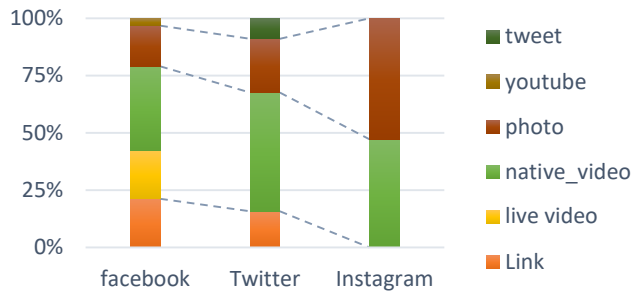
Team USA Summer Champions Series – Social Media Analysis

Descriptive Analysis

Which Platform is BEST?

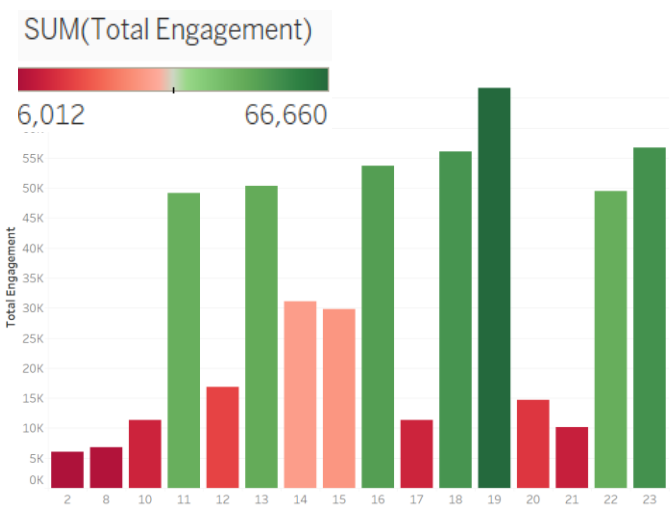
Avg. Engagement / Post

Which Medium is BEST?

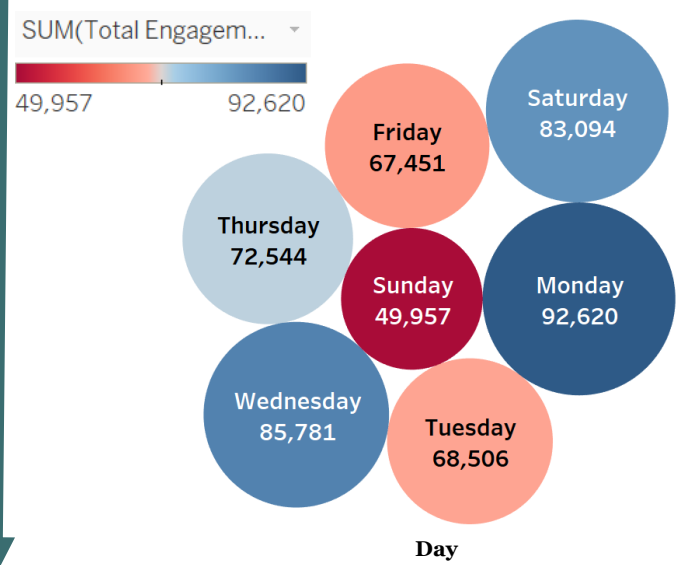


Avg. Engagement / Post

Which Hour is BEST?



Which Day is BEST?



Frequency Analysis

(Using R with "tm" Library)

- There is a clear pattern of Top Words across all Social Media Platforms
- Some of the Important words are :
  - Platinum Words (N > 30) :
    - TeamUSA
    - Olympic
  - Golden Words (N > 10):
    - Team
    - World
    - Women
    - Championship
- One interpretation from this Analysis is that using words that give a sense of patriotism generate more interest.