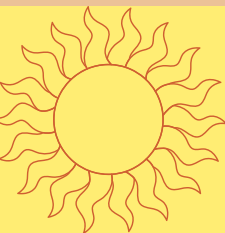


# Dawn of Analytics

GIVE YOU

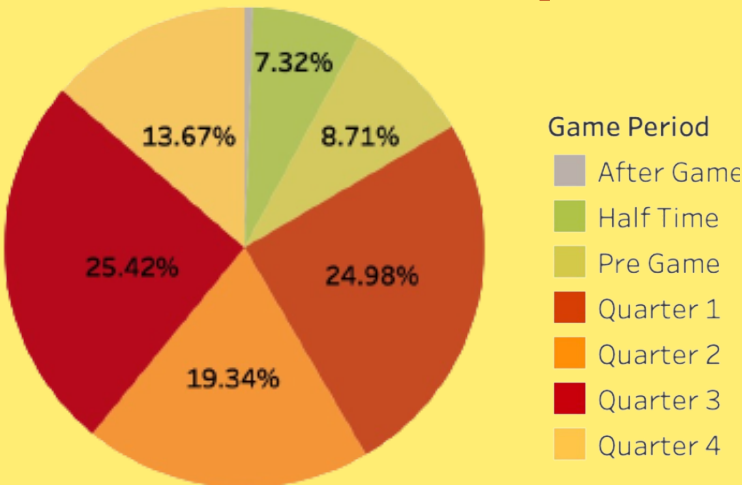
## New ray of Insights

BY - Dhwani Patel, Kalyani Joshi,  
Debayan Dutta, Disha Tapadiya



The  
Rising  
Suns

### Tweet-Volume per Game Time



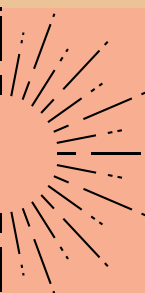
Third quarter generated the highest percentage of tweets .

### Most Mentioned Ads

Stallone faces off Kevin Hart- Free bet  
Full Swing Gossip The Flash  
Ben Stiller-Great Acting or Great Taste  
Indiana Jones and the Dial of Destiny  
Kick of Destiny Breaking Bad reunion  
EVs On Screen Easy To Drink

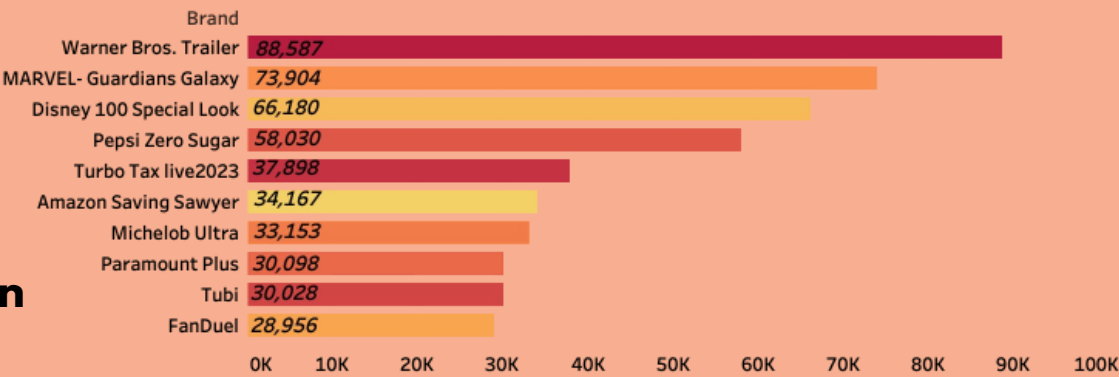


The  
Blissfull  
Warmup



The  
Afternoon  
Rush

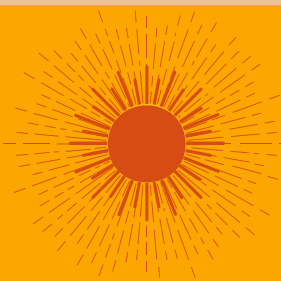
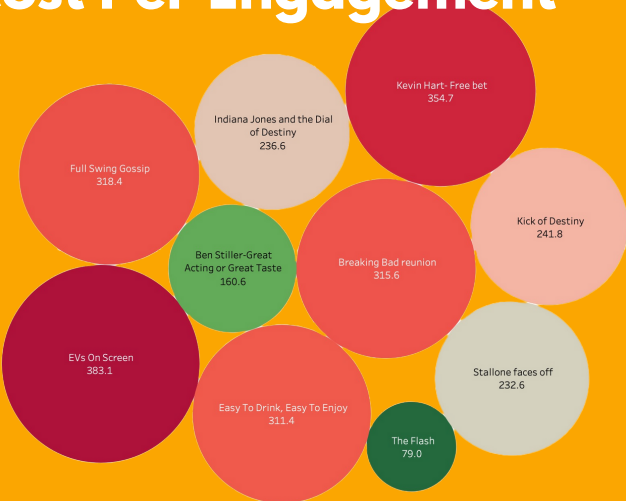
### Top 10 Tweeted Brands



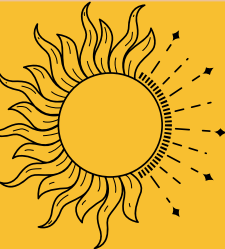
Warner Bros. lead the chart with 89K tweets followed by Marvel.

### Average Cost Per Engagement

This bubble chart says that entertainment industry is leading for average cost per engagement.



The  
Golden  
Hour



Half  
Time  
Madness

### Top 10 Trending Hashtags

Hashtag	
SuperBowl	41,133
TheFlashMovie	24,155
Sweepstakes	23,144
EasyToEnjoy	19,061
CellySweepstakes	18,098
TimeoutForBuds	9,656
ULTRAClub	8,556
DoritosTriangleScheme	6,031
RealOrActing	5,685
AppleMusicHalftime	5,649



Company	Game Day Week Avg Closing Price
Amazon	165
Disney	150
fox-tubi	25
intuit-turbotax	500
michelob-ultra	55
paramount-global	25
Pepsi	180
warnerbros	20

## Stock prices of the top 10 tweeted brands before and after Super Bowl.



### Sentiment Analysis

This horizontal stacked bar chart illustrates the sentiment analysis for ten different brand advertisements. The x-axis represents the number of Twitter users, ranging from 0K to 90K. The y-axis lists the brand ad names. The legend indicates three sentiment categories: positive (green), neutral (orange), and negative (red).

Brand Ad Name	Positive	Neutral	Negative
Warner Bros. Trailer	5K	75K	10K
Disney 100 Special Look	7K	47K	16K
Pepsi Zero Sugar	7K	44K	7K
Turbo Tax live2023	4K	27K	7K
Amazon Saving Sawyer	4K	28K	2K
Michelob Ultra	2K	30K	1K
Paramount Plus	2K	26K	2K
Tubi	2K	19K	7K
Disney Trailer	2K	26K	3K
Michelob ULTRA	0K	1K	0K

**This sentiment analysis, indicates that over 50% of the tweets were neutral in nature.**



A word cloud on a dark blue background featuring the word "English" in the largest, light blue font in the center. Surrounding it are other languages in various sizes and colors: "Portuguese" in yellow at the top right, "Spanish" in orange at the bottom right, "French" in red at the top left, "Quechan" in white at the top left, "Japanese" in green at the top right, "Thai" in white on the left, "Hindi" in white on the right, and "Indonesian" in white at the bottom left.

# Twilight

# The Pillars of GDAC

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