**Superbowl 2012 Advertising and Buzz Analysis**

Managers spend millions of dollars to advertise in the Superbowl. However, little is known about the effectiveness of such expensive advertising efforts. Here, we have weekly advertising expenditures for 3 automotive brands- Beetle, CR-Z, Camaro, that advertised in the 2012 Superbowl. In addition, we also have social media buzz data aggregated from different sources e.g., blogs, social network sites, micro-blogs etc. Weekly buzz data includes total volume (total number of mentions about the brand) and total positive, negative and mixed mentions about the brand. Buzz is often considered as a metric of brand engagement. The 2012 Superbowl occurred in the week of Jan 30, 2012.

The super bowl column is **0** for the weeks before super bowl and **1** for the weeks of or after super bowl

Carry out the analysis using DPLYR in R Studio using the superbowl.R script.