

AN ANALYSIS OF TWITTER'S PERCEPTION OF THE SHOW FROM JULY 1ST TO 8TH 2022

Real Housewives of Lagos

Presented By:
Augustina OKONKWO
12-July-2022



Table of Contents

- Introduction
- Objective
- Business Use Case
- Analysis Approach
- Key Findings
- Conclusion
- Appendix

Introduction

The Real Housewives of Lagos is a spin-off from the Real Housewives series franchise. On the 8th of April 2022, it debuted on Showmax. It has since made waves on social media platforms especially Twitter.

The entire show depicted the life of six housewives; Carolyna Hutchings, Laura Ikeji, Chioma Ikokwu, Toyin Lawani-Adebayo, Iyabo Ojo, and Maryam Timmer.

Objective

This analysis was carried out to show Twitter's perception of the show.

The goal was to find out;

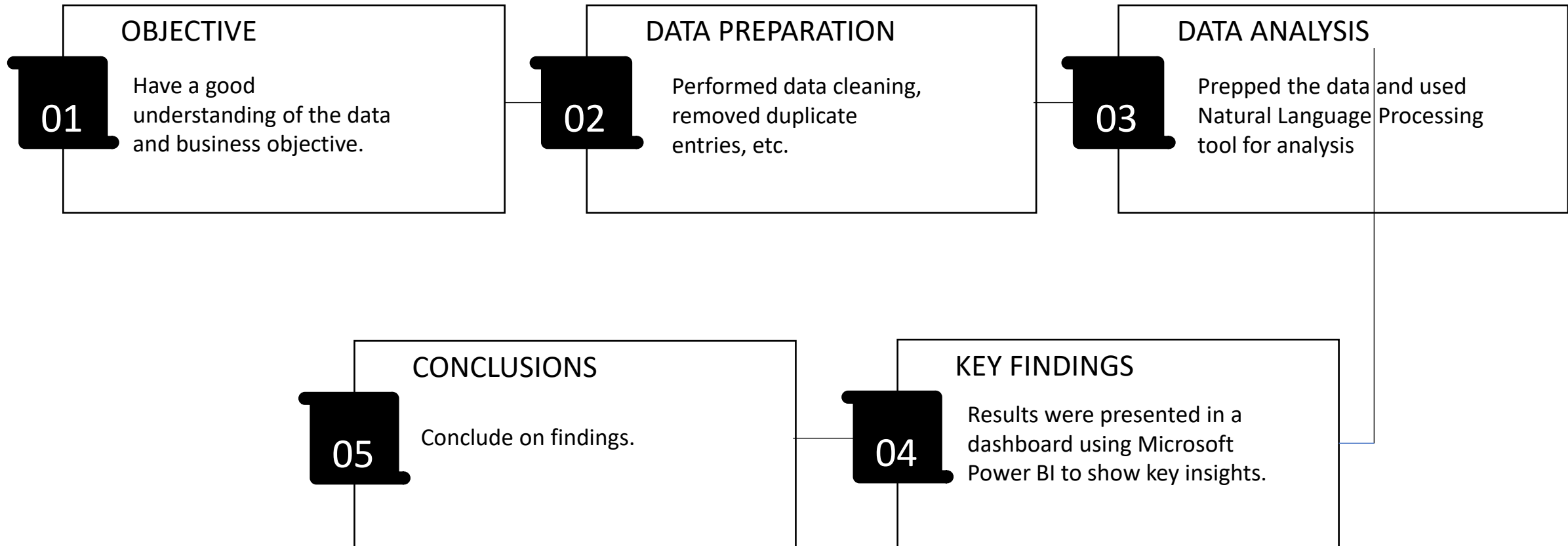
- The most popular hashtag.
- Most talked about cast.
- Viewers sentiment about the show.
- The top locations of fans of the show.
- How the reality tv show conversation generally fared on twitter.

Use Case

This analysis can be used by any company with social media presence to predict customer's sentiment (i.e. whether their customers are happy or not) about a Product/Service .

The process could be done automatically with data analytics without having humans manually review thousands of tweets and customer reviews.

Analysis Approach

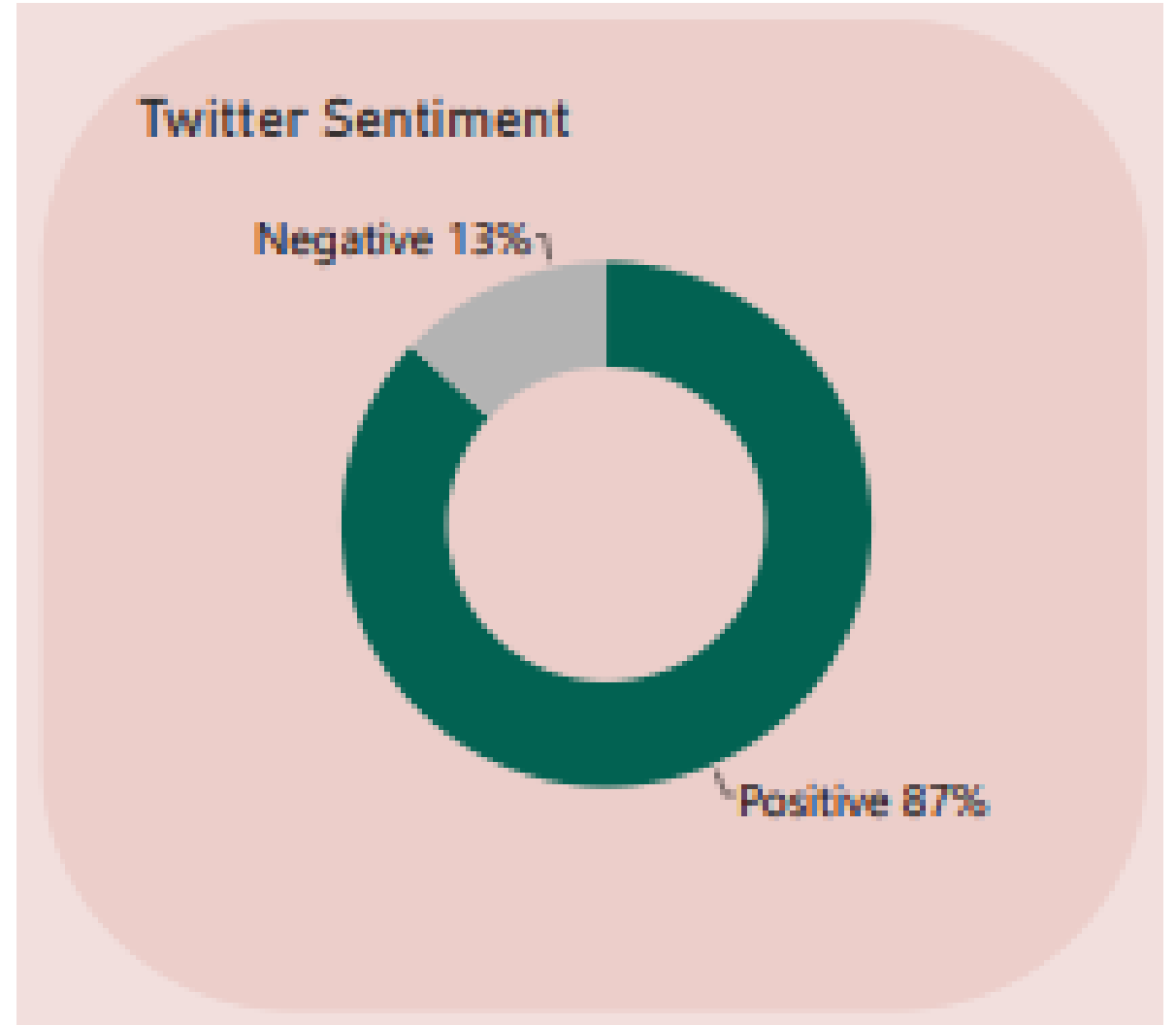


KEY FINDINGS

Viewers Sentiment

From my analysis, **87%** of Twitter had **Positive** comments about the show while **13%** reacted negatively and neutrally to the show.

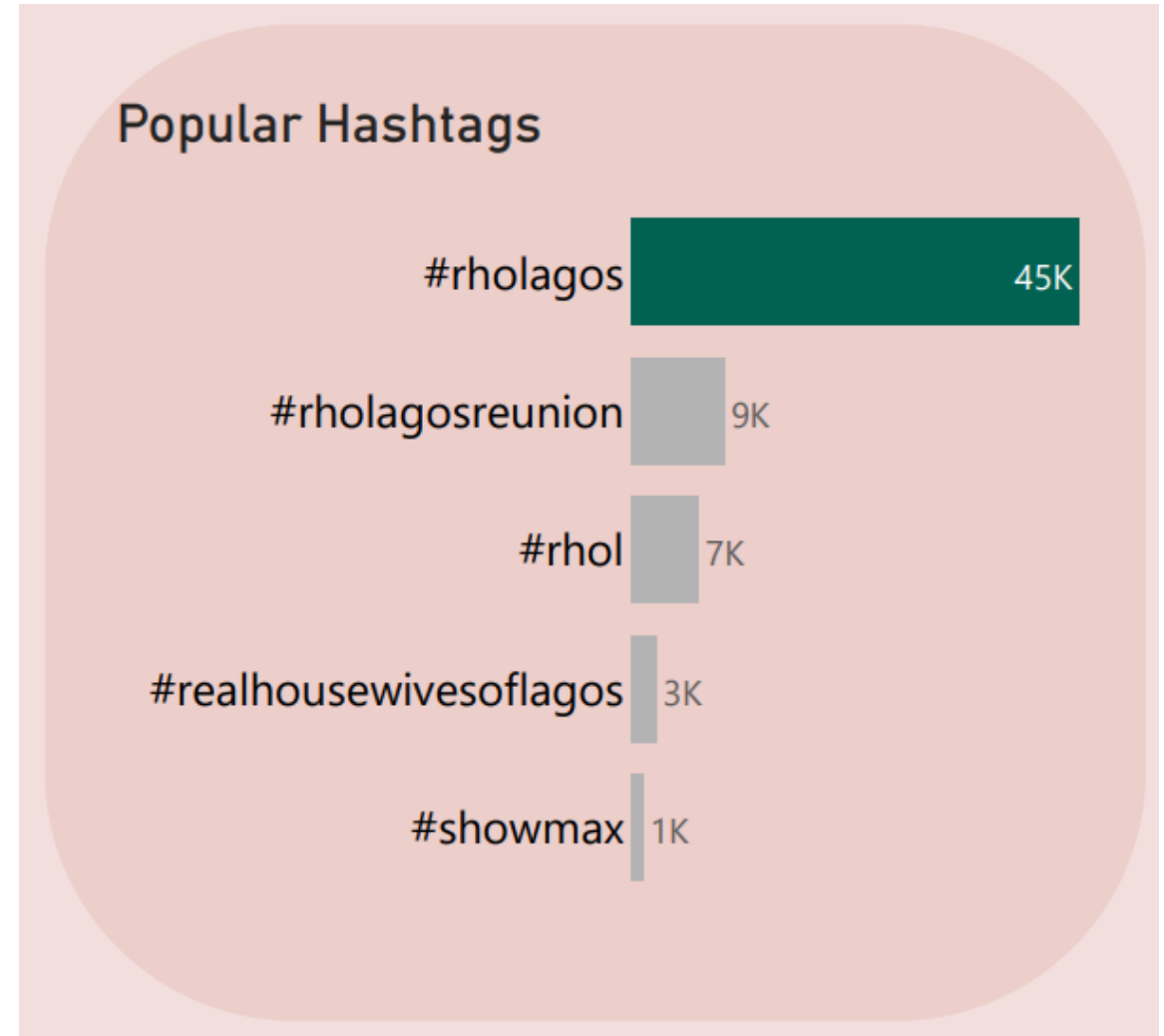
This analysis was done using a Natural Language Processing tool that could determine if a tweet is Positive or Negative.



Popular Hashtags

The top hashtag relating to the show was **#rholagos**. This is as a result of the fact that the show's viewing platform, **Showmax**, made a tweet with the above hashtag and it's only normal that people would continue with that for tweet visibility.

This tweet is also the most liked and most retweeted with over **6000** likes and **400+** retweets as at the time this report was made.



Most Popular Cast

The most popular cast by viewers mentions is **Carolyna Hutchings** with over **20k+** mentions and Maryam being the least mentioned with over 3k+ mentions. Carolyna has been involved in altercations with the other casts so it's not surprising to see her being the most mentioned cast.

Majority of Twitter claim Carolyn has ended every altercation with her crown sitting comfortably on her head.

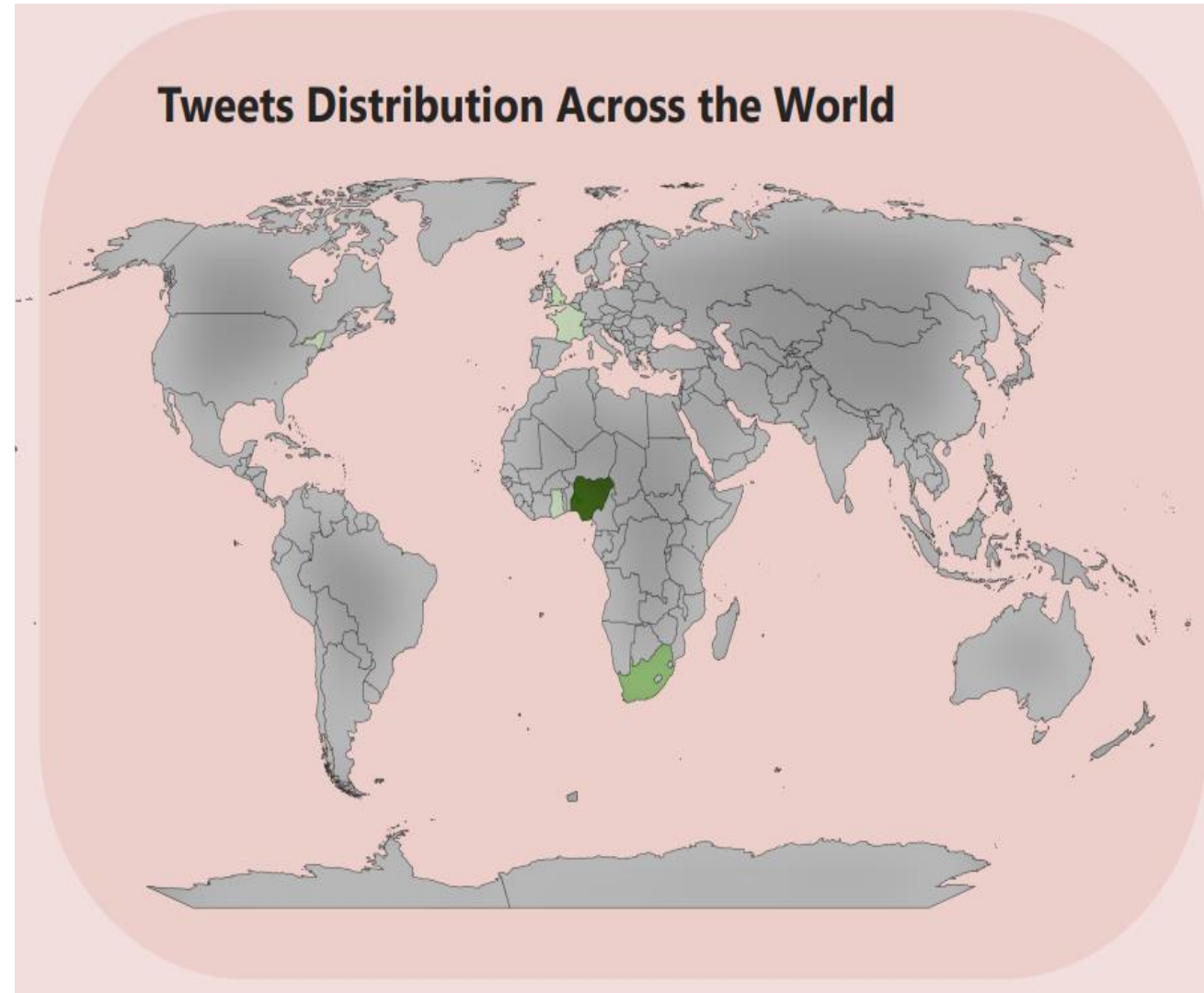
Maryam Timmer, being the least mentioned cast could be as a result of her late introduction into the show which did not really give the audience much time to get to know her.



Location of Fans

The show garnered tweets from different parts of the world, the most prominent being **Nigeria** with over **60k+** tweets, closely followed by South Africa with over **10k+** tweets.

The remainder were sparsely distributed amongst Ghana, USA, UK, France ,Kenya, Zambia, Canada, Spain, Namibia and Uganda.



Conclusion

Generally, The show did well in terms of social media presence.

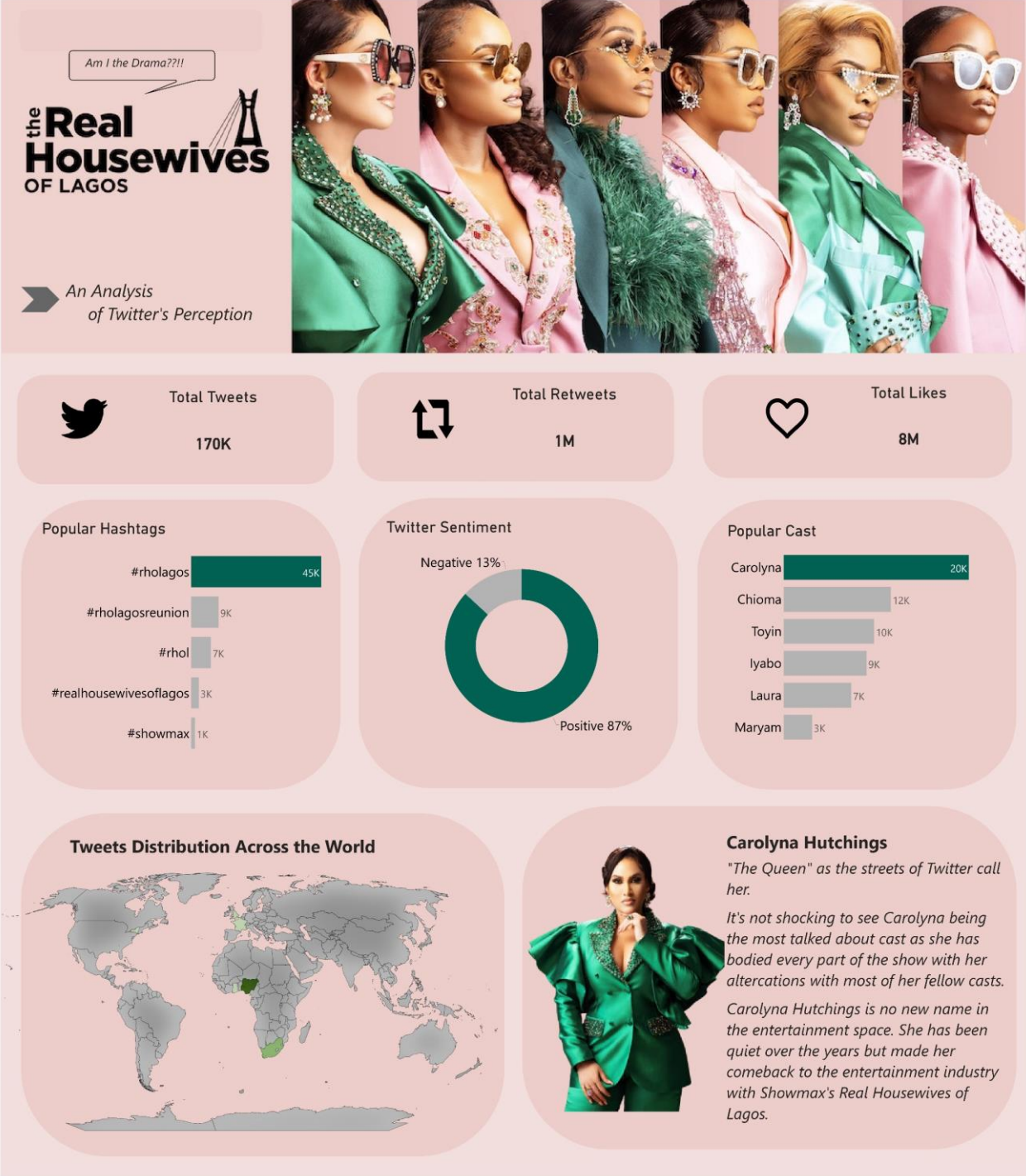
Kudos!! to the marketing team behind the reality TV show.

It shouldn't be a shock that Nigeria garnered most of the tweets as the host country is Nigeria and it's only fair that most tweets would come from there.

APPENDIX

APPENDIX I

A Comprehensive Microsoft Power BI Dashboard



APPENDIX II

Link to a comprehensive article of this analysis

<https://medium.com/@ritatynaokonkwo/real-housewives-of-lagos-an-analysis-of-twitters-perception-of-the-reality-tv-show-efda379ab1d5>