

HILDA BACI'S COOK-A-THON



1.0 Introduction

In the realm of culinary arts, there are individuals who possess an innate talent that captivates hearts and leaves an indelible mark on the world. Hilda Baci, a renowned Nigerian chef, restaurateur, and actress, is an exceptional personality whose story has taken the world by storm. In March 2023, she announced her ambitious endeavour to break the record for the longest cooking marathon, titled "Cook-a-thon". The world watched in awe as she courageously ventured into uncharted territory, aiming to surpass the previous record of 87 hours and 45 minutes. Hilda Baci broke the record for the longest cooking marathon by any individual on May 15, 2023, surpassing the previous record-holder after cooking for 100 hours. Guinness World Records recognized her and awarded her the prestigious honour she rightly deserved.

A data scraping technique was used to collect tweets related to Hilda Baci's culinary journey and analyze their content and sentiments to gain insights into the public's reactions and sentiments.

1.1 Who is Hilda Baci?

Hilda Effiong Bassey, known as Hilda Baci, is a multi-talented Nigerian chef, restaurateur, actress, and holder of the Guinness World Record for marathon cooking. She gained recognition by winning the "Jollof Faceoff" competition in August 2021. Hilda, born on September 20, 1996, hails from Nsit Ubium Local Government Area in Akwa Ibom, Nigeria. She graduated with a sociology degree from Madonna University, Okija. From a young age, Hilda's passion for the culinary arts blossomed, influenced by her mother's expertise in cooking. She combined her love for cooking with a holistic education, exploring the depths of human society and culture. Hilda's culinary artistry reflects her Nigerian heritage and dedication, captivating palates and hearts. Her

work in the kitchen continues to inspire, delight, and leave a lasting impact on those who savour her creations.

1.2 What is Cook-a-thon?

In March 2023, Hilda Baci announced her intention to break the record for the longest cooking marathon, previously held by Lata Tondon. On May 11, 2023, Hilda began her record attempt titled "Cook-a-thon," and successfully broke the record on May 15, 2023, after cooking for an impressive 87 hours and 50 minutes. Originally aiming for a 96-hour marathon, Hilda extended her goal to 100 hours. Her remarkable achievement has earned her a place in the Guinness Book of World Records. Throughout the event, Hilda received visits and support from high-profile individuals, including the Governor of Lagos State, the Vice President of Nigeria, and popular Nigerian artists. Her incredible feat garnered a massive fan base and widespread social media attention.

2.0 Project Objectives:

The main objective of this project is to scrape and analyze tweets to gain insights into the public's perception of the cookathon. The specific project objectives include:

- Identifying frequently used words or phrases in the tweets related to the cookathon.
- Assessing the sentiment expressed in the tweets and classifying them as positive, neutral, or negative.
- Identifying the most influential Twitter users.

3.0 Methodology

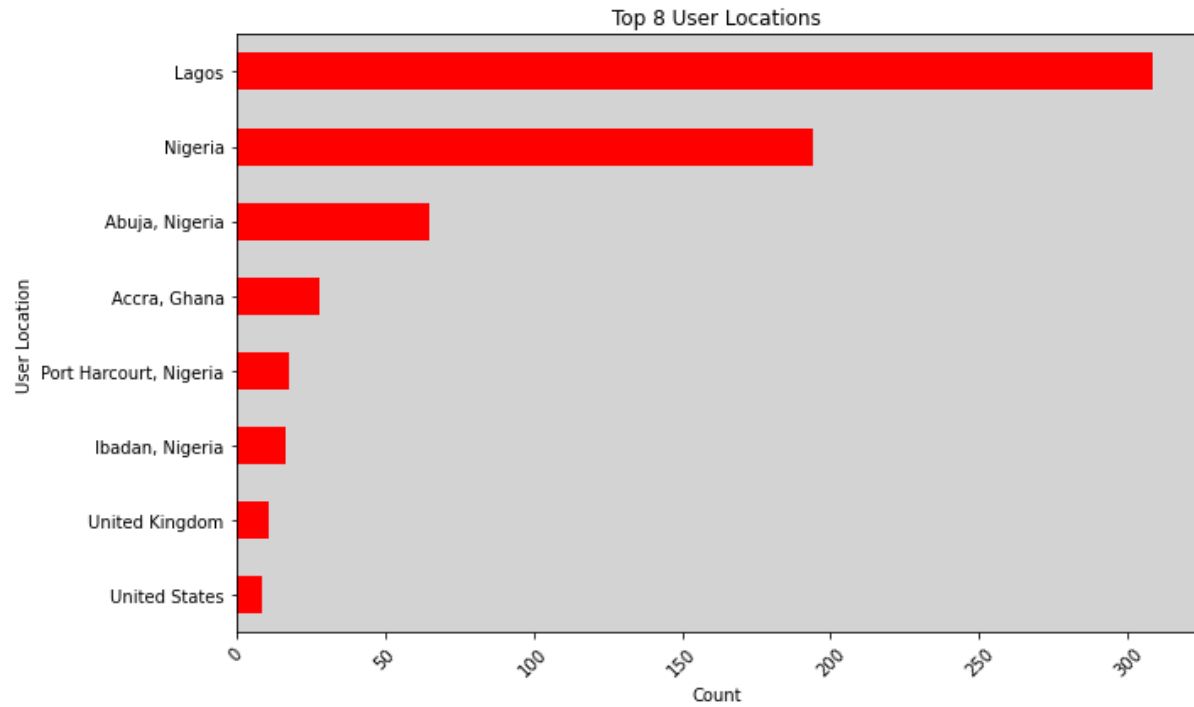
1. Data collection :

- Utilizing the snsrape, 2001 tweets that include the **#Hilda** hashtag from (13/05/2023-17/05/2023) were scraped
- The scraped tweets were saved as a CSV file to facilitate subsequent analysis.

2. Data cleaning:

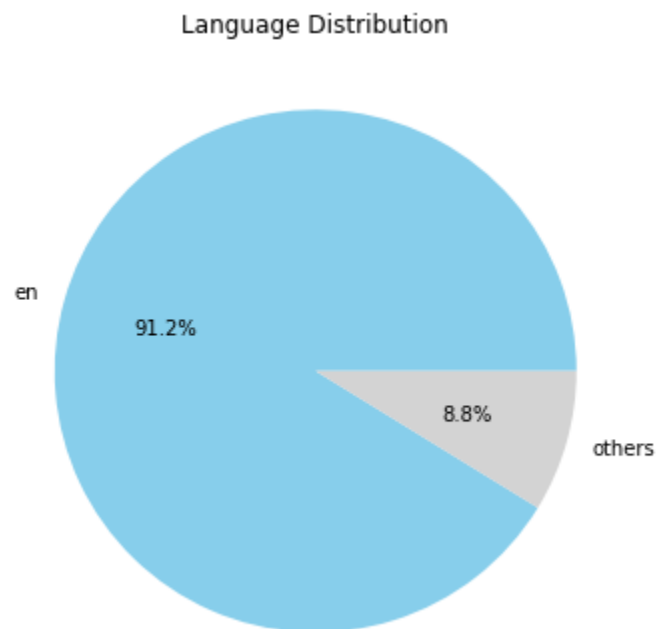
- The data was cleaned prior to the analysis
- Nan values, unnecessary space, URL, and unnecessary characters

3. Data Visualization:



4.3 Language Distribution

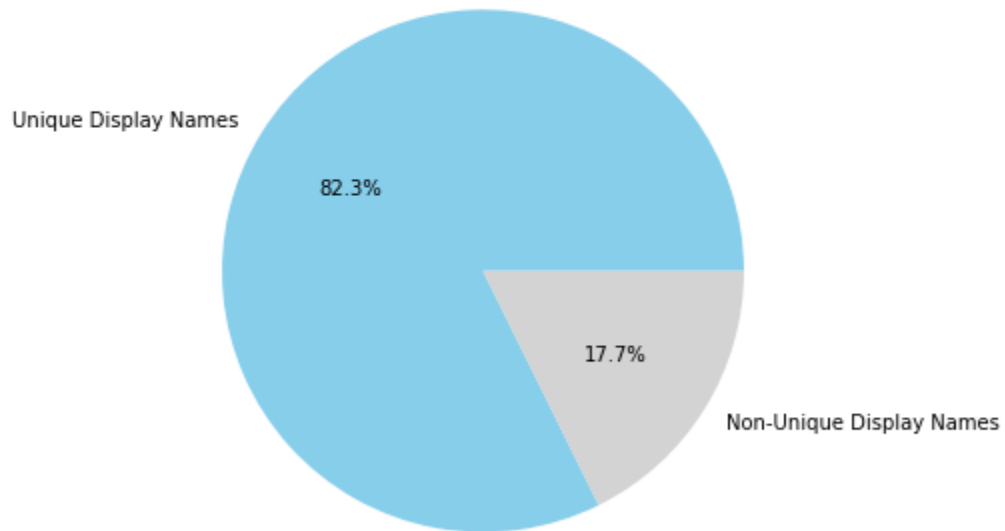
As expected, the top 10 locations are English-speaking countries; besides, English has become the language of all. "en", which implies English, took over 91% of the language, while others, which include French, Hindi, etc., are just 8.8%.



4.4 User distribution

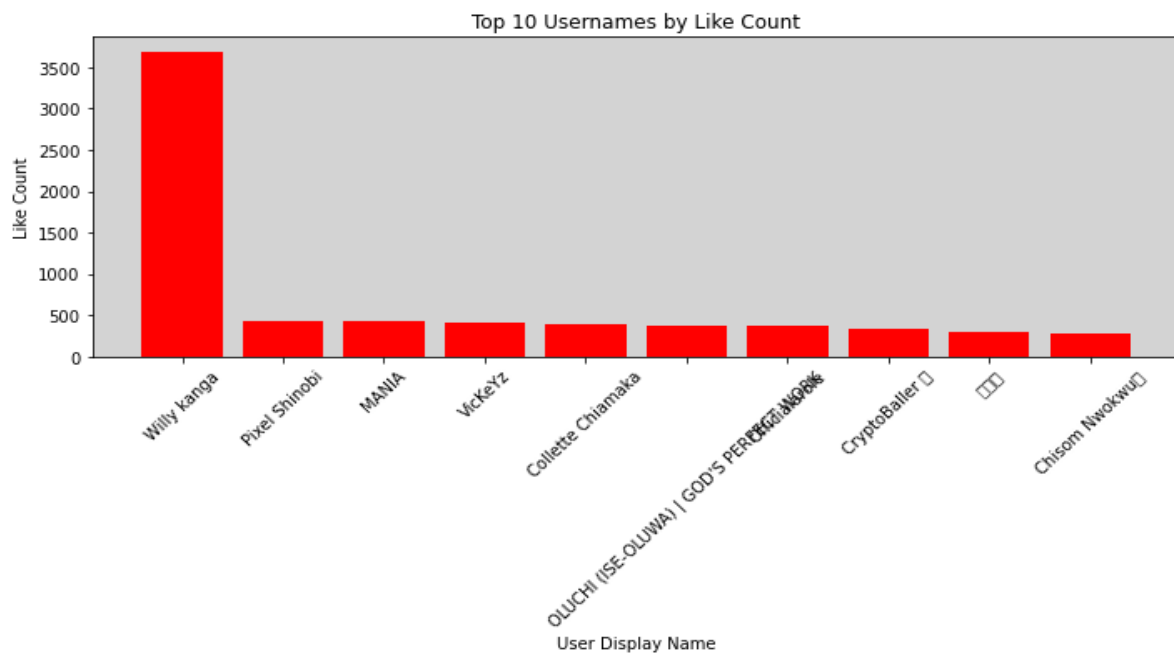
Over 82% are unique users, which means it is not just a set of fans that are praising her but the whole world. The uniqueness of the users implies that the tweet comprises diverse users.

Distribution of Unique and Non-Unique Display Names



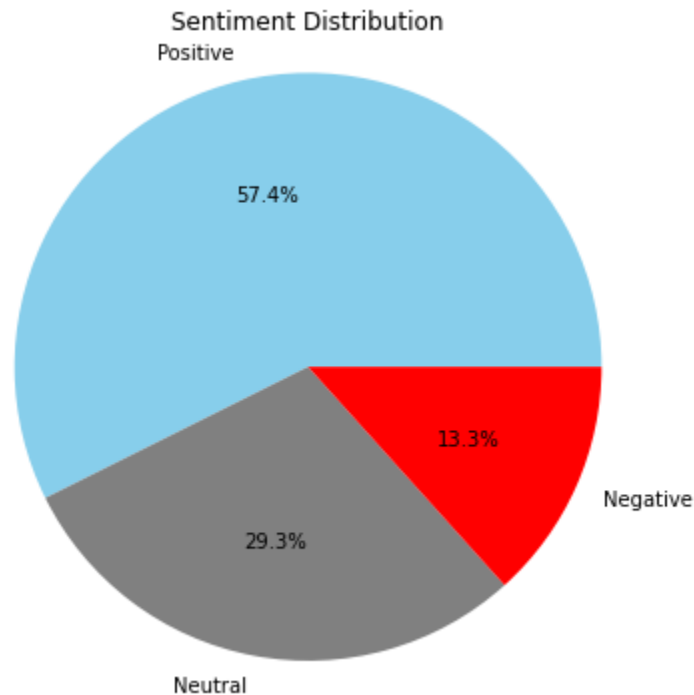
4.5 Top 10 Retweets and Likes

The users whose names appear in the chart below have the most likes and the most retweets from the scraped data.



4.6 Sentiment Analysis

57.4% of all the tweets are positive, i.e., praising tweets, while neutral, neither praising nor condemning, takes 29.3%, and negative, i.e., condemning tweets popularly known as "savage tweets" comprise 13.3% of all the tweets.



But she's amazing! Why condemn?

Twitter is well known for savagery, and every opportunity will never be missed. Many users use the influence of her winning the world record after four days to savage their mates, and some use the hashtag to promote their other agendas, but most of the negative tweets are not for her.

Below are some **negative tweets**:

“Stop the negative post about Hilda yall just jealous of her”

“Arsenal being cooking since and end up with nothing”

“The next time I tell you that Im lazy to cook and you compare me to Hilda remember that Im a teen she started training 6 years ago I was still a kid and my mom would be following me to the gym No pressure gang”

“The statement no b your mate dey do this so and so for their girlfriend your mate suppose don get car and house your mate yen yen yen Small comparison with Hilda now una dey shout any man wey do the comparison looks stupid double standard people”

Positive Tweets:

“Inspiring motivating Achieving goals we have drawn inspiration from Hilda some people spend 30 60 74 days and they get the best gifts Na to make contribution start make she get this kind gifts not just your prayers”

“Hilda I must say you have shown the true definition of what determination discipline focus and goal setting is You are an inspiration to a success story Thank you for bringing unity in a different concept God bless you”

“What a proud moment for Hilda's mom Feels good to know that you birthed someone who can work nonstop to achieve their dreams Little or big wins may we always make our parents proud I love people who can go beyond their limits to achieve things Hilda is an inspiration”

“Breaking a Guinness World Record is no small feat and we are truly inspired by your remarkable accomplishment Your record-breaking achievement serves as a shining example of what can be accomplished with passion determination and hard work Congratulations Hilda ”

“Rare Hilda Record Breaker Hilda you've inspired me to do more So when people asked me what I learnt from this success I replied with strength confidence courage resilience and support Keep cooking up greatness”

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