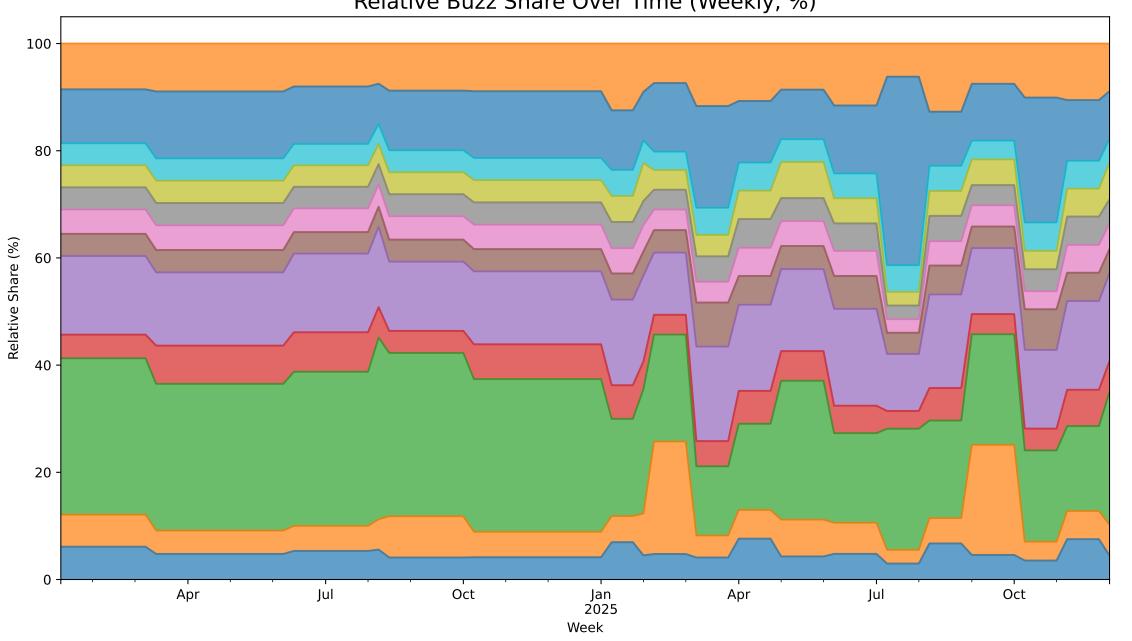


Correlation Heatmap of Weekly Buzz - 1.00 Rihanna -1.00 0.12 -0.28 -0.10 -0.08 -0.24 0.01 -0.08 -0.16 -0.16 -0.22 -0.08 -0.21 Kendrick Lamar -0.12 1.00 0.02 -0.07 0.27 0.02 0.32 -0.21 -0.08 -0.23 - 0.75 Taylor Swift - -0.28 -0.29 -0.39 -0.77 0.26 -0.55 0.02 1.00 0.21 0.47 -0.12 0.09 - 0.50 Travis Scott - -0.10 1.00 -0.33 -0.26 0.21 -0.23 -0.24 -0.17 -0.10 0.25 BTS - -0.08 -0.21 -0.29 -0.23 1.00 0.81 -0.81 0.62 0.62 0.00 0.49 0.71 - 0.25 Blackpink - -0.24 1.00 0.79 -0.07 -0.39 -0.33 0.81 -0.89 0.80 -0.14 0.69 0.56 - 0.00 Doja Cat - 0.01 0.27 0.47 0.25 -0.81 -0.89 1.00 -0.73 0.19 -0.79 -0.63 -0.87 -0.73 0.26 0.08 0.79 Olivia Rodrigo - -0.08 0.02 -0.77 0.80 1.00 -0.02 - -0.25 Zendaya - -0.16 -0.21 0.32 -0.12 -0.24 0.00 -0.14 0.19 -0.02 1.00 -0.18 -0.20 Jenna Ortega - -0.16 -0.21 0.09 0.62 0.69 -0.79 0.26 1.00 0.96 0.49 -0.17 -0.18 -0.50Wednesday - -0.22 0.32 -0.08 0.26 -0.10 0.49 -0.63 0.08 -0.20 0.96 1.00 - -0.75 Stranger Things - -0.08 -0.23 -0.55 -0.26 0.71 0.79 -0.87 0.79 -0.21 0.32 1.00 0.49 Doja Cat -Rihanna **Kendrick Lamar Taylor Swift Travis Scott** Blackpink Olivia Rodrigo Zendaya Jenna Ortega Stranger Things Wednesday

Relative Buzz Share Over Time (Weekly, %)





Buzz Spike Events (5) Stranger Things -Wednesday · * Jenna Ortega \star Zendaya · Keyword / Artist Olivia Rodrigo -* Blackpink -* BTS Travis Scott -* Rihanna

Date

Rihanna
Kendrick Lamar
Taylor Swift
Travis Scott
BTS
Blackpink
Doja Cat
Olivia Rodrigo
Zendaya
Jenna Ortega
Wednesday
Stranger Things