

DATA DEMONS

2023 Gameday Analytics Challenge

**JEFFREY LE, NELSON D'SOUZA,
BAILEY GOTO, SUNNY NGUYEN**



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Objectives

Key Questions:

- What key strategies can brands employ to get the most out of their advertisement?
- What are some important factors to consider when developing and running an ad during the Super Bowl?
- What are the trends?
- What are the limitations of the data, and where can we go from here?



Data Analysis

Tools Used

**Python - Data Cleaning /
Wrangling / Visualization**

NLTK - Sentiment Analysis

Tableau - Data Visualization

Data Cleaning / Wrangling

- Dropped metadata Columns
- Dropped Null Values
- Annotations to JSON
- Aggregated engagement metrics

KPIs



- Volume (Tweet Count)
- Engagements
- Sentiment



Findings

Quick Stats

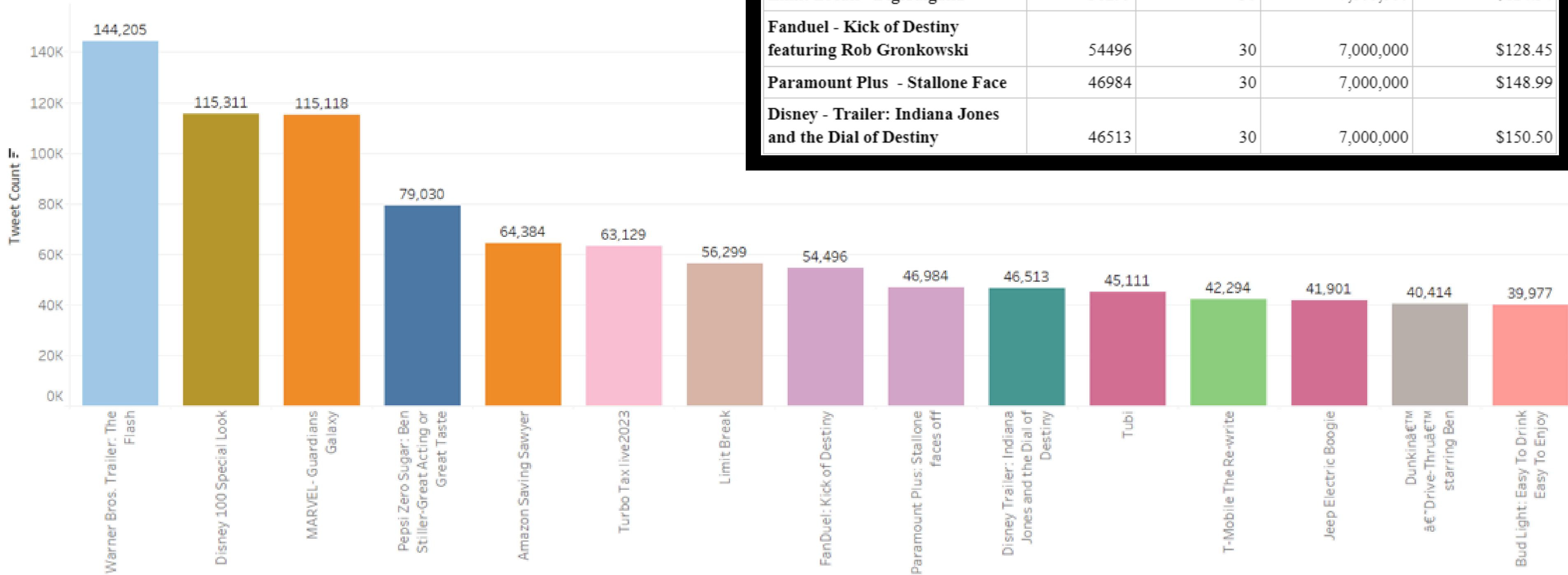
**1.9 Million
Tweets**

**41 Unique
Brands**

**9+ Million
Engagements**

Volume

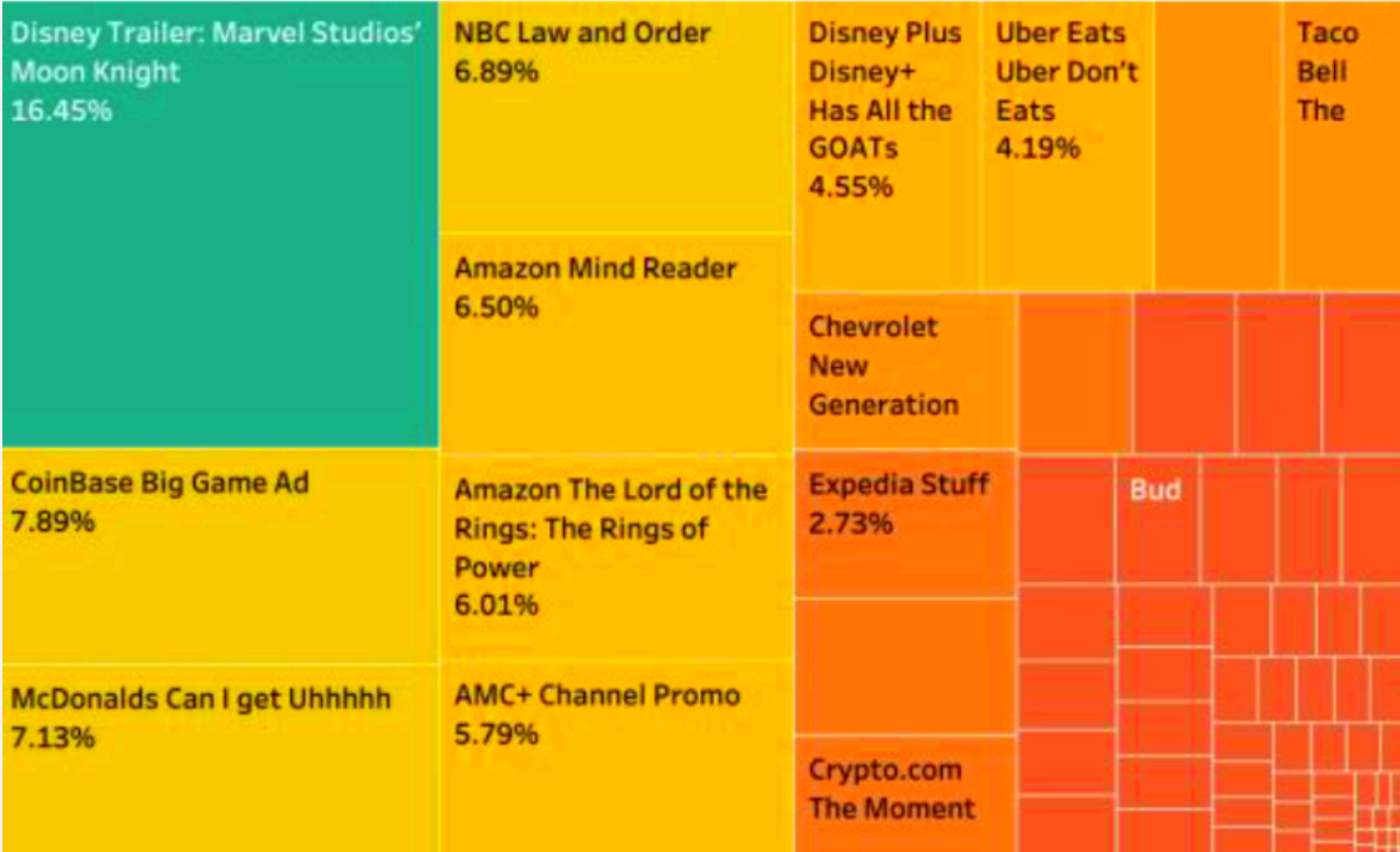
Top 15 Brands with the Most Tweets



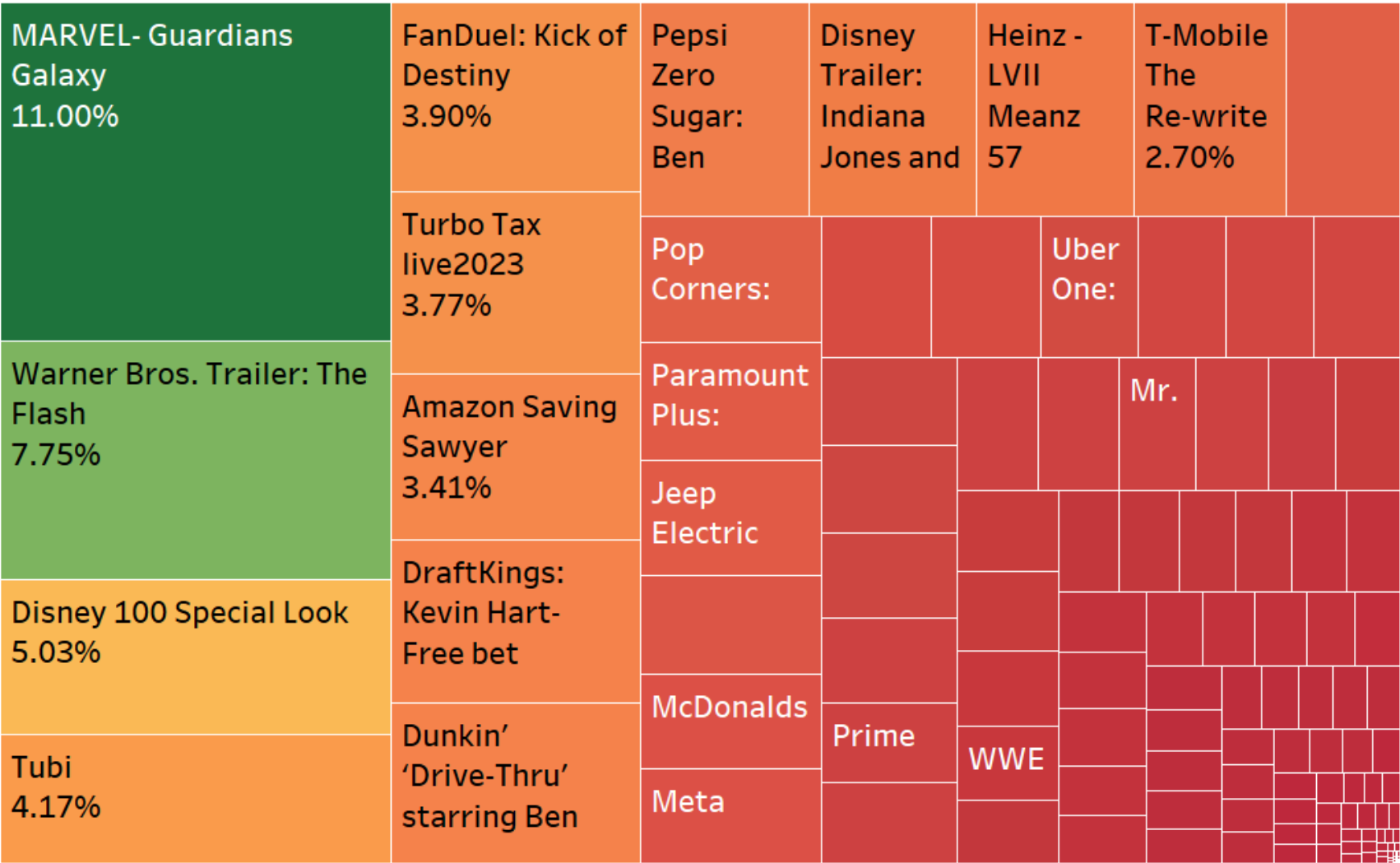
	Tweets	Ad Length	Investment	Cost Per Tweet
Warner Bros. - Trailer: The Flash	144205	45	10,500,000	\$72.81
Disney - Disney100 Special Look	115311	90	21,000,000	\$182.12
MARVEL - Guardians Galaxy	115118	30	7,000,000	\$60.81
Pepsi Zero Sugar - Great Acting or Great Taste: Ben Stiller	79030	30	7,000,000	\$88.57
Amazon - Saving Sawyer	64384	90	21,000,000	\$326.17
TurboTax - Dancer	63129	45	10,500,000	\$166.33
Limit Break - Digidaigaku	56299	30	7,000,000	\$124.34
Fanduel - Kick of Destiny featuring Rob Gronkowski	54496	30	7,000,000	\$128.45
Paramount Plus - Stallone Face	46984	30	7,000,000	\$148.99
Disney - Trailer: Indiana Jones and the Dial of Destiny	46513	30	7,000,000	\$150.50

Engagements

2022



2023

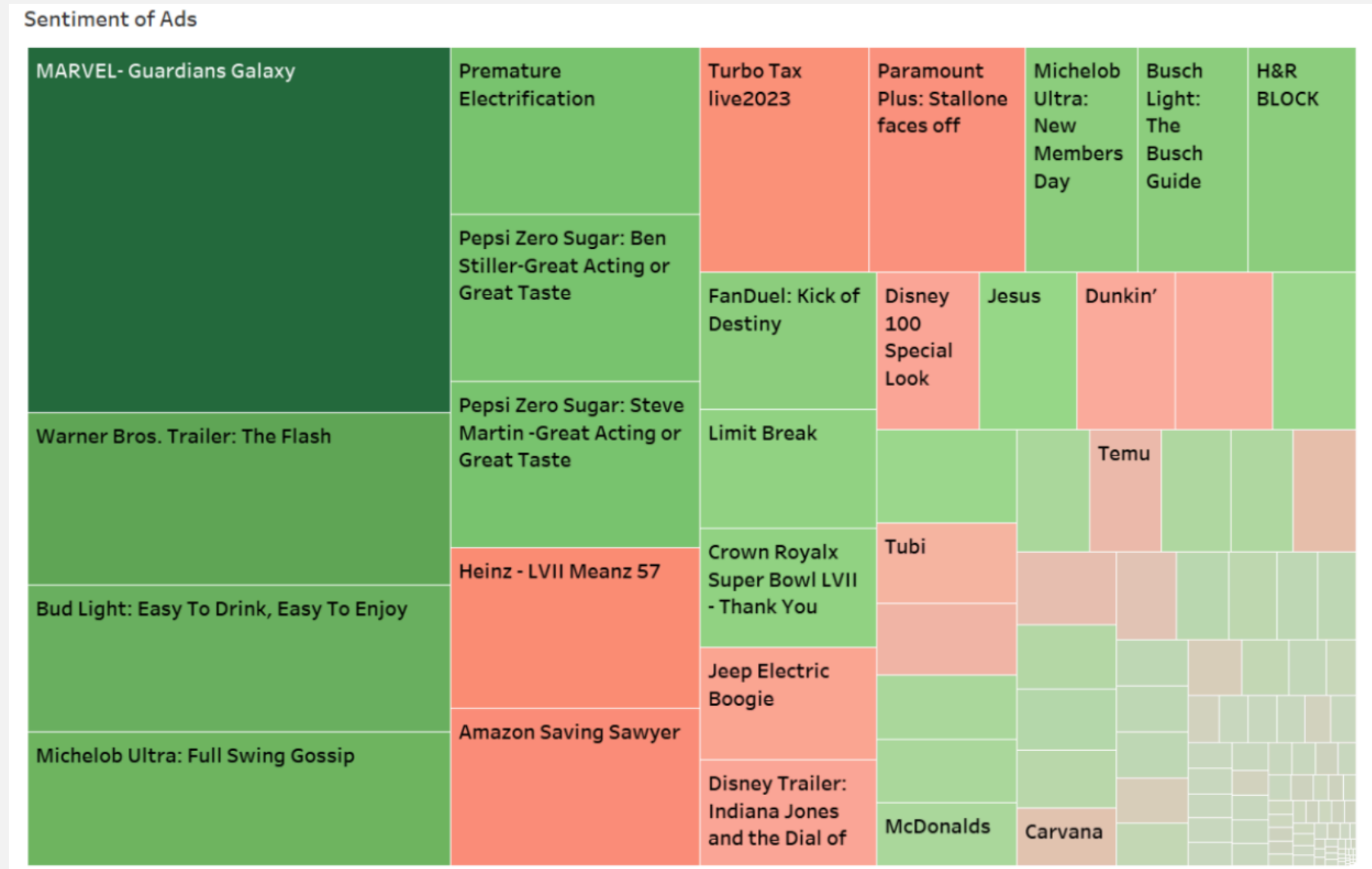


Cost per Engagements

Brand Ad Name	Engagement	Ad Length	Investment	Cost Per Engagement
MARVEL- Guardians Galaxy	1,082,976	30	7000000	\$6.46
Warner Bros. Trailer: The Flash	763,264	45	10500000	\$13.76
Disney 100 Special Look	495,794	90	21000000	\$42.36
Tubi	410,682	75	17500000	\$42.61
FanDuel: Kick of Destiny	383,690	30	7000000	\$18.24
Turbo Tax live2023	370,924	45	10500000	\$28.31
Amazon Saving Sawyer	336,052	90	21000000	\$62.49
DraftKings: Kevin Hart- Free bet	331,296	30	7000000	\$21.13
Dunkin' 'Drive-Thru' starring Ben	325,411	30	7000000	\$21.51
Pepsi Zero Sugar: Ben Stiller-Great Acting or Great Taste	295,415	30	7000000	\$23.70

Sentiment Analysis

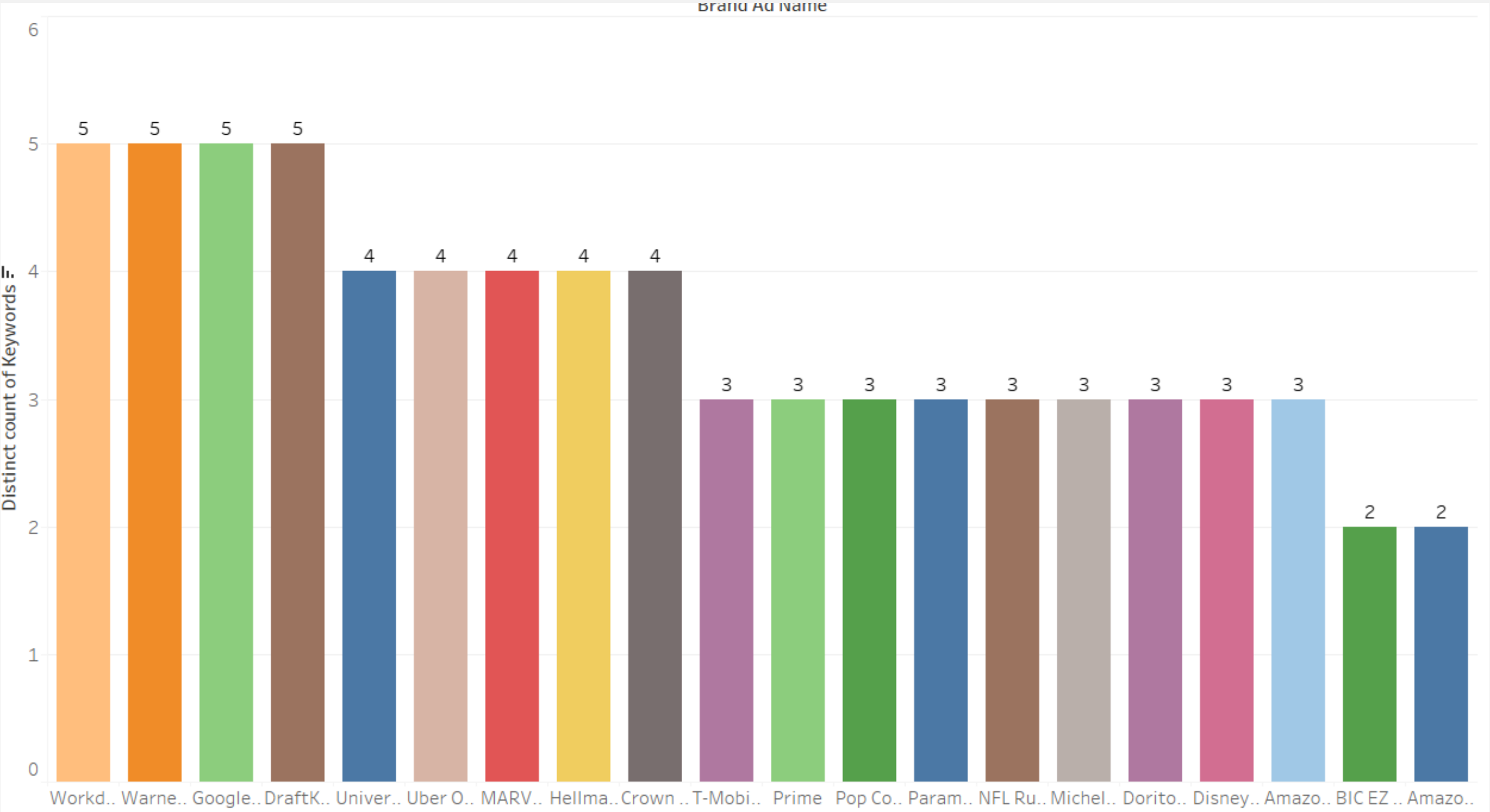
- Marvel and Warner Brothers dominated in positivity
- Bud Light, Pepsi, RAM, Busch Light, Crown Royal were mostly positive
- Amazon and Heinz outlooked negative
- Tubi saw mixed sentiment, slightly more negative



Celebrity Count

Avg. Celeb
Count:
2.75

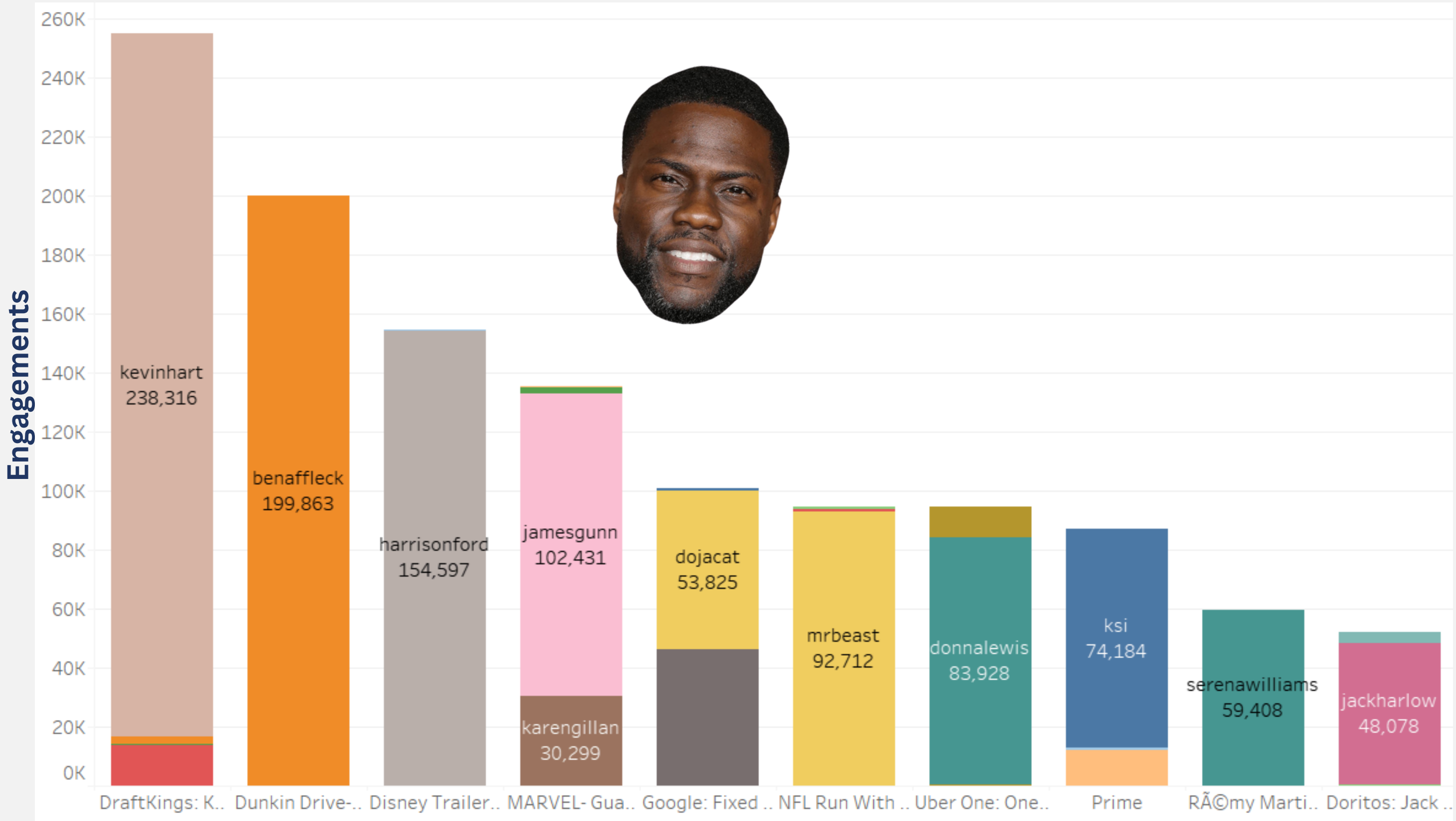
Max Celeb
Count:
5



Brand Name

Celebrity Engagements

Total Celeb Engagements:
3.3M



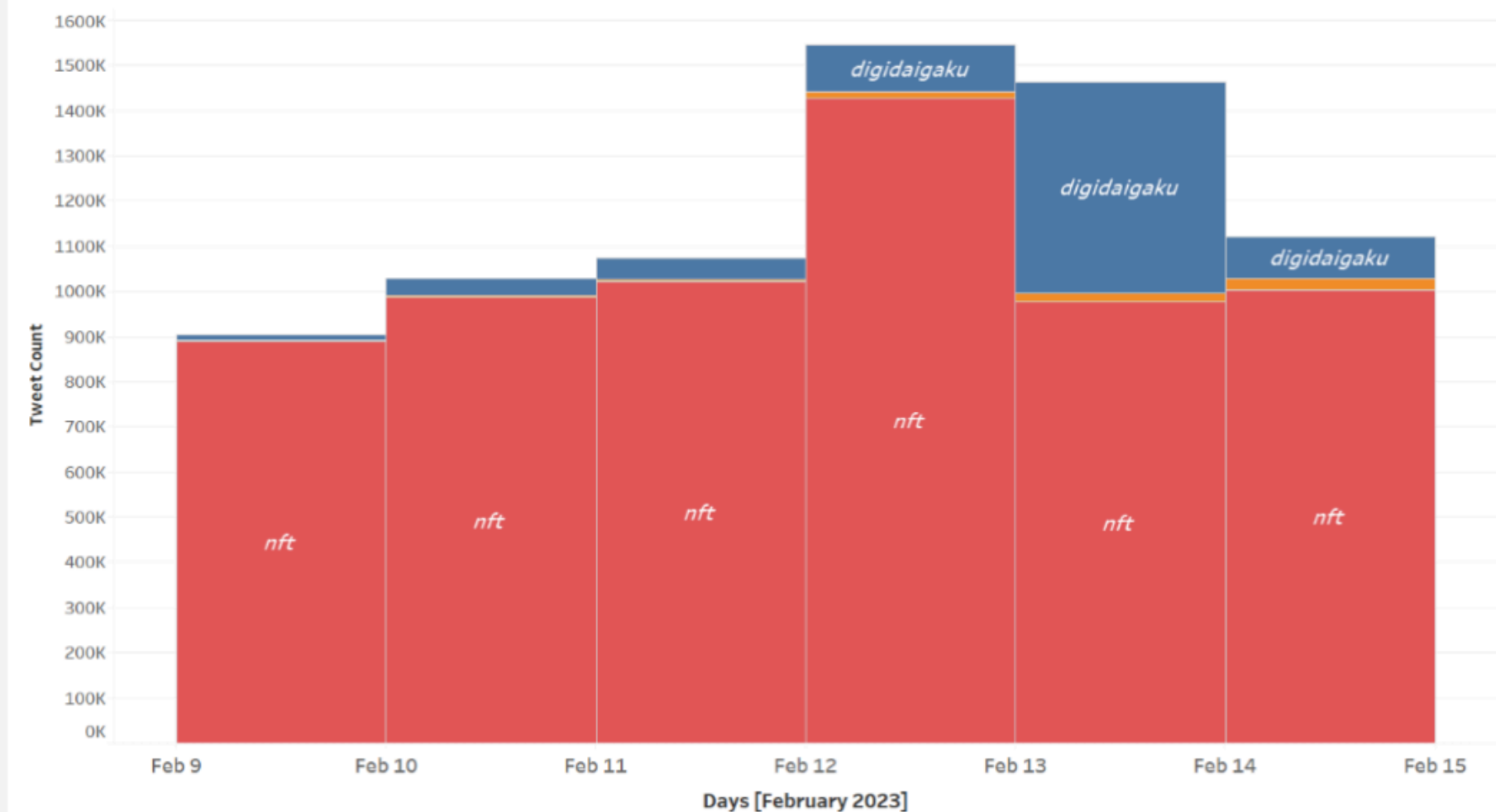
NFTs x Twitter



Keywords

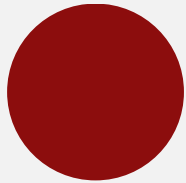
- digidaigaku
- limitbreak
- nft

Tweets with nft, digidaigaku, or limit break over 6 days.

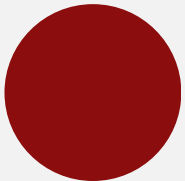
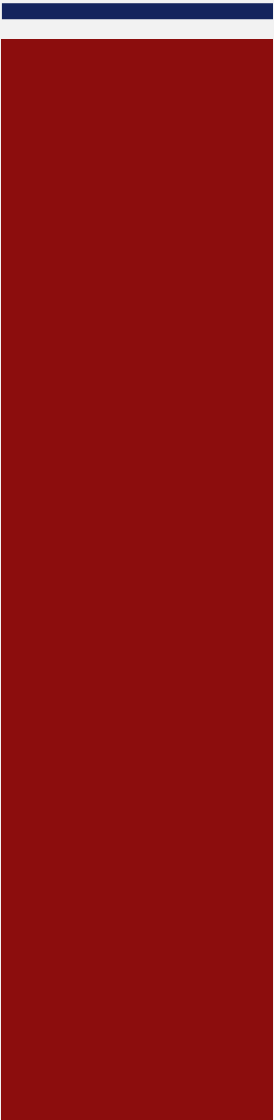


Limitations and Future

- Time Constraint
- Absence of Demographic Data
- No neutral classification
- What Next?



Summary



Summary

- Established Brands generally do well with the Super Bowl
- Super Bowl ads aren't just for big brands anymore
- Giving away free things is effective.



Infographic Design Decisions

Go to Infographic

**Thank You.
Questions?**

