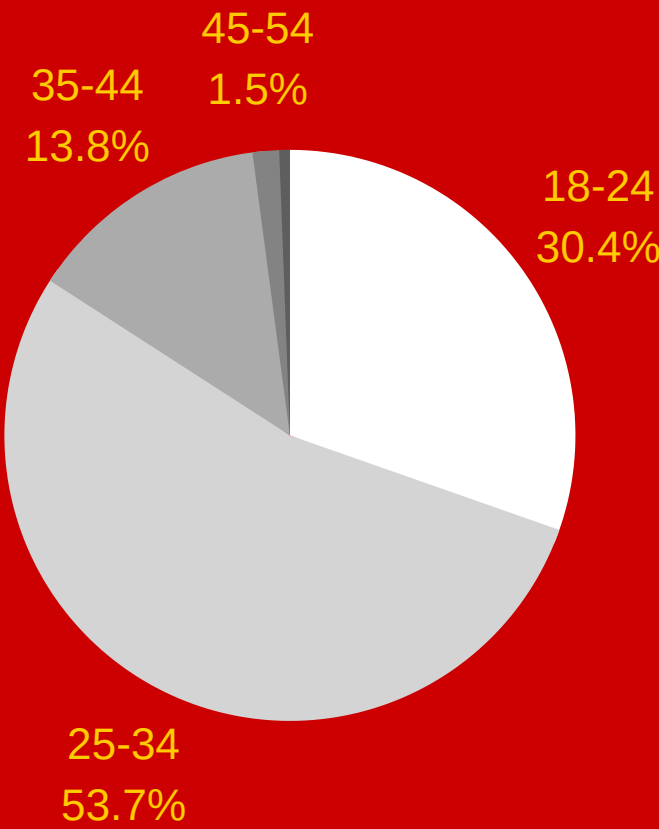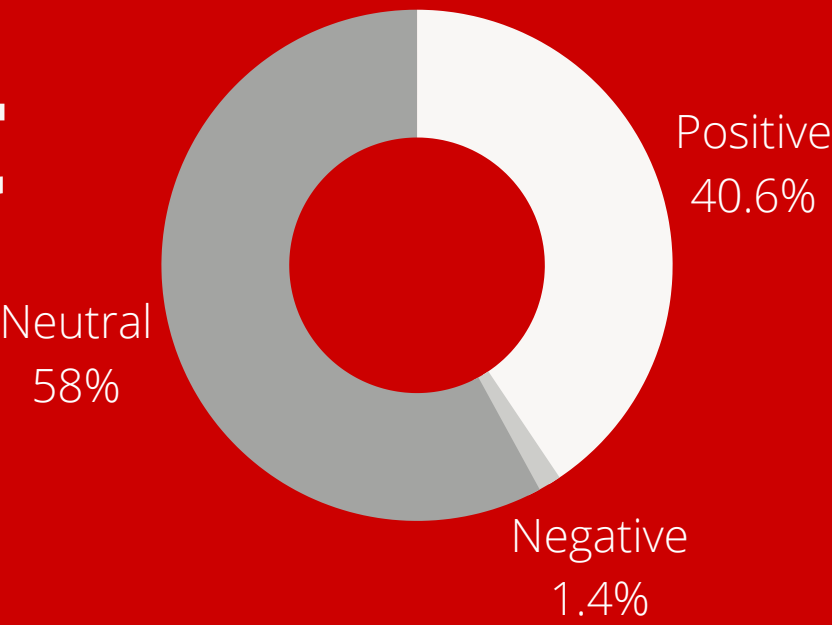# Detroit Pistons
Brand Insight Report

Sentiment
(Source: Tagged Sample Set (50 posts))

This graph shows the sentiment of the interactions
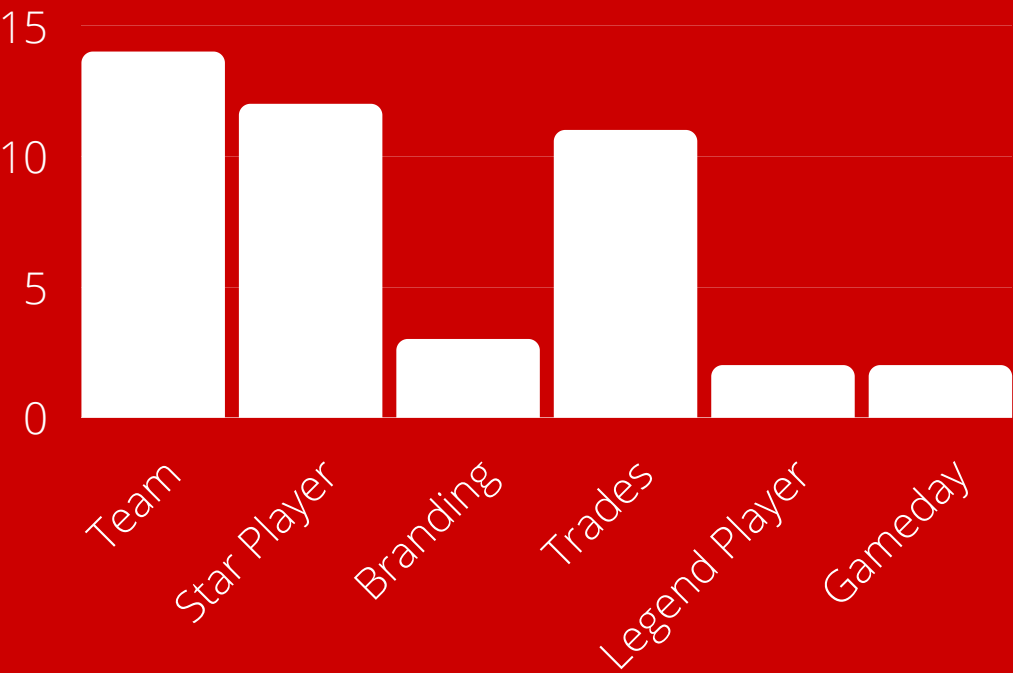they had about the Detroit Pistons
on Social Media platforms

Positive
40.6%

Neutral
58%

Negative
1.4%

45-54
1.5%

35-44
13.8%

18-24
30.4%

25-34
53.7%

Age Breakdown of Social Media Interaction
(Source: Talkwalker Demographics)

Top Interests

(Source: Tagged Sample Set (50 posts))

The top interests that people
who interact with the Detroit
Pistons on Social Media have
out of 50 posts.

| | 15 |
| 10 |
| 5 |
| 0 |

Team | Star Player | Branding | Trades | Legend Player | Gameday

Definitions

Team:

This is when someone talks about the Detroit Pistons as a team on social media

Star Player:

This comes up whenever someone mentions a star player on the Detroit Pistons and how they played during the game or how they are doing this season

Branding:

Branding in this sense is for whenever the teams logo, jerseys, or social media personality of their accounts are mentioned.

Trades:

This is whenever Trades are discussed on social media including rumors or trades that occured for the Detroit Pistons.

Legend Player:

This is whenever a legendary who have played for the Pistons is mentioned in social media. This could be someone talking about the legacy of a player.

Gameday:

This is for the day of a game and when people discuss the game that is coming up. This could also include the activities that are happening pre-game at the stadium.

Sources & Methods Transparency

Time Frame Analyzed: 10/5/2020-10/11/2020

Resarch Lead: Luciano Cavazos

Channels Analyzed: Reddit, Twitter, YouTube, Blogs

Data Source: Talkwalker

Analysis Depth: - Set of 50 hand-tagged posts -Talkwalker Demographic reports

Source Language: English

Sentiment Coding: Three Point Scale (positive, negative, and neutral)

Search Parameters:

Detroit Pistons: "detroit pistons" OR pistons OR detroitpistons OR DetroitUp OR Pistonsgt OR"pistons gt" OR pistons OR detroitbasketball OR detroitup OR detroitpistons OR Detroitpistons OR nba.com/pistons OR "Cade Cunningham" OR "Jerami Grant"