

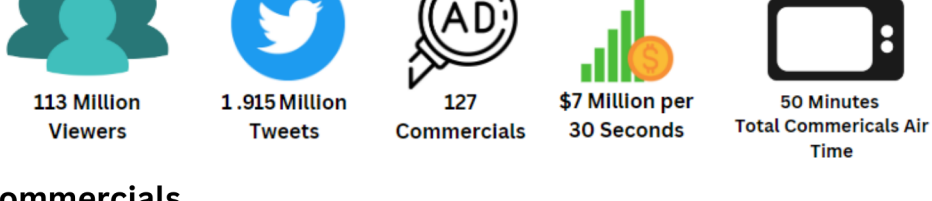


Data Chargers - Graduate Group 16

Venkatachalam | Vinay Kumar | Akash | Solomon

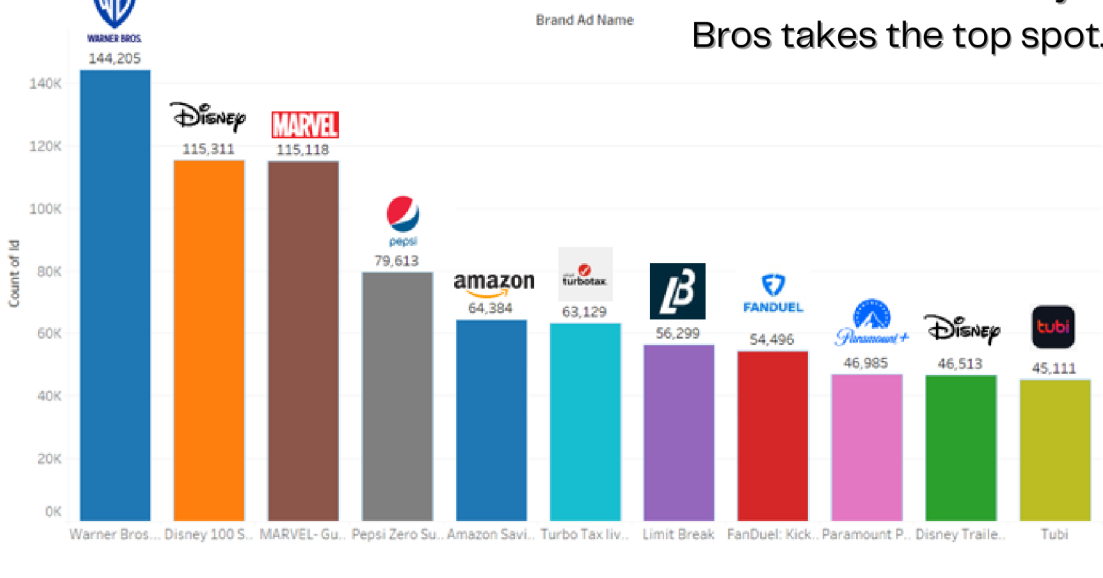
Super Bowl 57 commercials: the numbers game.

Most surprising stats !!

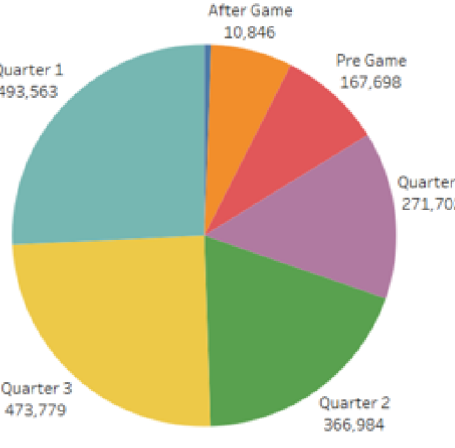


Trending Commercials

The commercial that broke the Twitter: "The Flash" by Warner Bros takes the top spot.

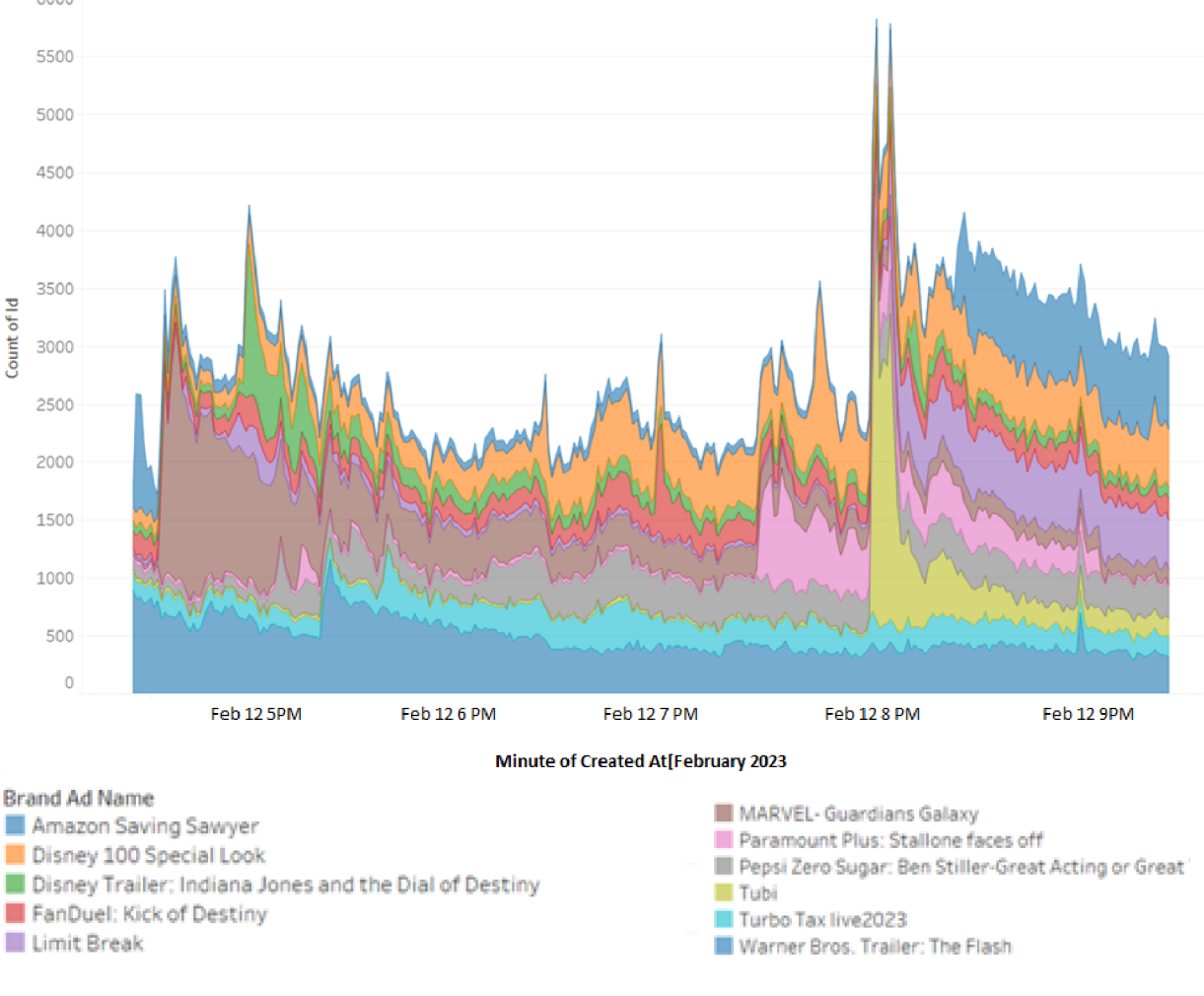


Tweets Per Quarter

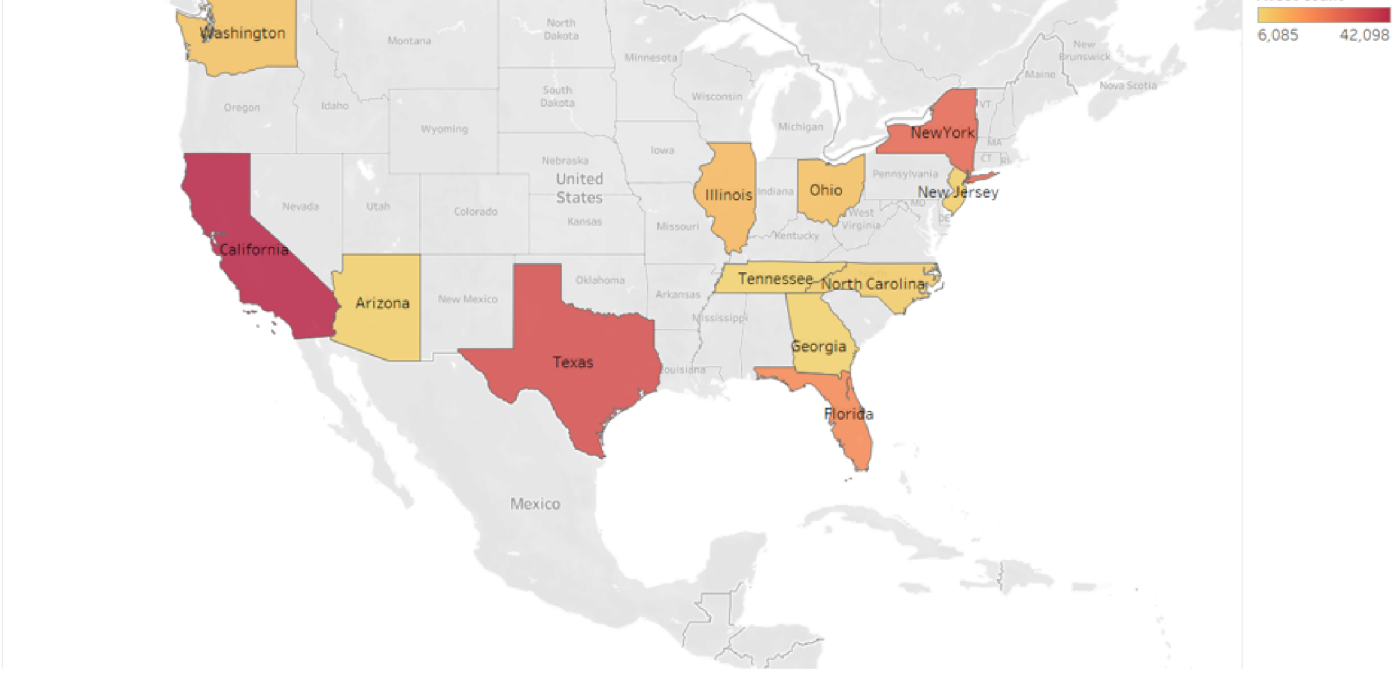


When it comes to Twitter reach, timing is everything: Q1 and Q3 steal the show during the Super Bowl.

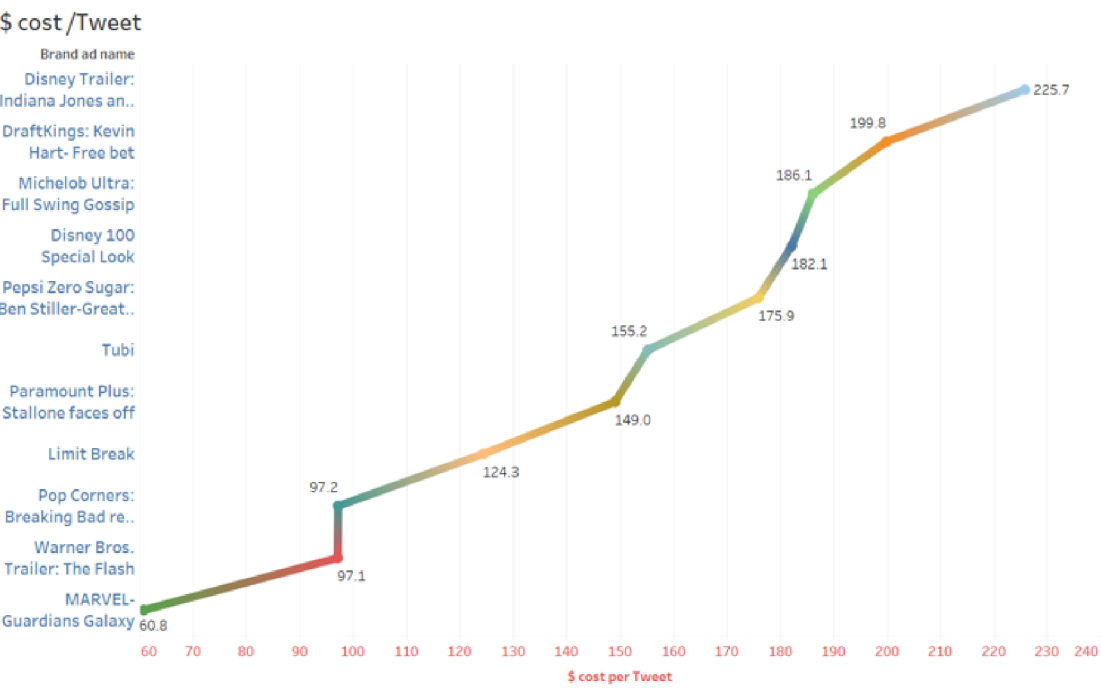
Twitter Engagement Vs Brand Ad Name



Geographical Spread - United States of America



Cost in USD (\$) Per Tweet

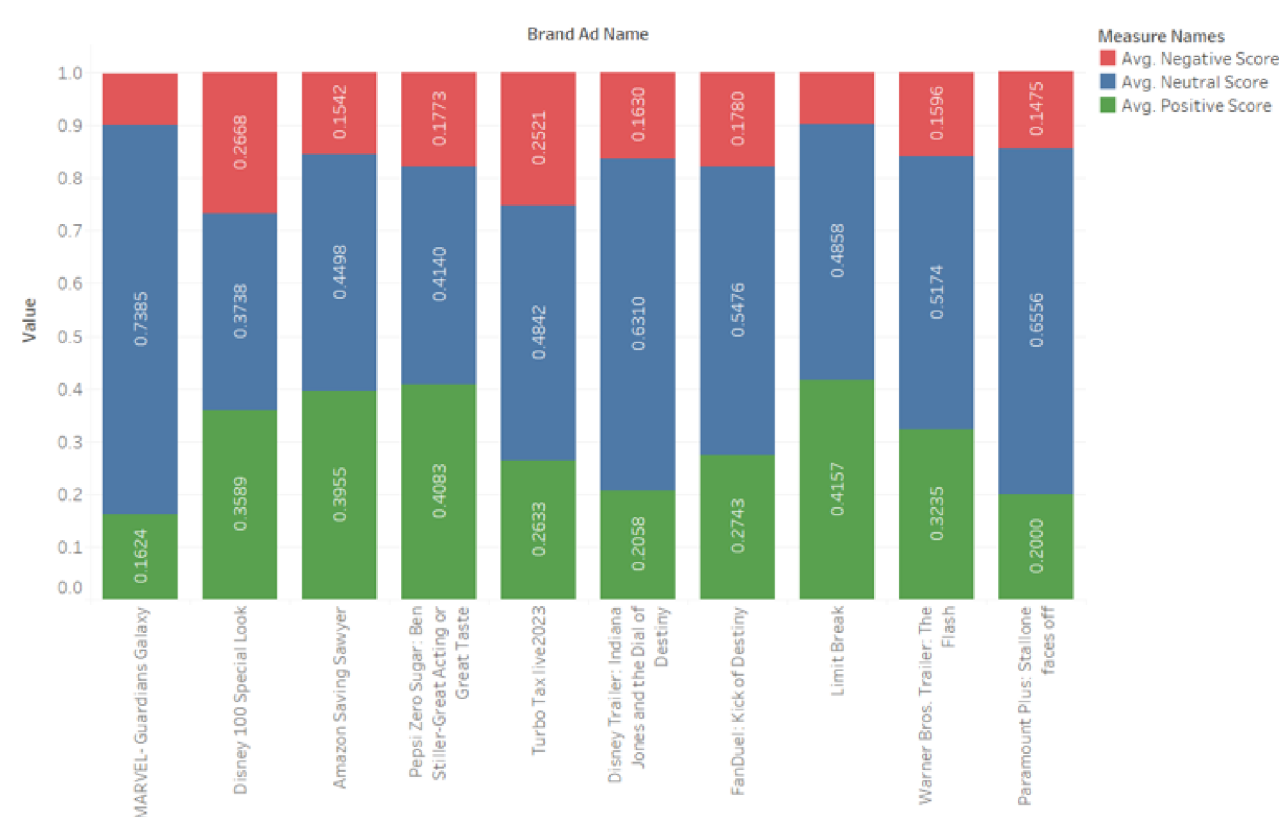


Best Bang for the Buck: Marvel's Guardians of Galaxy with \$60 per tweet. Return on Investment is "Grooooooot !!"

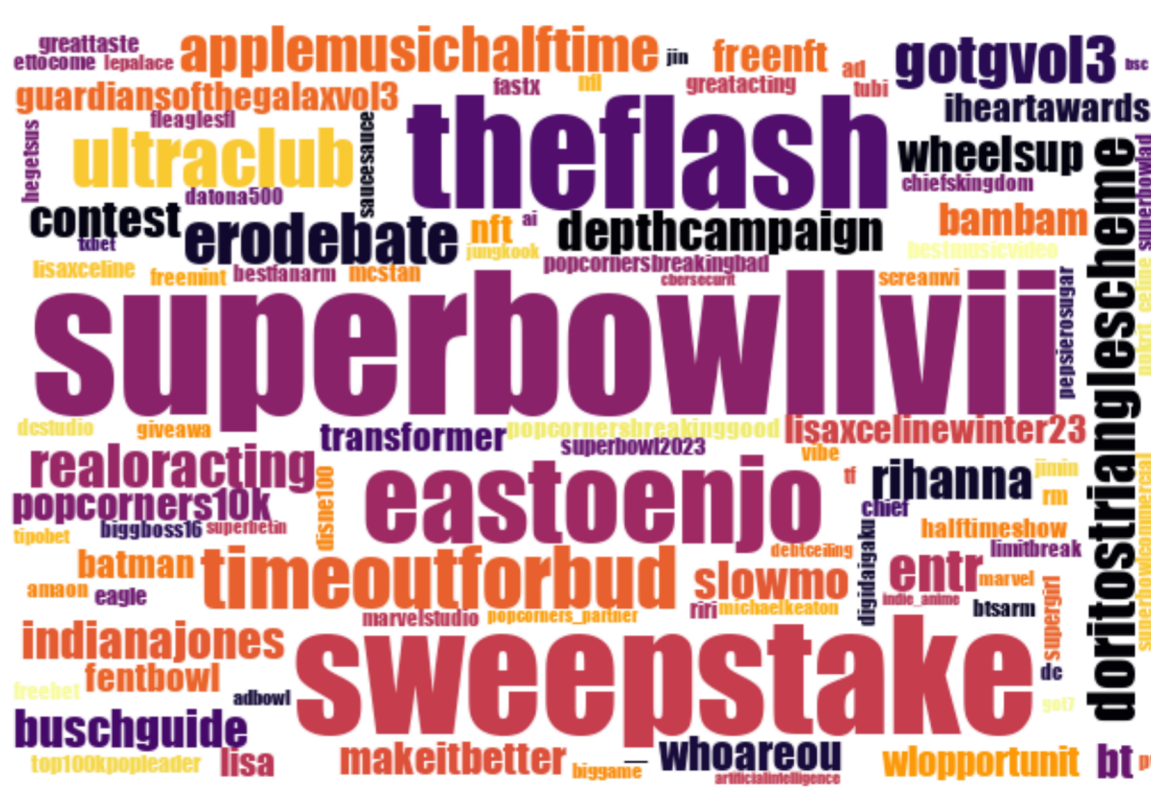


Sentimental Analysis

Sentiment Analysis - Top Brand Commercials



The commercials by Limit Break and Pepsi during Super Bowl 57 weren't just crowd-pleasers, they also had the highest positive and neutral scores on Twitter.



Tubi's "Interface Interruption" commercial swooped in and left viewers yelling, then smiling.



Winning combo for social media and Brand Advertisers

TEXAS Tweeters can't stop raving about Tubi !

due to it's highest mind-share of about 20.58%

Quarter 1/ Quarter 3 + Media and Entertainment Sector + sweepstake + Ad duration (30 Sec) + Creative Strategy

2023 Game Day Analytics Challenge

