CLAIMS

1. A method of determining brand equity of a brand associated with one or more products, the method comprising:

accumulating, by a brand equity determination engine, a corpus of data from a plurality of digital platforms, wherein the corpus of data relates to a category of the one or more products whose brand equity is to be determined;

pre-processing, by the brand equity determination engine, the corpus of data to convert the corpus of data into a structured dataset;

determining, by the brand equity determination engine, based on part-of-speech (POS) tagging performed on the structured dataset, one or more design attributes indicative of subject and objects present in one or more sentences constituting the structured dataset;

identifying, by the brand equity determination engine, for each product from the one or more products, a set of design drivers from the one or more design attributes, based on at least a relevance of a design driver to each product from the one or more products;

scaling, by the brand equity determination engine, each of the design drivers from the set of design drivers, on pre-defined scales of equity association;

classifying, by the brand equity determination engine, each of the equity associations into a plurality of buckets, based on a frequency of occurrence of the equity associations;

correlating, by the brand equity determination engine, the classified buckets of equity associations with concepts defined in a knowledge graph, to determine a tone associated with each design driver from the set of design drivers, for each of the products; and

determining, by the brand equity determination engine, a brand equity for the brand associated with each product from the one or more products, based on the determined tone.

2. The method of claim 1, wherein the plurality of digital platforms comprises one or more of: social media platforms, e-commerce websites, forums, blogs.

3. The method of claim 1, further comprising ranking the products from the one or more products, based on the determined brand equity.

4. The method of claim 1, wherein the pre-processing comprises:

performing spam filtering on the corpus of data to remove spam;

filtering the context from the residual corpus of data to remove the irrelevant context from the residual corpus of data;

performing sentence tokenization and word tokenization, of the corpus data on which context filtering has been performed, to generate corpus of data split into sentences; and

removing special characters from the individual sentences constituting the generated corpus of data, to convert the corpus of data into the structured dataset.

5. The method of claim 4, wherein the special characters comprise one or more of: punctuations, emoticons, Unicode characters.

6. The method of claim 4, further comprising clustering the one or more sentences into a plurality of coherent clusters based on semantic and contextual similarity.

7. The method of claim 1, wherein the pre-defined scales are used for assessing one or more of: a sentiment polarity and a sentiment intensity, each of which is associated with a design driver of a product from the one or more products.

8. The method of claim 7, wherein the pre-defined scale for assessing the sentiment polarity comprises: a positive category, a negative category, or a neutral category.

9. The method of claim 7, wherein the pre-defined scale for assessing the sentiment intensity comprises: a good category, a better category, or a best category, and wherein the pre-defined scale comprises a continuous range of values for indicating strength of the sentiment polarity.

10. The method of claim 1, further comprises performing at least a pronoun resolution, subsequent to the POS tagging, by resolving one or more pronouns present in the structured dataset by resolving co-references of all anaphores and cataphores.

11. A system for determining brand equity of a brand associated with one or more products, the system comprising:

a hardware processor; and

a memory storing instructions for execution by the hardware processor, wherein the hardware processor is configured by the instructions to:

accumulate a corpus of data from a plurality of digital platforms, wherein the corpus of data relates to a category of the one or more products whose brand equity is to be determined;

pre-process the corpus of data to convert the corpus of data into a structured dataset, wherein the pre-processing comprises:

performing spam filtering on the corpus of data to remove spam;

filtering the context from the residual corpus of data to remove the irrelevant context from the residual corpus of data;

performing sentence tokenization and word tokenization, of the corpus data on which context filtering has been performed, to generate corpus of data split into sentences; and

removing special characters, including punctuations, emoticons, Unicode characters from the individual sentences constituting the generated corpus of data, to convert the corpus of data into the structured dataset;

determine based on part-of-speech (POS) tagging performed on the structured dataset, one or more design attributes indicative of subject and objects present in one or more sentences constituting the structured dataset;

identify, for each product from the one or more products, a set of design drivers from the one or more design attributes, based on at least a relevance of a design driver to a product from the one or more products;

scale each of the design drivers from the set of design drivers on pre-defined scales of equity association;

classify, for each of the products, each of the equity associations into a plurality of buckets, based on a frequency of occurrence of the equity associations in the structured dataset;

correlate the classified buckets of equity associations with concepts defined in a knowledge graph, to determine a tone associated with each design driver from the set of design drivers, for each of the products; and

determine a brand equity for the brand associated with each product from the one or more products, based on the determined tone.

12. The system of claim 11, wherein the plurality of digital platforms comprises one or more of: social media platforms, e-commerce websites, forums, and blogs.

13. The system of claim 11, wherein the processor is further configured to rank the products from the one or more products, based on the determined brand equity.

14. The system of claim 11, wherein the special characters removed comprise one or more of punctuation marks, emoticons, or non-ASCII characters encoded in Unicode format.

15. The system of claim 14, wherein the processor is further configured to cluster the one or more sentences into a plurality of coherent clusters based on semantic and contextual similarity.

16. The system of claim 11, wherein the pre-defined scales are used for assessing one or more of: a sentiment polarity and a sentiment intensity, each of which is associated with a design driver of a product from the one or more products.

17. The system of claim 16, wherein the pre-defined scale for assessing the sentiment polarity of each design driver of a product from the one or more products, and the sentiment polarity is defined as the polarity of the sentiment associated with the design driver, wherein the sentiment associated with the design driver is determined based on the tone associated with the design driver and the frequency of occurrence of the tone in the structured dataset.

18. The system of claim 16, wherein the pre-defined scale for assessing the sentiment intensity of each design driver of a product from the one or more products, and the sentiment intensity is defined as the strength of the sentiment polarity associated with the design driver, wherein the pre-defined scale comprises a continuous range of values for indicating strength of the sentiment polarity.

19. The system of claim 11, wherein the processor is further configured to perform at least a pronoun resolution, subsequent to the POS tagging, by resolving one or more pronouns present in the structured dataset by resolving co-references of all anaphores and cataphores.