I aim to structure my report under the following headings:

Title Page - This page will include:
- A clear, informative title (Analyses on influencers for new digital campaign in Africa)
- My name (Moyinoluwa Sobowale), The name of the organization i work for (NIKE)

Executive Summary - This page will include:
- A brief summary of what the report is about i.e to analyse twitter influencers and government officials based on their popularity inorder to find the influencers that are suitable for a new NIKE digital campaign tweet in Africa.
- The data collection methods used which are Webcrapping with beautiful soup from various urls (websites) and twitter mining to analyse tweets.
- The findings of the report and any recommendations I want to make after the analyses.

Introduction - This explains the brief I was given for the analyses. Nike is planning a new digital campaign in Africa, and wants to understand who the social media influencers are in Africa and in which area fall into (e.g. politics, fashion, art, etc.). This is key to Nike as they don't want to be associated with the wrong influencers (ethnic and religious polarisation figures for example). This work is commissioned by a combination of their strategy and their marketing departments.
- They want to think about:
    - Could they try to partner with or hire some key influencers to amplify their planned digital campaign?
    - How are the influencers endorsed by key government officials?
    - Which topics are important for both influencers and key government officials?

Methods and Findings - This page will include:
- A description of any methods of data collection and analyses i used while composing this report.
- Graphs to explain the popularity of the influencers and hashtags.
- I will also state findings and observations from the analysis.

Conclusions and Recommendations - Any conclusions reached while writing the report plus recommendations for what to do next will be stated on this page.