Case Study: Tokyo Olympics 2020 Tweets

A visualization on data comprised of tweets posted about the 2020 Tokyo Olympics.

Problem Statement

- ▰ What were the most popular hashtags used?

- ▰ Does using more popular hashtags get you more favorites and/or retweets?

- ▰ What kind of platform do the top 12 countries recorded in the data use the most to access Twitter?
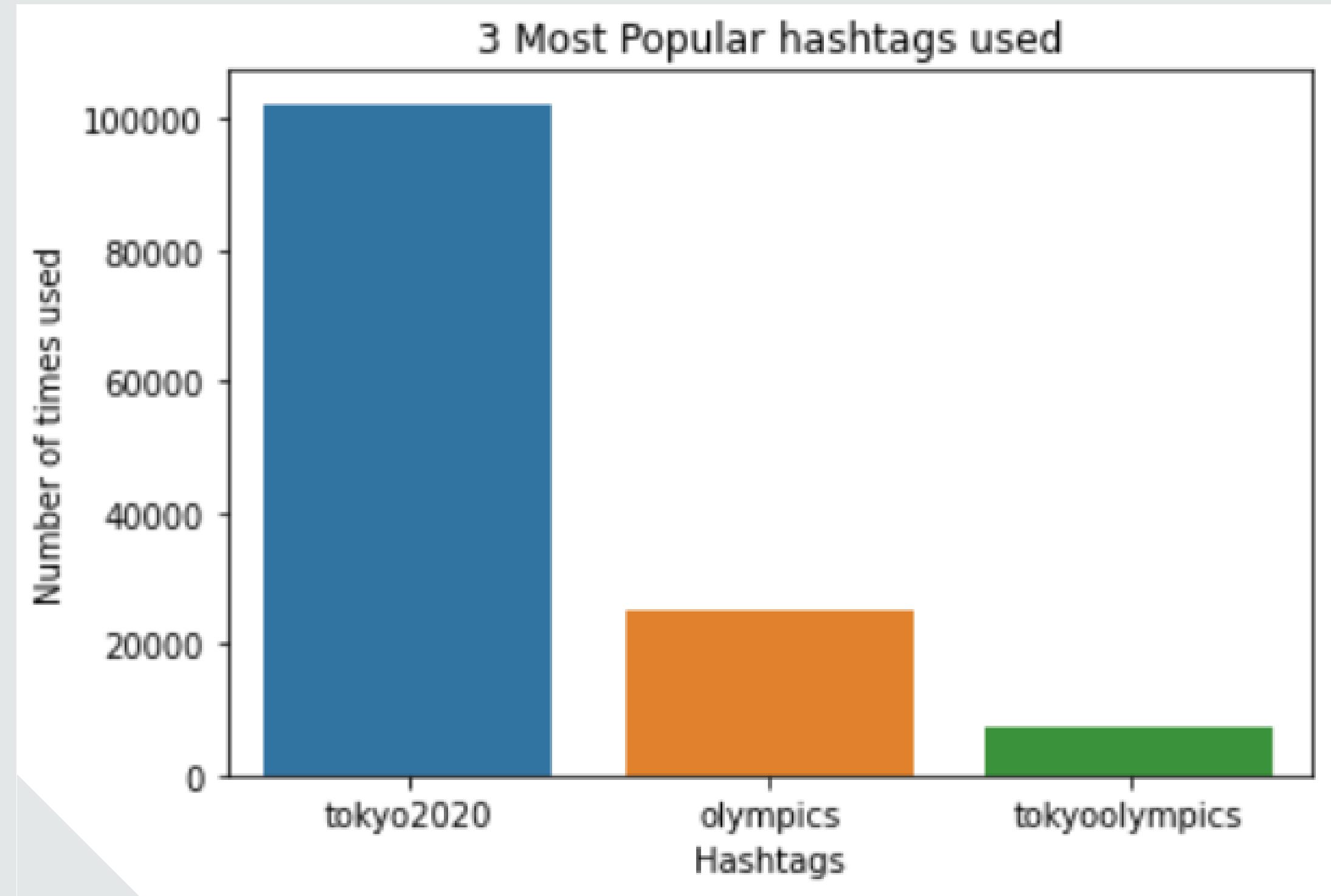
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Executive Summary

▰ The most popular hashtags used to tweet about the 2020 Tokyo Olympics were 'Tokyo2020', 'Olympics', and 'TokyoOlympics'

▰ Using more popular hashtags does not necessarily guarantee more favorites/retweets, unless you have an official account with many followers.

▰ India, one of the most populous countries in the world, use Android to access Twitter. Western countries on the other hand, tend to use iPhone more.

1. What were the most popular hashtags used to tweet about the 2020 Tokyo Olympics?

- 3 of the most popular hashtags: **'Tokyo2020'**, **'Olympics'**, and **'TokyoOlympics'**.

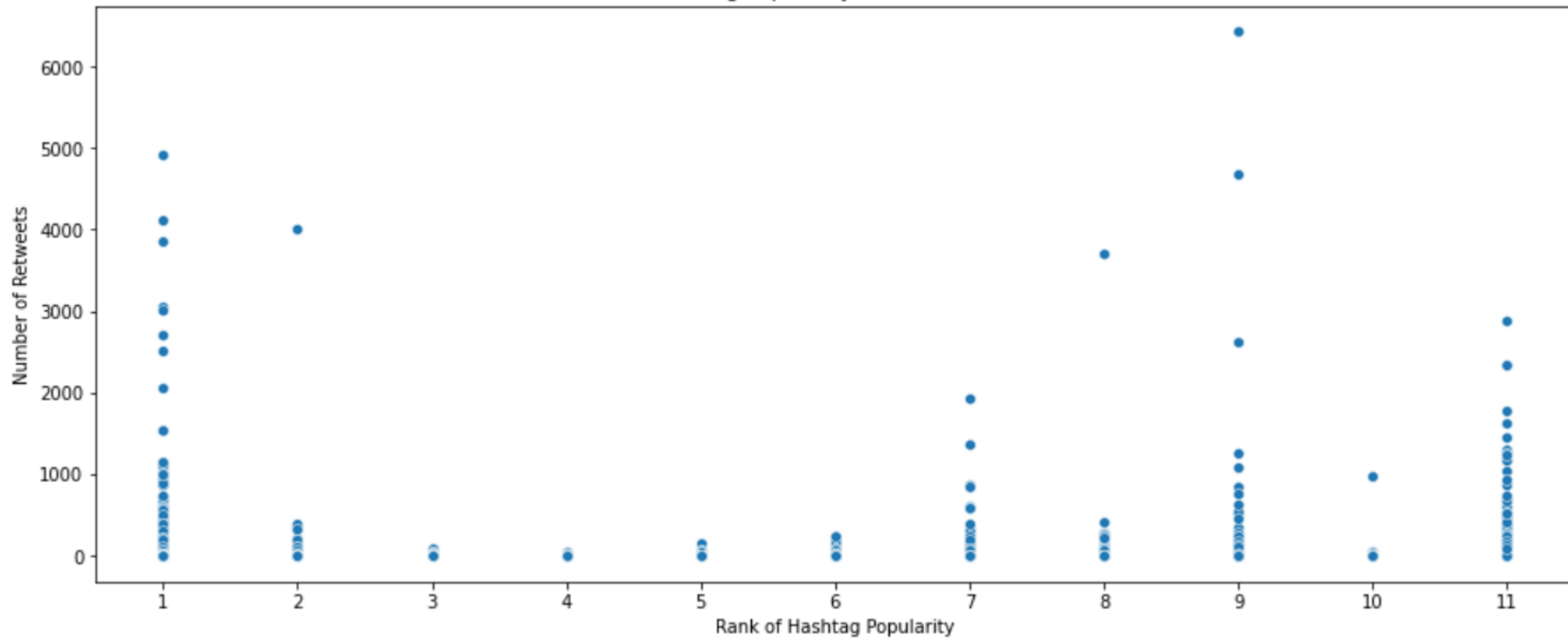- **'Tokyo2020'** was used in over **100,000** tweets, about **34.46%** of all the tweets collected.

3 Most Popular hashtags used

2. Does using more popular hashtags get you more favorites and/or retweets?

Using more popular hashtags **does not necessarily guarantee more favorites/retweets**, unless you have an official account with many followers.
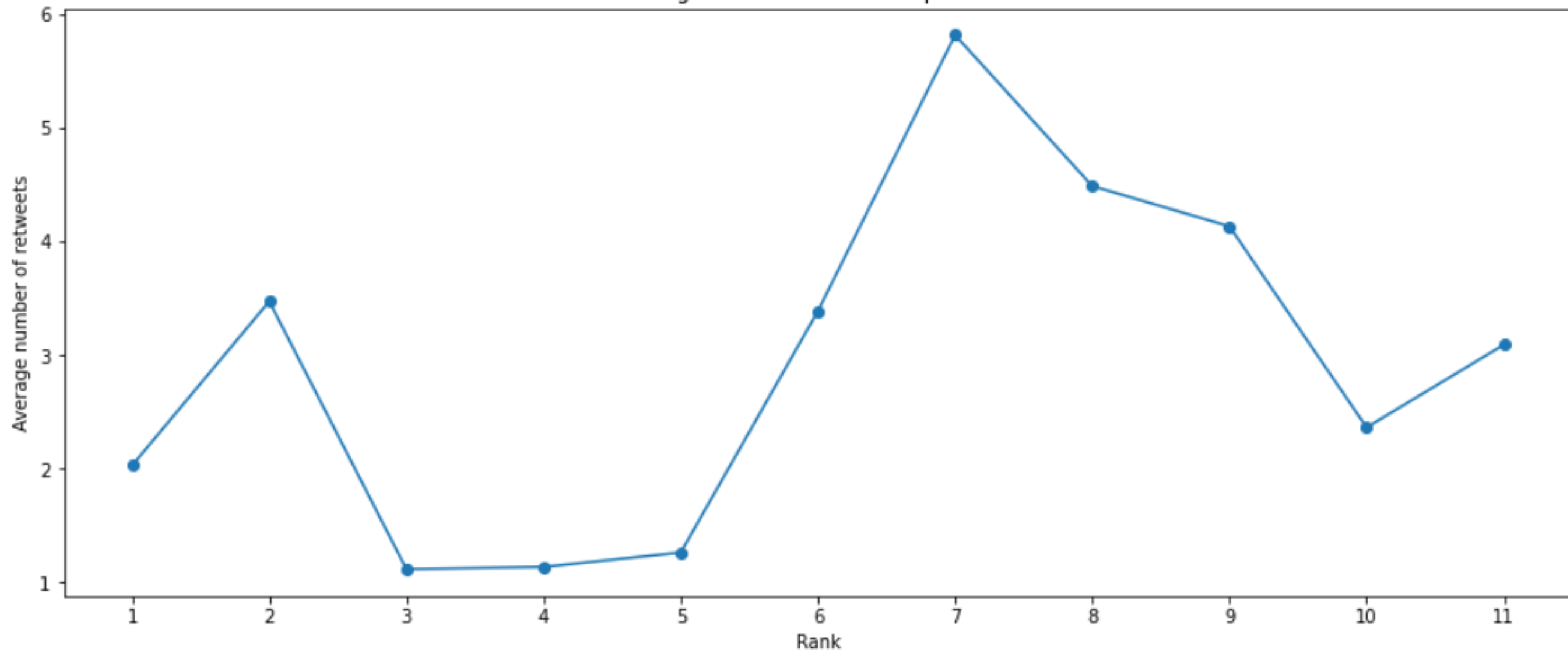
Does using more popular hashtags get you more favorites and/or retweets?

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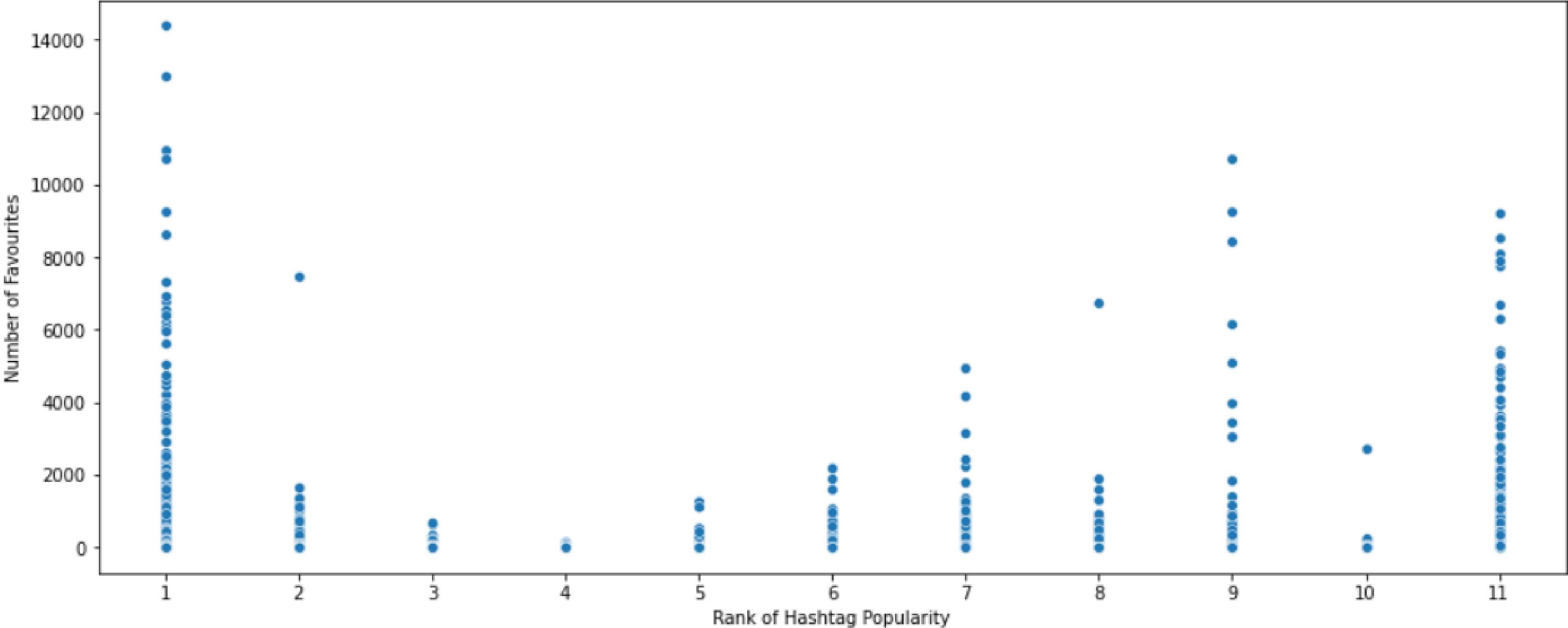Rank of Hashtag Popularity vs Number of Retweets
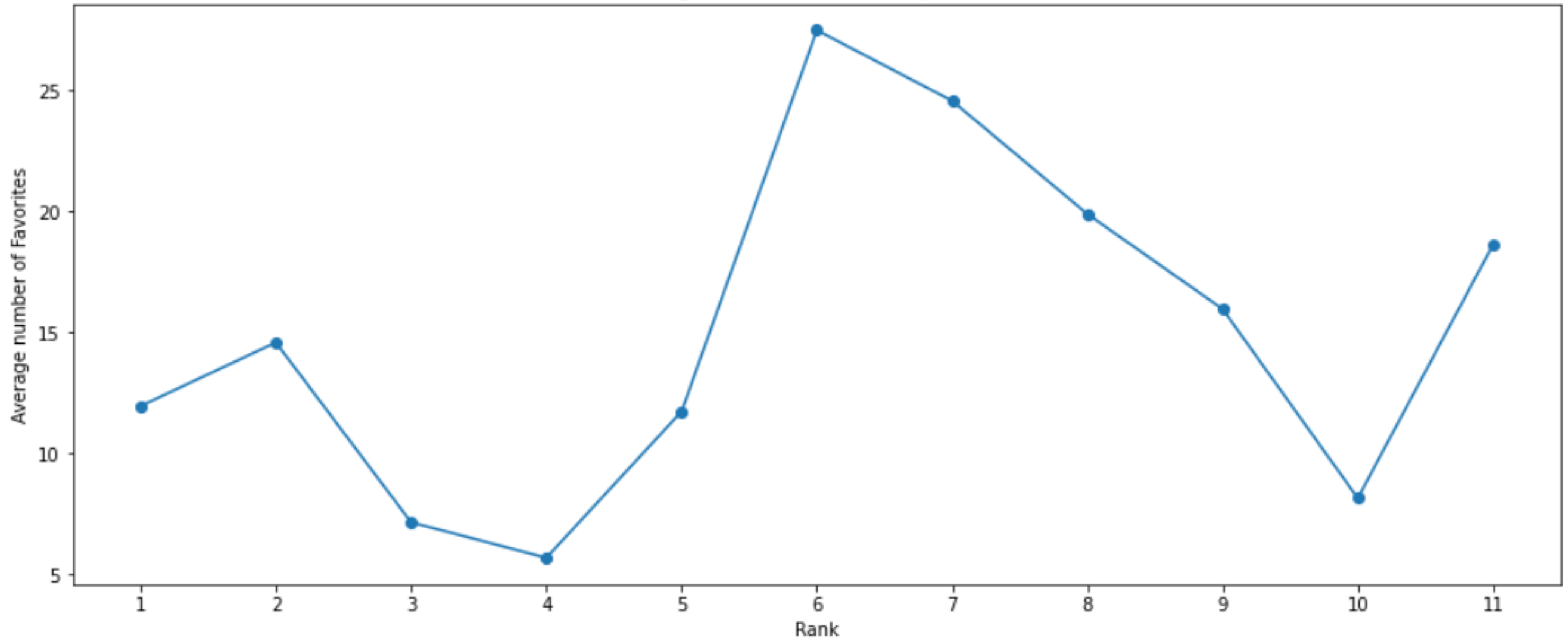
Average Retweets Achieved per Rank

Does using more popular hashtags get you more retweets?

▰ It turns out that out of 207.000+ posts, the average retweets achieved by posts using rank-1 hashtags was about 2.0, compared to other posts that used rank-7 hashtags, which got an average number of retweets of 5+.

▰ The number of retweets your post received was more dependent on how many followers you had. Posts which used low-ranking hashtags but received a lot of retweets shared that characteristic.

Rank of Hashtag Popularity vs Number of Favourites

Average Favorites Achieved per Rank

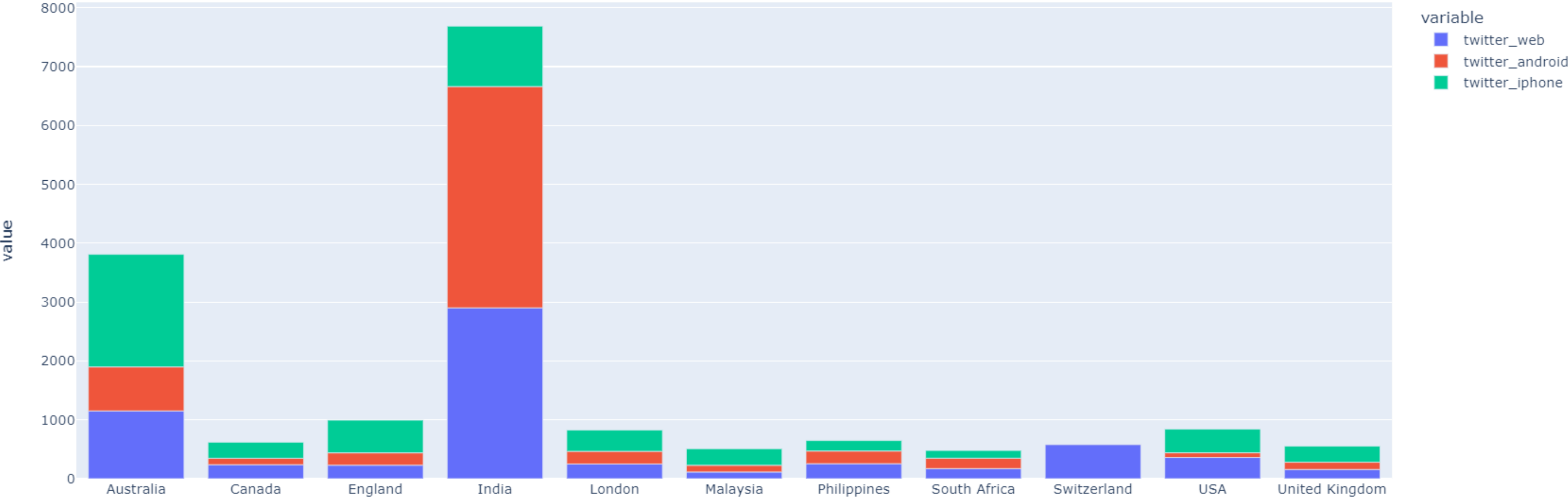# Does using more popular hashtags get you more favorites?

▝ Although 102.000+ posts using rank-1 hashtags overall received the most number of favorites put together, the average number of favorites received was low, about 12, compared to the average number of favorites received by posts using rank-6 hashtags, around 25+.

▝ The number of favorites your post received was more dependent on how many followers you had. Posts which used low-ranking hashtags but received a lot of favorites shared that characteristic.

3. What kind of platform do the top 12 countries recorded in the data use the most to access Twitter?

Access Twitter Platforms per Country

What kind of platform do the top 12 countries recorded in the data use the most to access Twitter?

- People in western countries mostly use Iphone to access Twitter, compared to second-world countries or asian countries.
- People in India, South Africa and the Philippines mostly use Android to access Twitter.
- Keep in mind the data I used to show you is composed of only 9% of the real data.

Thank you.