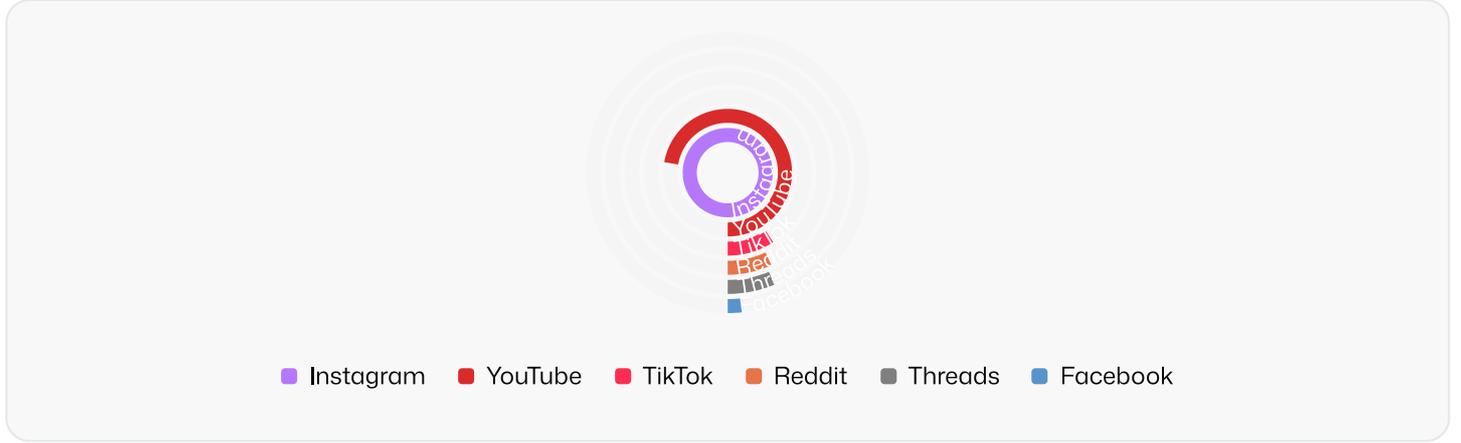
Engagement over time



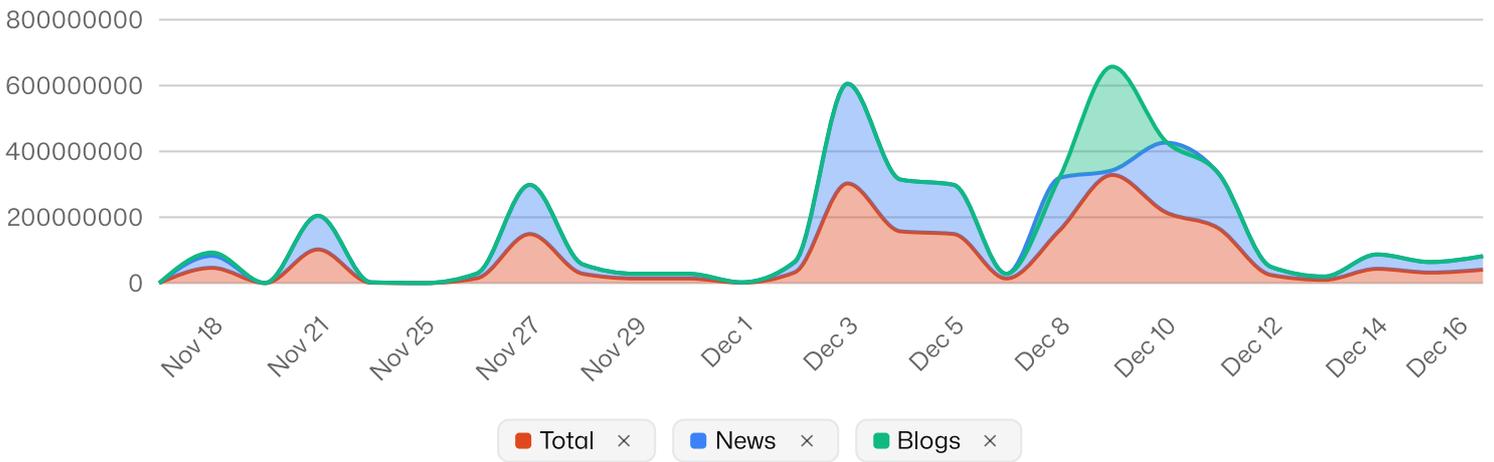
# Reach Overview

Comprehensive reach analysis showing distribution across platforms, web reach trends, and social media reach patterns over time.

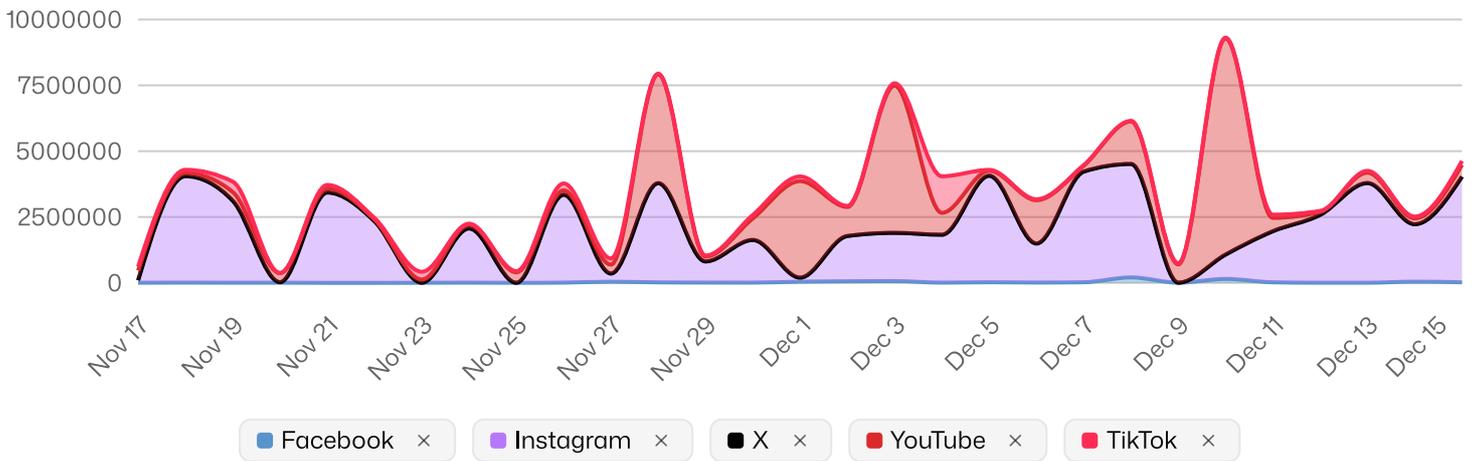
Reach by Platform



Web Reach Over Time



Social Reach Over Time



# Social Interaction

Analysis of social interactions including likes, comments, shares, and retweets, showing engagement distribution across platforms and trends over time.



**5.2M**  
Total Interactions

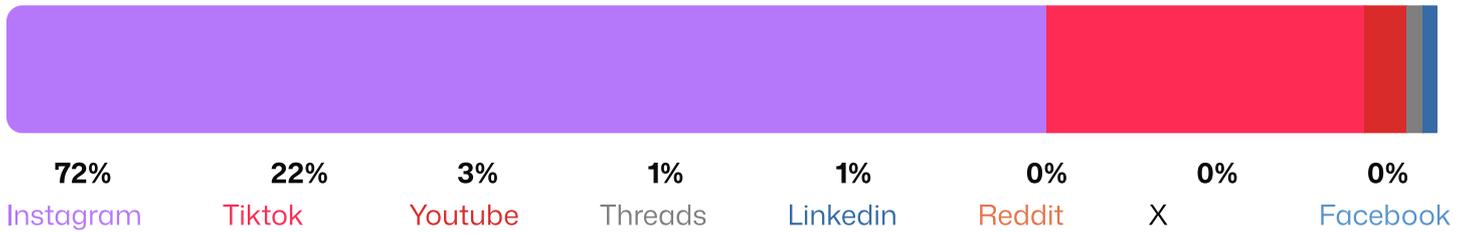


**104.2M**  
Social Media Reach

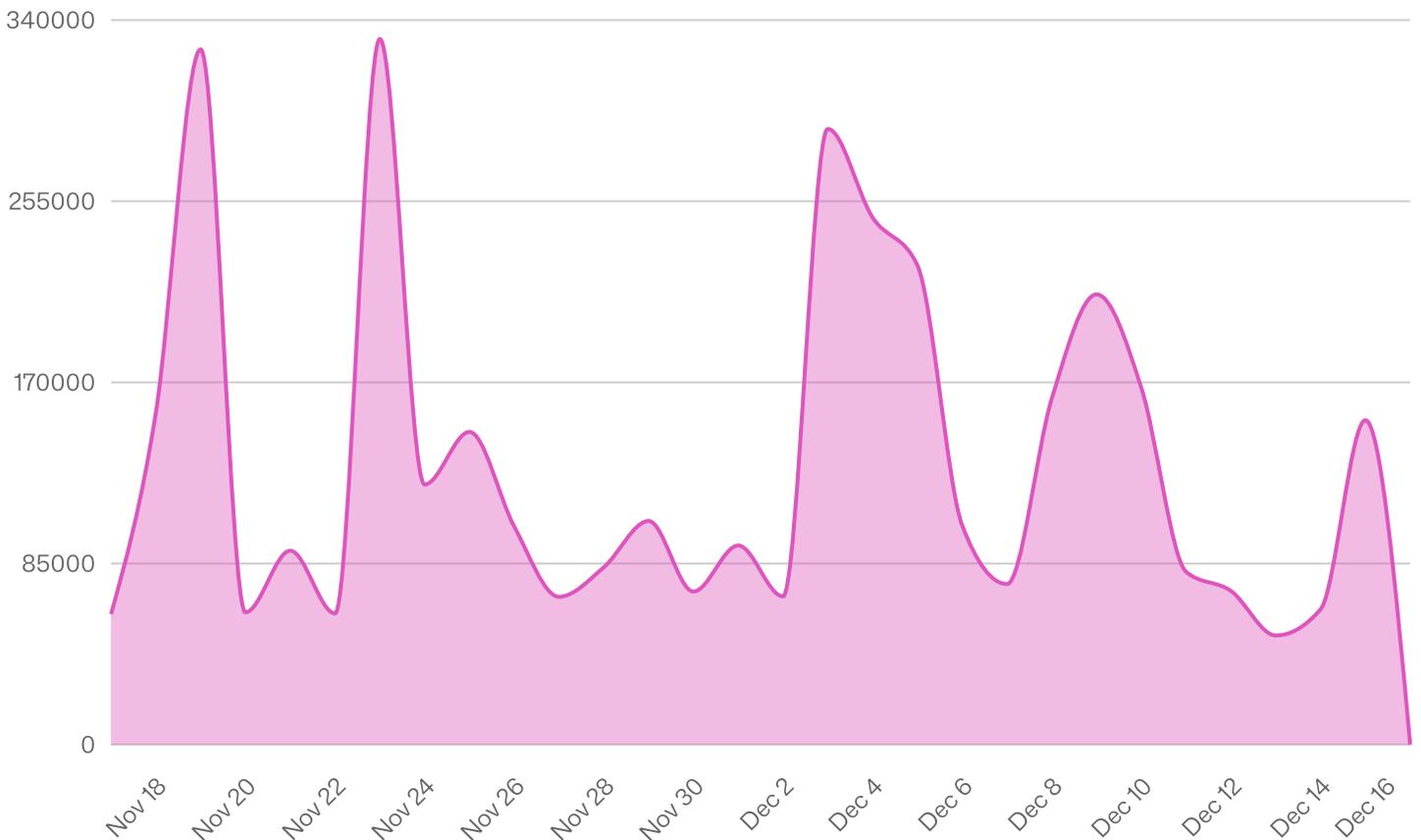


**3.7M**  
Most Interacted

Interactions by Social Network



Interactions over time



## Active Influencers

List of top influencers ranked by frequency of mentions, helping identify the most active voices driving conversations about your brand or topics.

Author Name	Platform	Followers	Volume	Voice Share
@cnbc-tv18	Youtube	4,550,000	11	9.27%
@cnbcawaaz	Youtube	6,070,000	6	6.74%
@etnow	Youtube	2,650,000	11	5.40%
@money9live	Youtube	2,000,000	14	5.18%
@etnowswadesh	Youtube	4,590,000	6	5.10%
@sumantvchannel	Youtube	8,790,000	3	4.88%
@zeebusiness	Youtube	6,250,000	4	4.63%
@aninewsindia	Youtube	9,110,000	2	3.37%
@news9live	Youtube	2,160,000	8	3.20%
Moneycontrol Hindi	Instagram	1,804,555	8	2.67%

## Popular Influencers

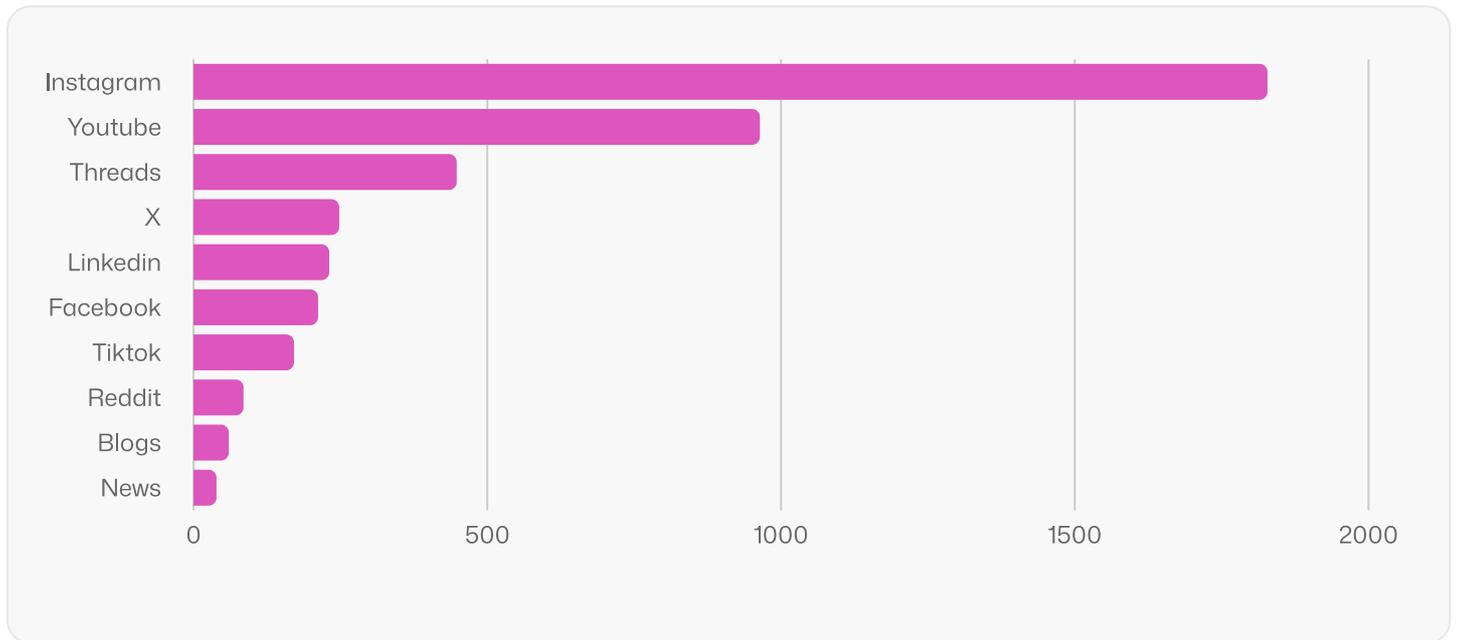
List of top influencers ranked by reach and audience size, identifying the most impactful voices with the largest following mentioning your keywords.

Author Name	Platform	Followers	Volume	Voice Share
@aninewsindia	Youtube	9,110,000	2	3.37%
@sumantvchannel	Youtube	8,790,000	3	4.88%
@zeebusiness	Youtube	6,250,000	4	4.63%
@cnbcawaaz	Youtube	6,070,000	6	6.74%
@etnowswadesh	Youtube	4,590,000	6	5.10%
@cnbc-tv18	Youtube	4,550,000	11	9.27%
@etnow	Youtube	2,650,000	11	5.40%
@news9live	Youtube	2,160,000	8	3.20%
@money9live	Youtube	2,000,000	14	5.18%
Moneycontrol Hindi	Instagram	1,804,555	8	2.67%

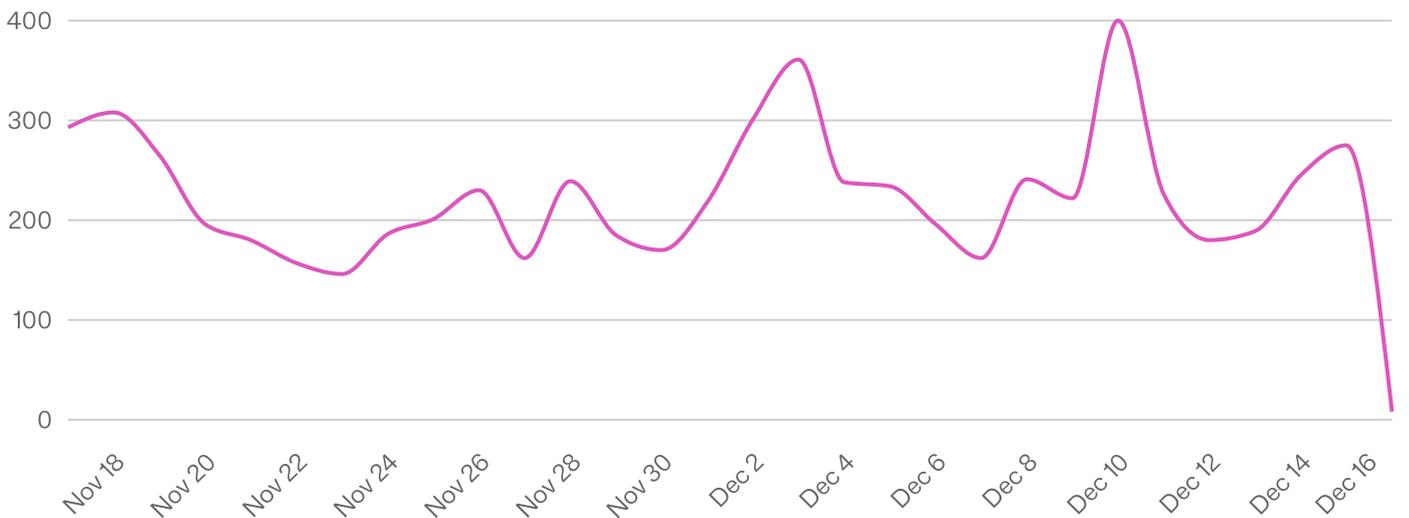
# Influencer by Media Type

Distribution analysis of influencers across different media platforms, showing where your brand's key voices are most active and how author counts vary by platform over time.

 <b>4.3K</b> Total Authors	 <b>1.8K</b> Instagram Authors	 <b>10</b> Active Platforms
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Authors over time





# Recent Mentions

This list provides the most recent mentions of your monitored keywords, allowing you to stay updated on the latest conversations and developments.

-   **The Meesho IPO explained** Dec 16, 25

Want Expert Guidance Before Buying Insurance? Book a free consultation 3 December 2025 • Capital Markets The Meesho IPO explained In today's Finshots, we break down the Meesho IPO, the company that quietly became India's largest e-commerce platform by order volume, long before most people realised what was happening – as it opens for subscription today and runs till 10 December. But here's a quick sidenote before we begin. Insurance actually matters...

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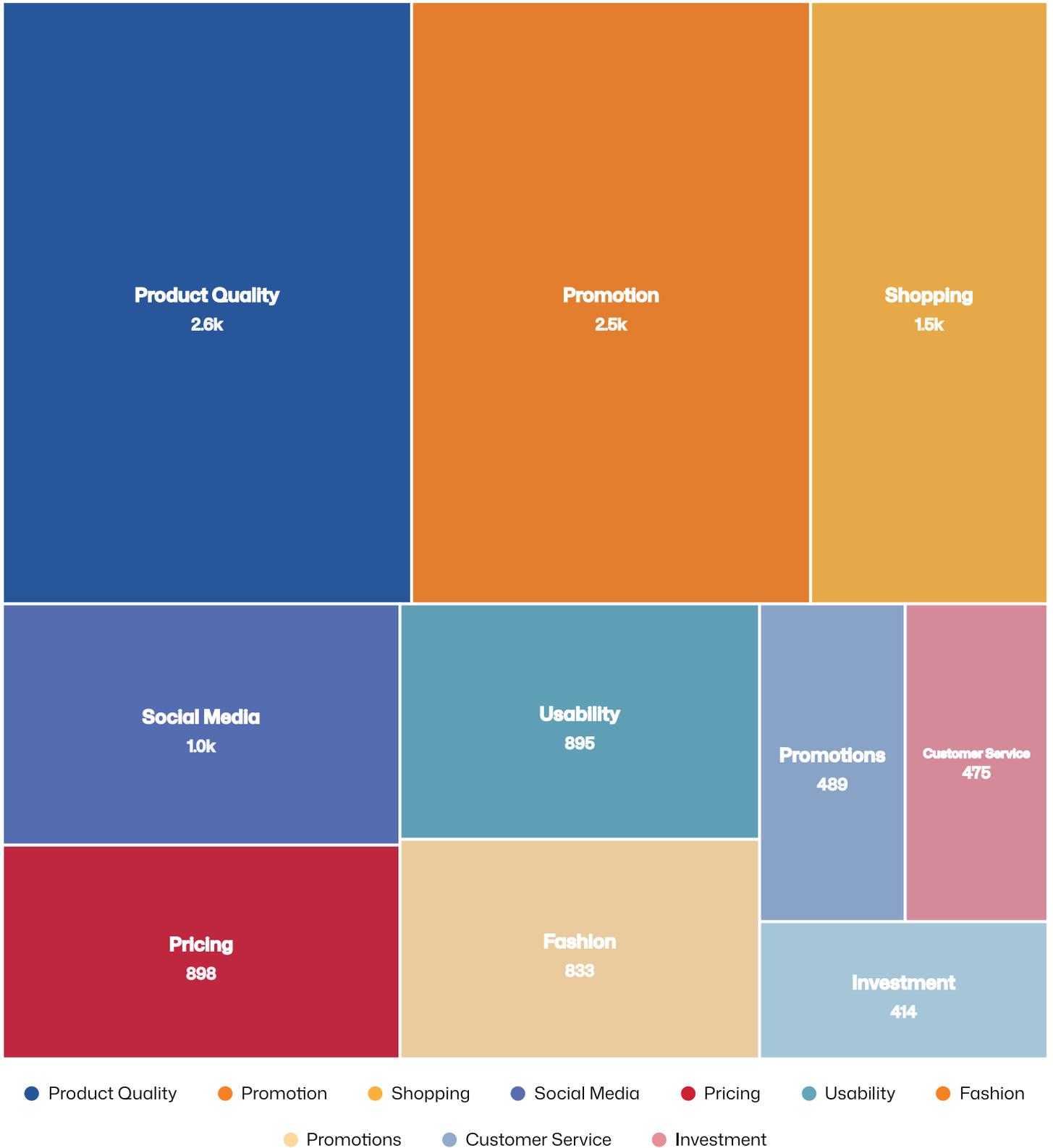
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-   **Meesho eyes Rs 52,500 crore valuation, gears up for December IPO: Report** Dec 16, 25

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# Theme Overview

Visual frequency map of key themes and topics related to your monitored keywords, providing insights into the main conversation topics and their relationships.





## Hashtag Analysis

Hashtag word cloud and top hashtags analysis showing the most popular hashtags used in conversations about your tracked keywords.



Top Conversations	Mentions
#meesho	4,374
#meeshohaul	1,682
#meeshofinds	1,540
#meeshoapp	994
#trending	877
#viral	834
#meeshoshopping	785
#fashion	479
#reels	468

## Themes Analysis

Themes word cloud and top themes analysis identifying the most discussed topics and themes in conversations about your tracked keywords.



Top themes	Mentions
Product Quality	2,596
Promotion	2,530
Shopping	1,514
Social Media	1,008
Pricing	898
Usability	895
Fashion	833
Promotions	489
Customer Service	475