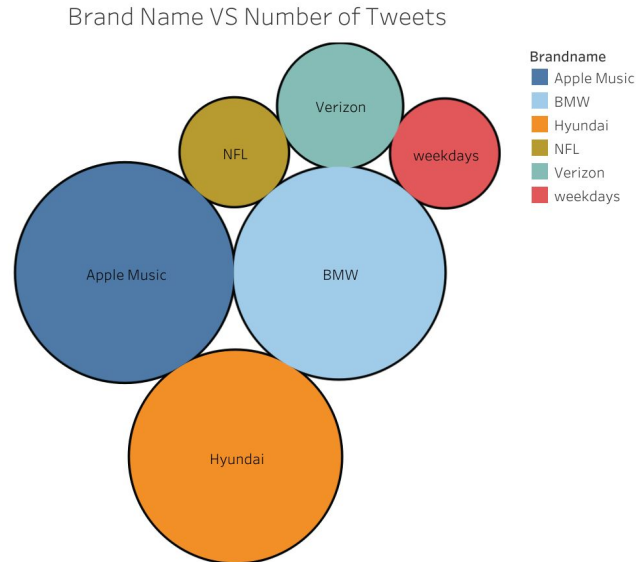# Game Day Analytics Challenge

Varun Selvam, Harika Chittari, Shashank Suresh, Devika Mogili

Brand Name vs Number of Tweets

Brand Name VS Number of Tweets

Brandname
- Apple Music
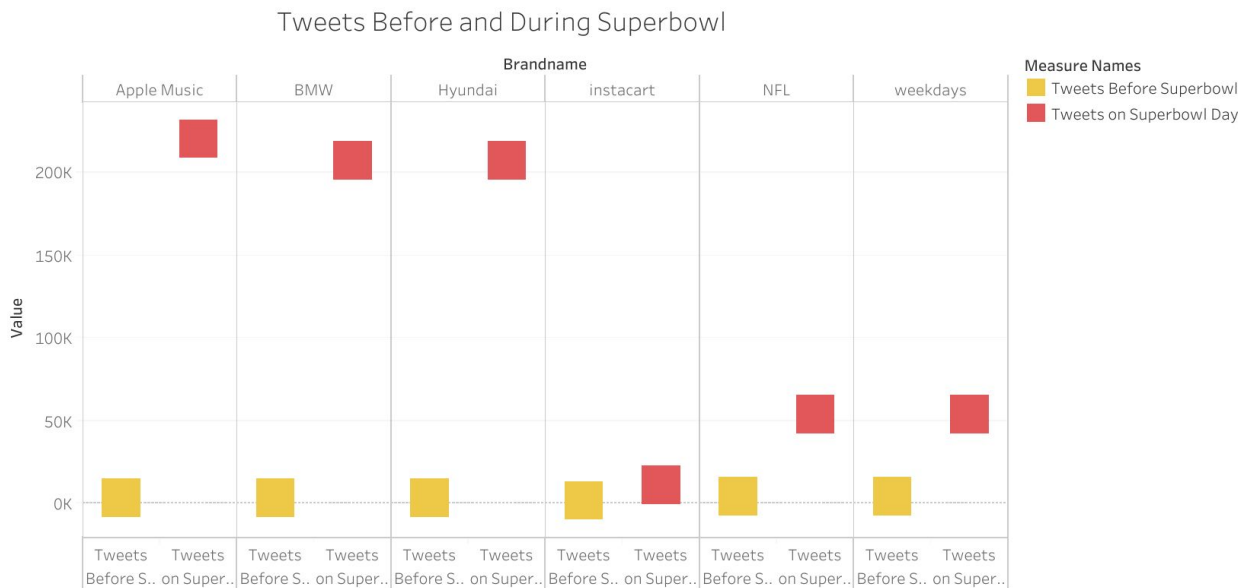- BMW
- Hyundai
- NFL
- Verizon
- weekdays

Brand Name vs Number of Tweets

- Businesses should see what these brands did and see if they can emulate it to get more tweets for future games.
- High tweet usage will coincide with more brand awareness and engagement, plus a better return on investment.

Tweets Before and During Super Bowl

Tweets Before and During Superbowl

Brandname

| Apple Music | BMW | Hyundai | instacart | NFL | weekdays |

Measure Names
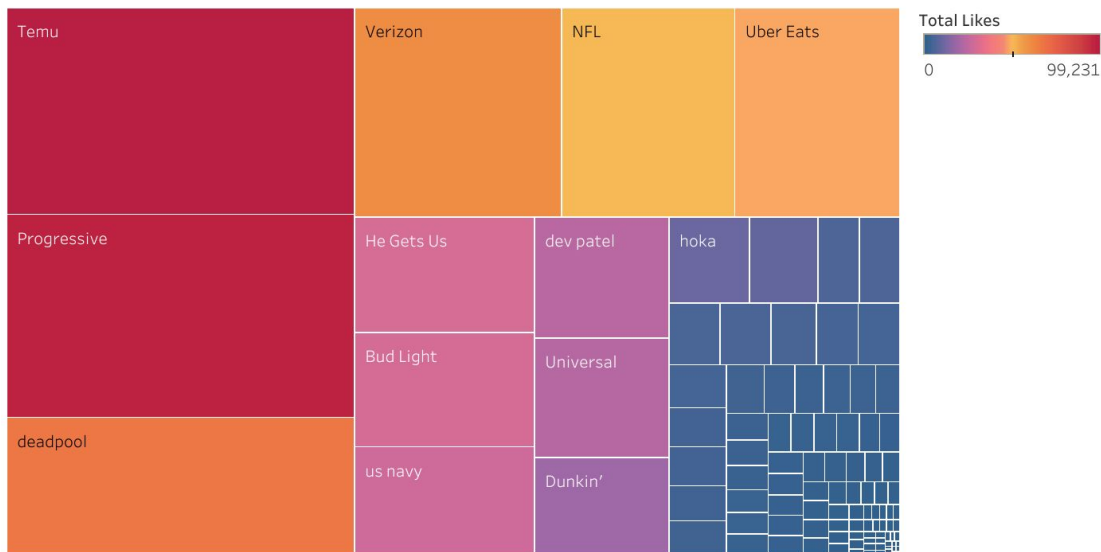- Tweets Before Superbowl
- Tweets on Superbowl Day

Tweets Before and During Super Bowl

- It shows much the super bowl can potentially help with increasing tweets. More tweets about a brand could potentially lead to higher brand awareness.

Tweets Likes vs. Brand Names

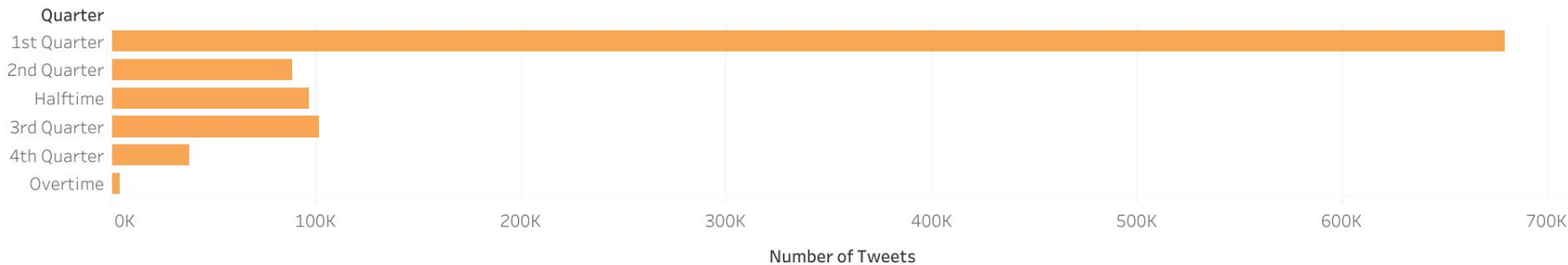Tweets with Most Number of Likes Based on Brand Names

Tweets Likes vs. Brand Names

- Other businesses can emulate aspects of these ads.

Number of Tweets vs Quarter


Number of Tweets VS Quarter

Number of Tweets vs Quarter

Businesses can use this to help determine which airtime slot they should purchase. For instance, in the context of this graph, a business should try to purchase air time during the first quarter.

Mean & Median Tweets Count based on Celebrity Appearance

Mean and Median Count of Tweets Based on Celebrity Appearance

Celebrity

|	Median(Count)		Mean(Count)
Not Present	317.5		7,345
Present	866.0		12,295
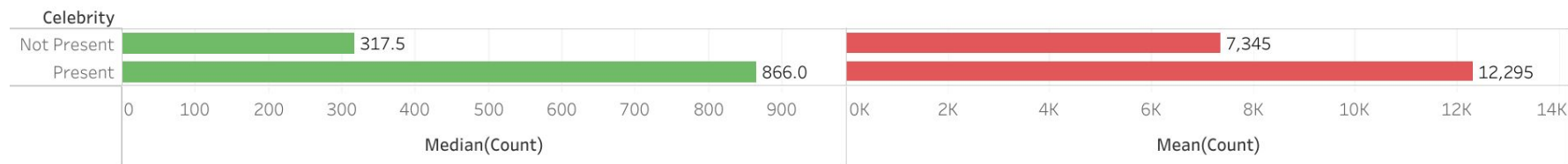
Mean & Median Tweets Count based on Celebrity Appearance

- The median number of tweets for a brand w/ a celebrity is 866, while without a celebrity it's 317.5, which is a difference of 548 tweets.
- The average was just placed for reference if anyone was curious.

Number of Tweets vs States

Number of Tweets vs State
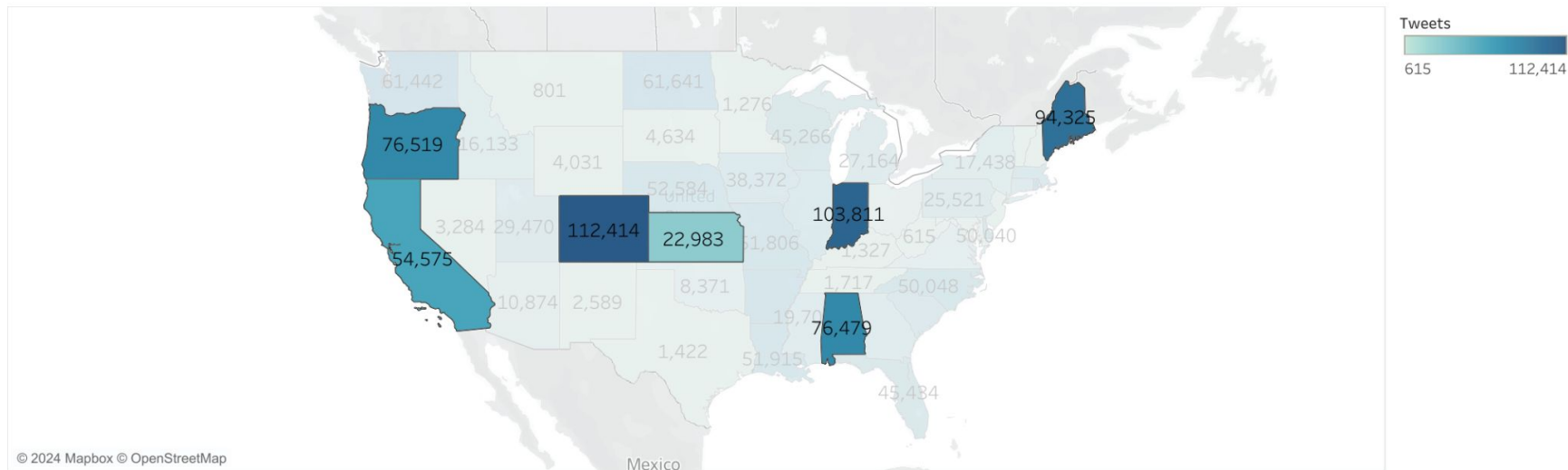
Number of Tweets vs States

- Interestingly Kansas and California whose home teams playing in the Super Bowl were not as active.
- Businesses should be aware that the most active location can change from year to year.

Thank You!