# Adventure Works Cycles BMX-9000 Product Analysis

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# Findings and Recommendations

The objective of this analysis was to perform a network analysis of social media data from Twitter and identify the Top 10 influencers from this research. To assist Adventure Works marketing team, the opinions of individuals/companies who are regarded as experts and highly active on social media were the focus of this analysis since they can greatly affect the success of a product.

Our social media search of Twitter consisted of a keyword search of ‘#BMX’ for the period of November 1, 2020 through November 15, 2020. This search pulled data for approximately 1500 tweets. These data were analyzed and categorized according to several areas such as, the number of tweets in the selected time period (or amount of activity for the user), total number of followers for the user as well as number of user they follow, and length of time user has participated on Twitter. From this analysis, the following top 10 list of influencers were chosen and are listed by username along with reasons for being selected.

| **Username** | **Explanation** |
| --- | --- |
| youtube | * Approx. 72 million followers * Close to 30 thousand tweets within the 15-day timeframe * Popular avenue for learning about new products * Huge amount of traffic * Participated on Twitter since 2007 |
| jimmyfallon | * Approx. 51 million followers * Approx. 13 thousand tweets within the 15-day timeframe * Popular night show host * Participated on Twitter since 2008 |
| ludacris | * Approx. 11 million followers * Close to 22 thousand tweets within the 15-day timeframe * Popular artist with a large following * Participated on Twitter since 2008 |
| worldstar | * Approx. 5 million followers * Close to 30 thousand tweets within the 15-day timeframe * Participated on Twitter since 2007 |
| tonyhawk | * Approx. 4 million followers * Close to 12 thousand tweets within the 15-day timeframe * Popular and very influential name in the BMX world * Participated on Twitter since 2009 |
| monsterenergy | * Approx. 3 million followers * Close to 19 thousand tweets within the 15-day timeframe * Popular energy drink and sponsor of BMX events * Participated on Twitter since 2009 |
| armandmaulana | * Approx. 2 million followers * Close to 37 thousand tweets within the 15-day timeframe * Participated on Twitter since 2009 |
| gopro | * Approx. 2 million followers * Close to 43 thousand tweets within the 15-day timeframe * Popular avenue for catching the action for BMX bike riders * Popular sponsor of BMX events * Participated on Twitter since 2009 |
| vans\_66 | * Approx. 1 million followers * Close to 58 thousand tweets within the 15-day timeframe * Popular sponsor of BMX events * Participated on Twitter since 2008 |
| ebay | * Approx. 732 thousand followers * Close to 32 thousand tweets within the 15-day timeframe * Popular avenue for selling products * Participated on Twitter since 2009 |

Note: Data retrieved from (Twitter, 2020); NodeXL Software (Smith, et al, 2010)

## References

Twitter. (2020). Retrieved from Twitter: https://twitter.com/home?lang=en

Smith, M., Ceni A., Milic-Frayling, N., Shneiderman, B., Mendes Rodrigues, El, Leskovec, J., Dunne, C., (2010). NodeXL: a free and open network overview, discovery and exploration add-in for Excel 2007/2010/2013/2016, from the Social Media Research Foundation: https://www.smrfoundation.org