

Sport team fanbase social media analytics

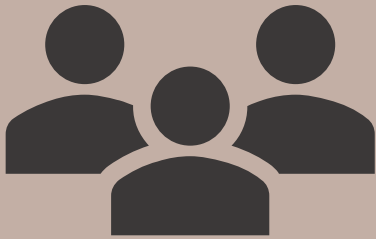
Capstone Project

18.11.2022

Joana Duarte | Mihaela Cucui |
Naemi Graf



Team & Profile



Mihaela Cucui

Data Scientist in Workforce Analytics



Naemi Graf

Financial Data Specialist
Cembra Money Bank

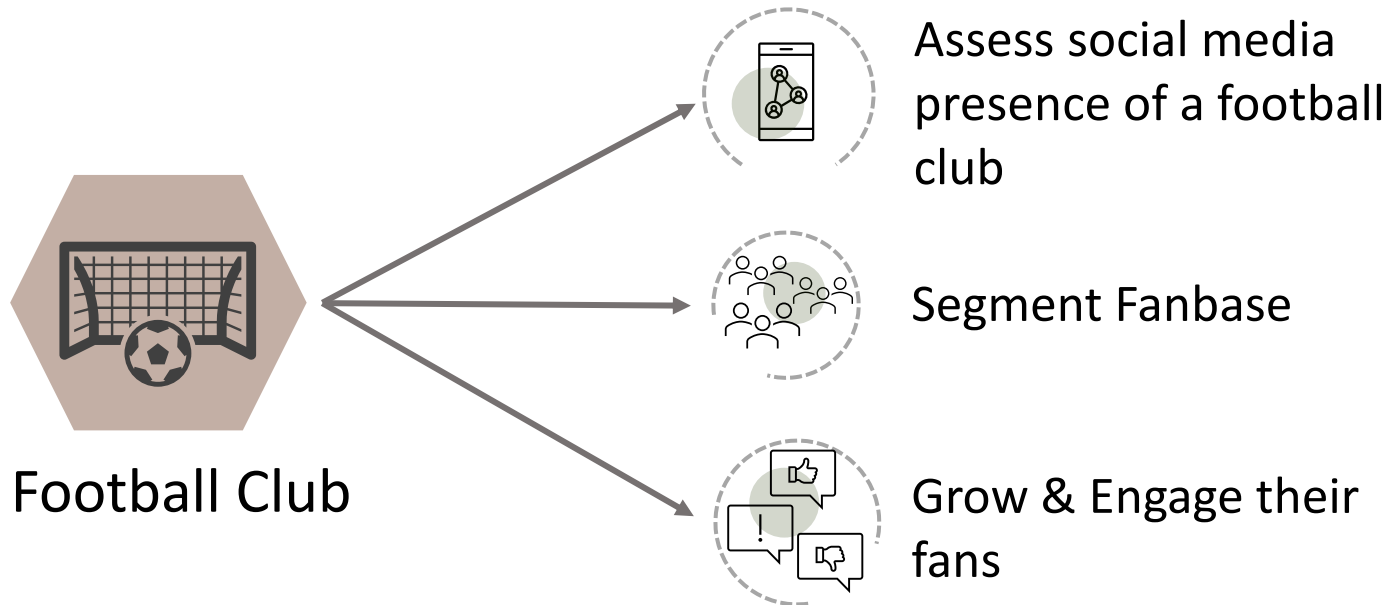


Joana Duarte

Data Science Student

Business case & Goals

We would like to better understand how teams could utilize their social media presence to become more successful in growing and engaging their supporters.



S-T Autonomous

Project sponsor

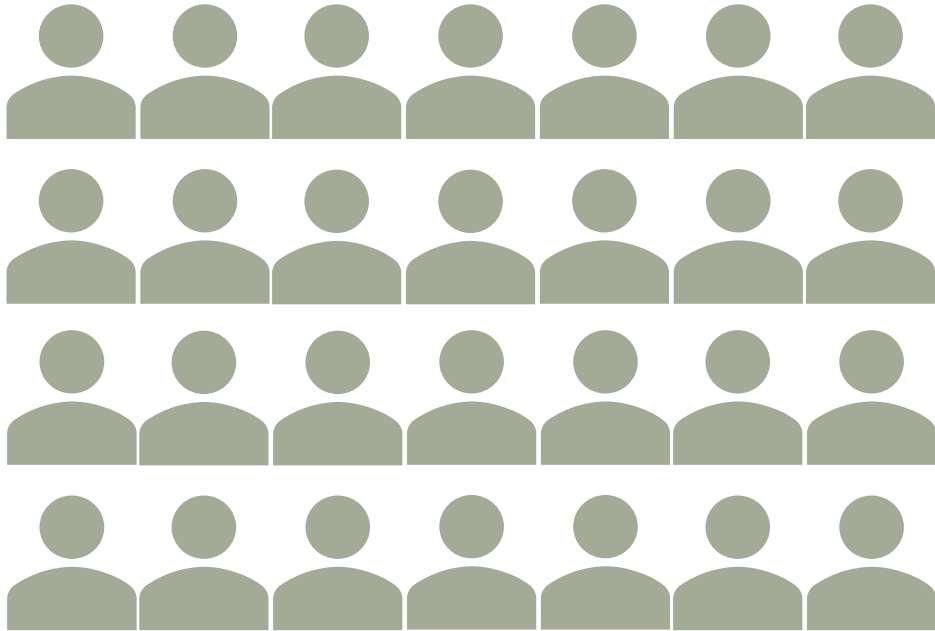
Specialized in Machine Intelligence consulting services in driverless mobility, robotics, and professional sports.

S-T

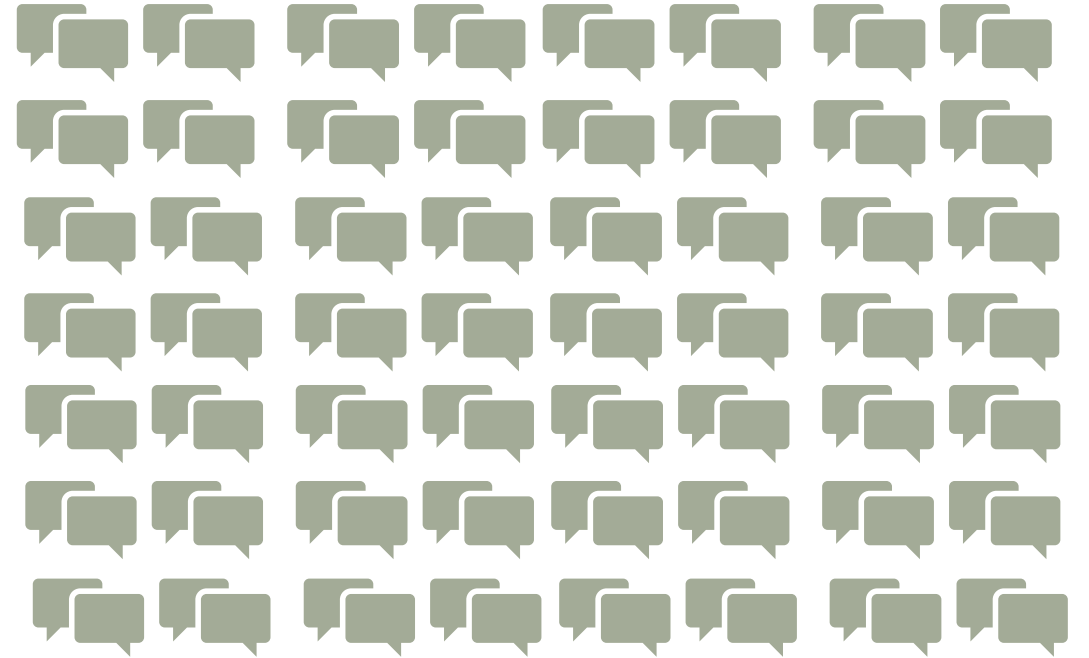


Approach



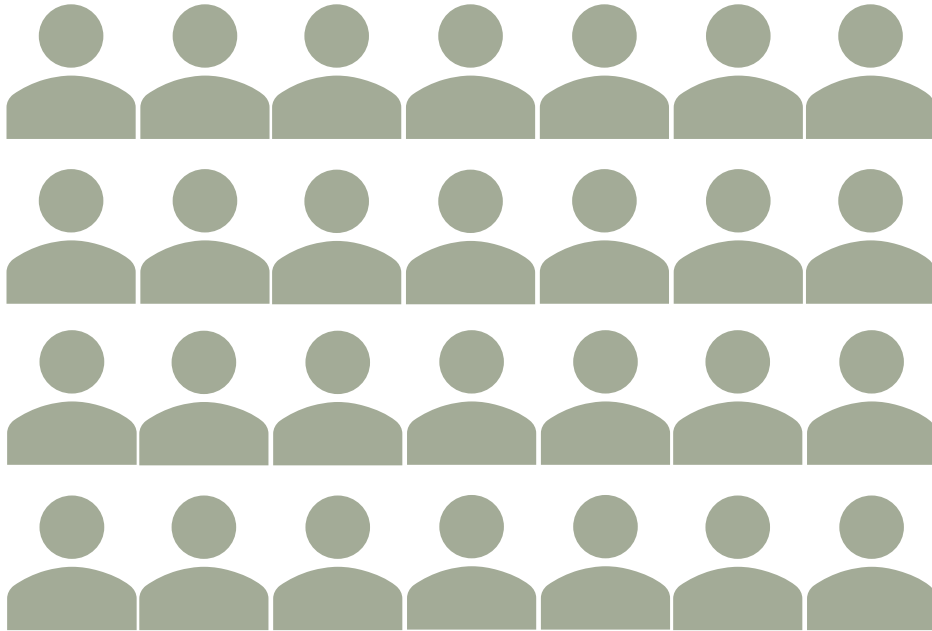


Aprox. 33.9M Followers on Twitter



Universe of Tweets



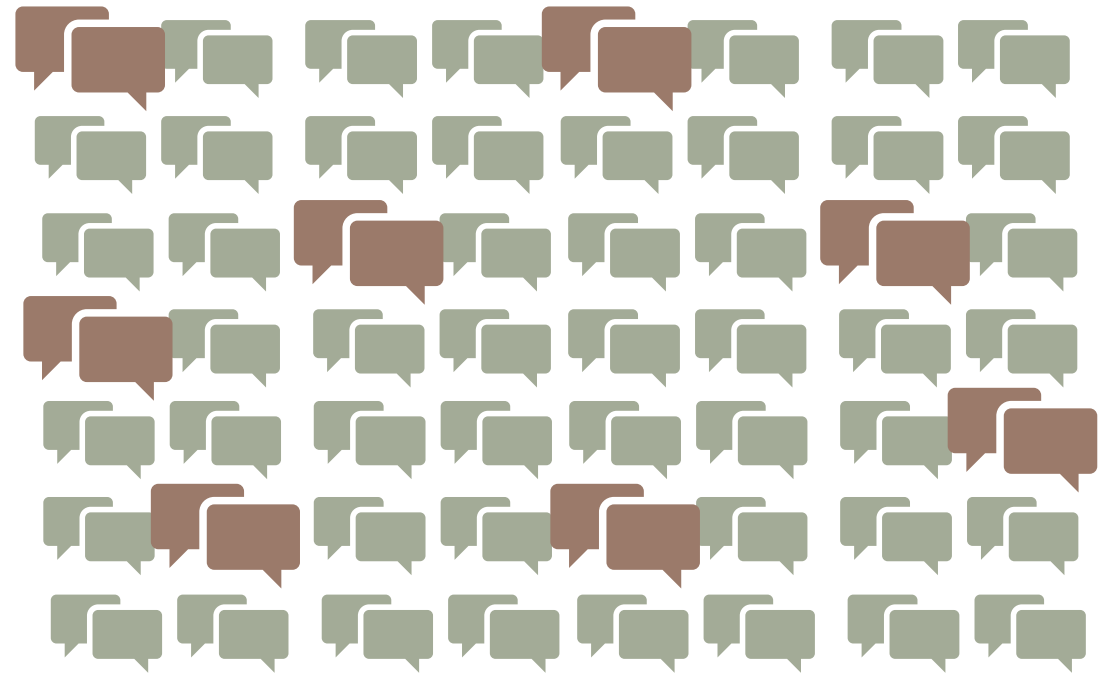
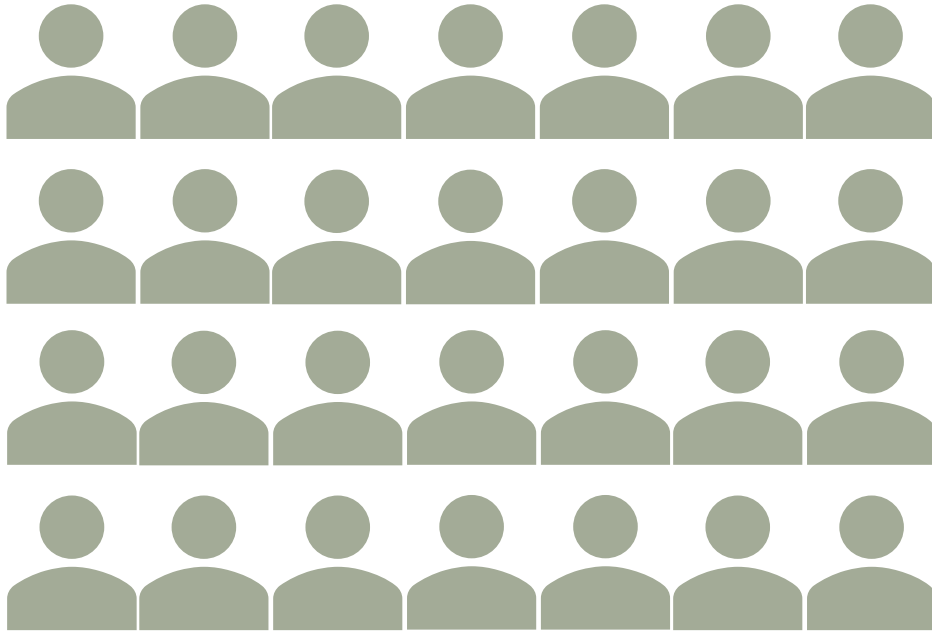


Aprox. 33.9M Followers on Twitter

Main hashtag from Manchester United
#MUFC
#manunited
#manchesterunited

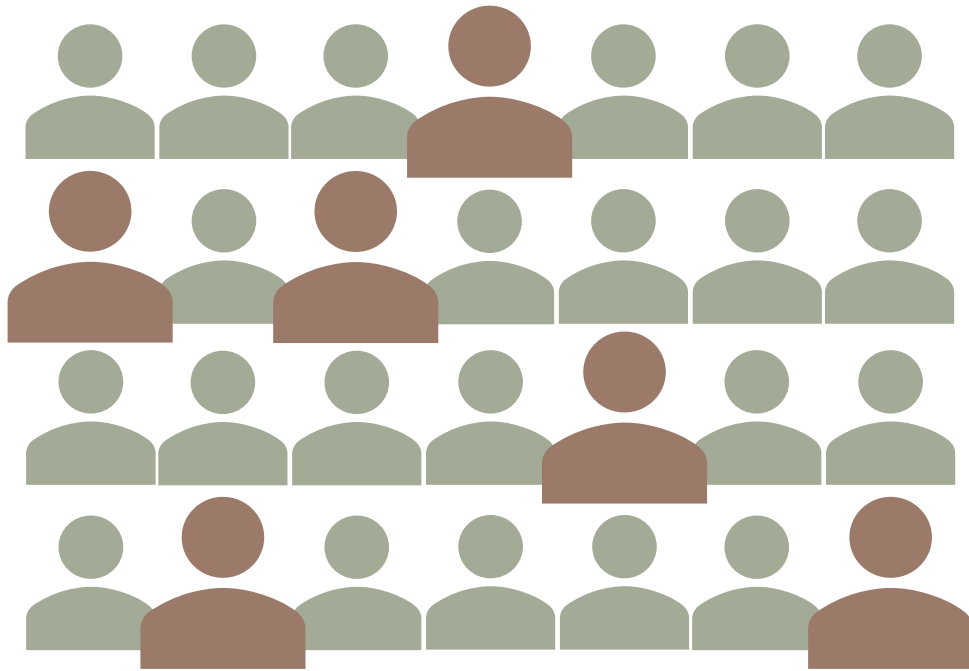
Between 01. May - 21. Oct '22



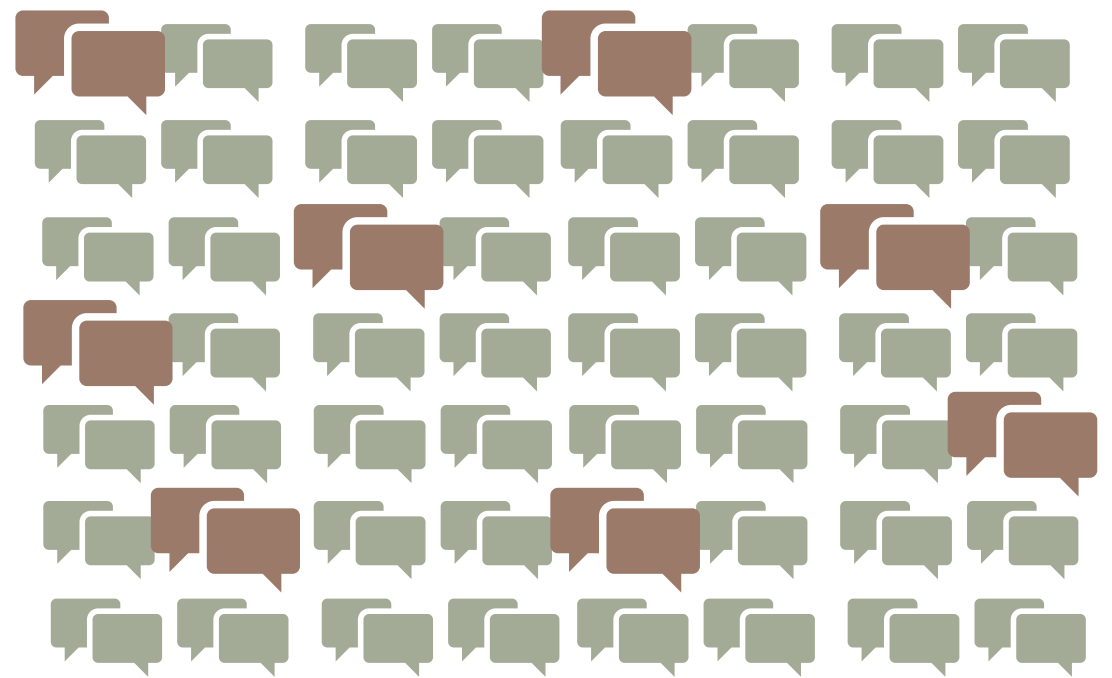


Aprox. 1.38M collected Tweets
Between 01. May - 21. Oct '22





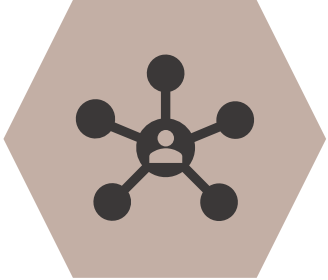
Aprox. 138'000 unique users



Aprox. 1.38M collected Tweets
Between 01. May - 21. Oct '22



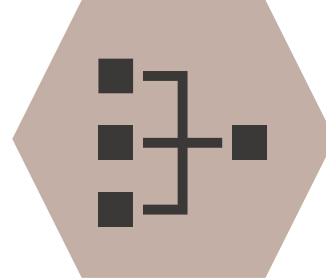
Technology



Tweets & User profiles
Twitter API



Sentiment Analysis
TextBlob (NLP)



Topic Modelling
BERTopic (NLP)



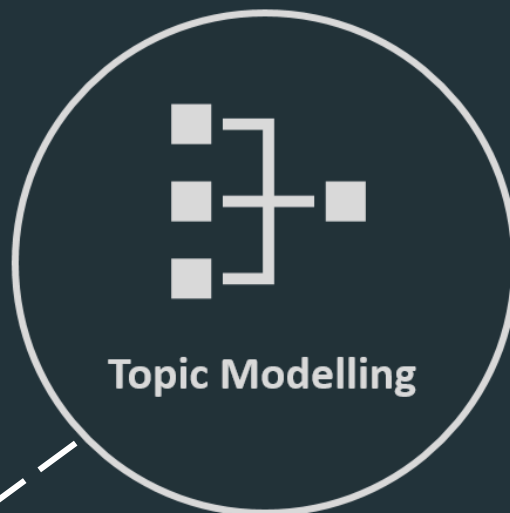
User Segmentation
BERTopic (NLP)

Findings





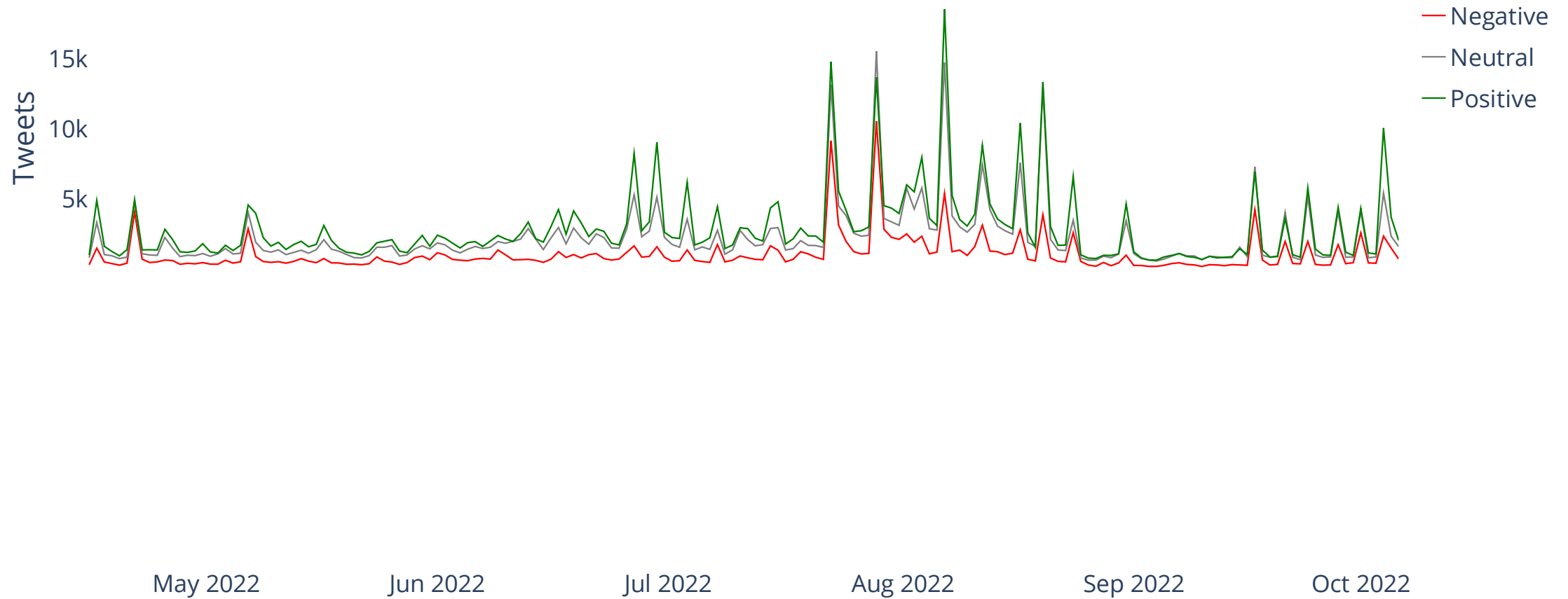
Streamlit App





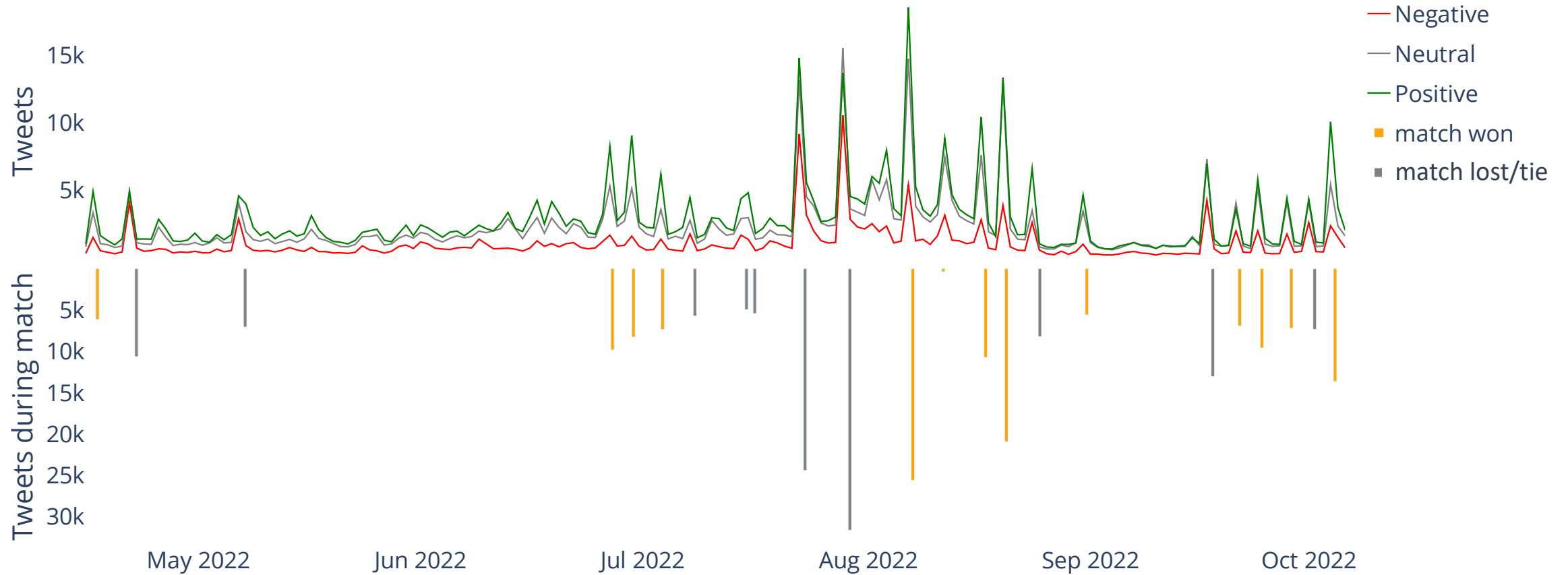


Sentiment Analysis



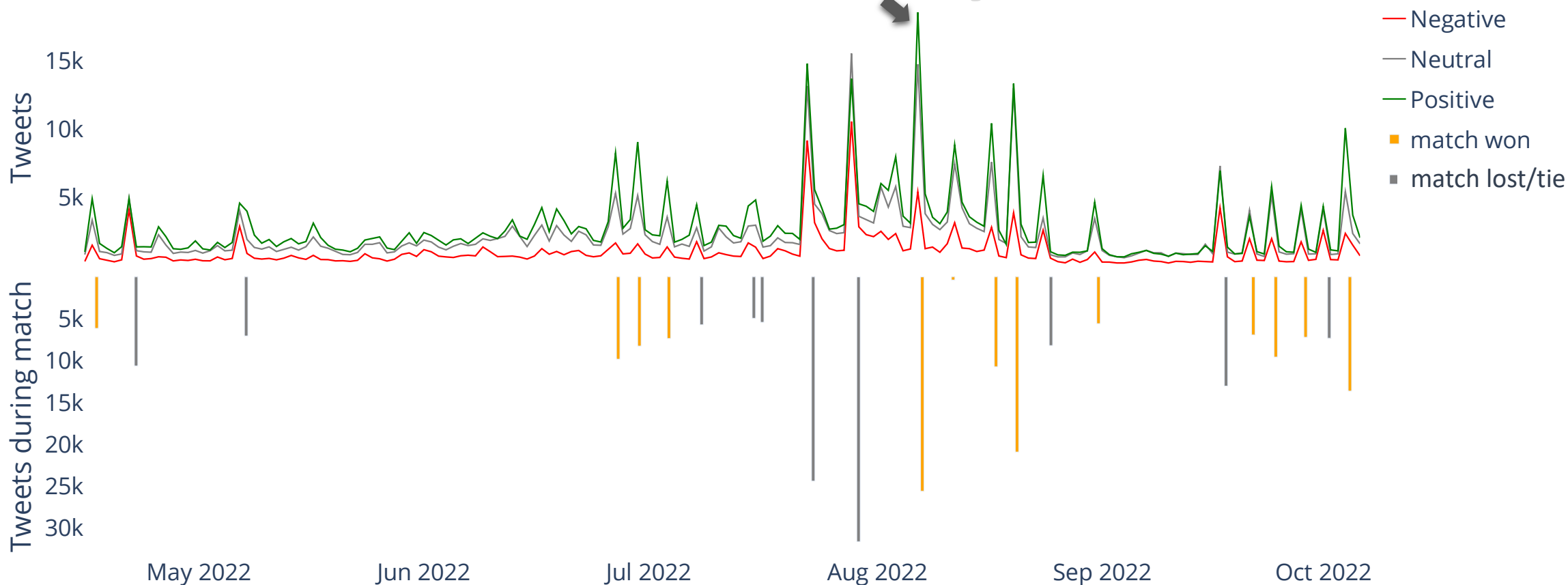


Sentiment Analysis



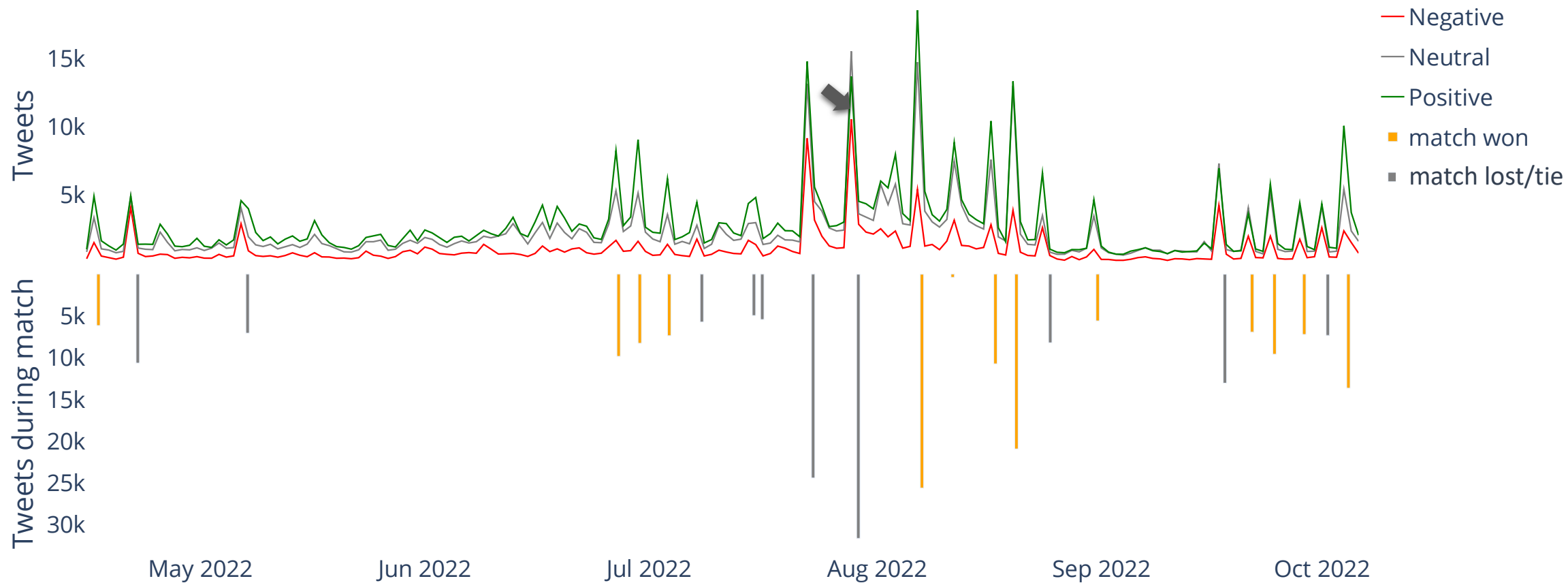


Sentiment Analysis



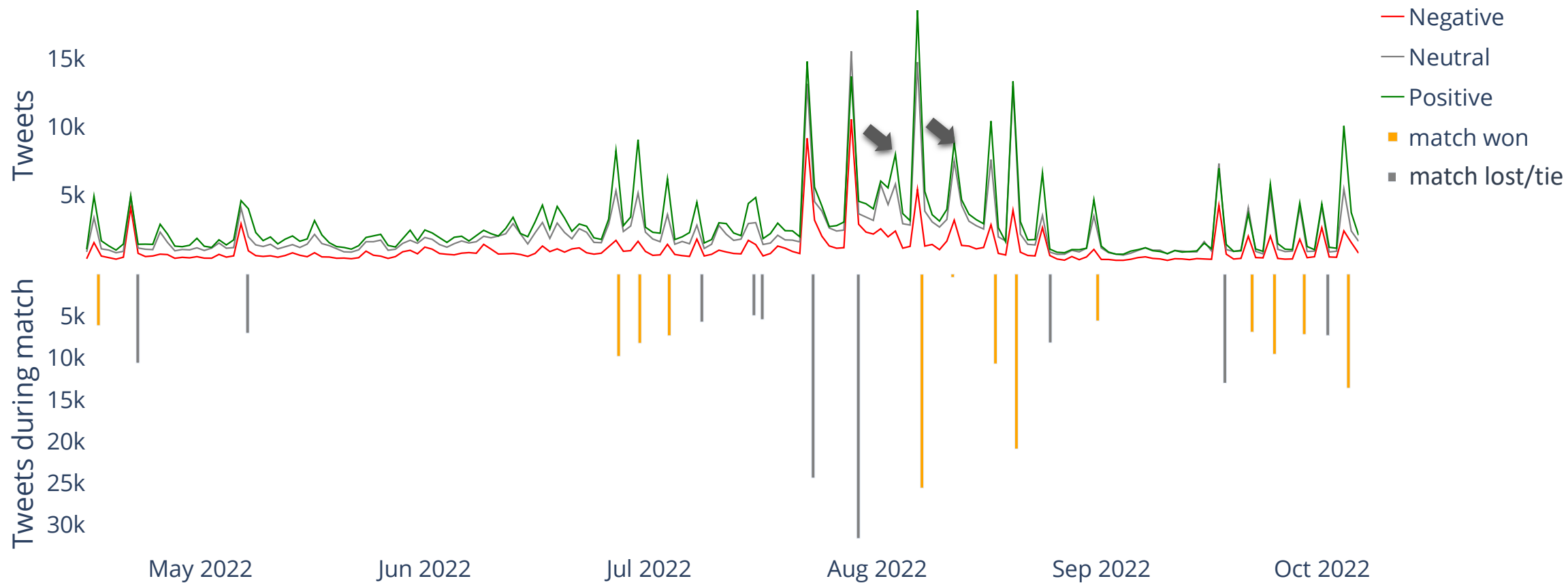


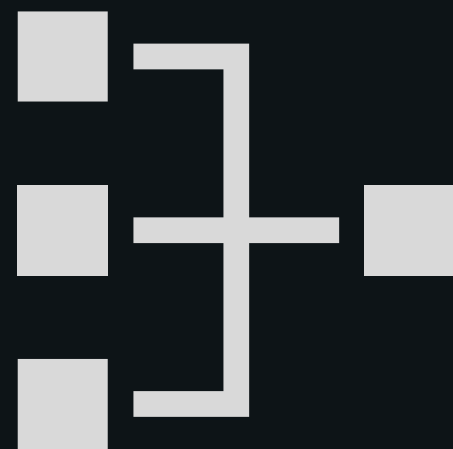
Sentiment Analysis





Sentiment Analysis

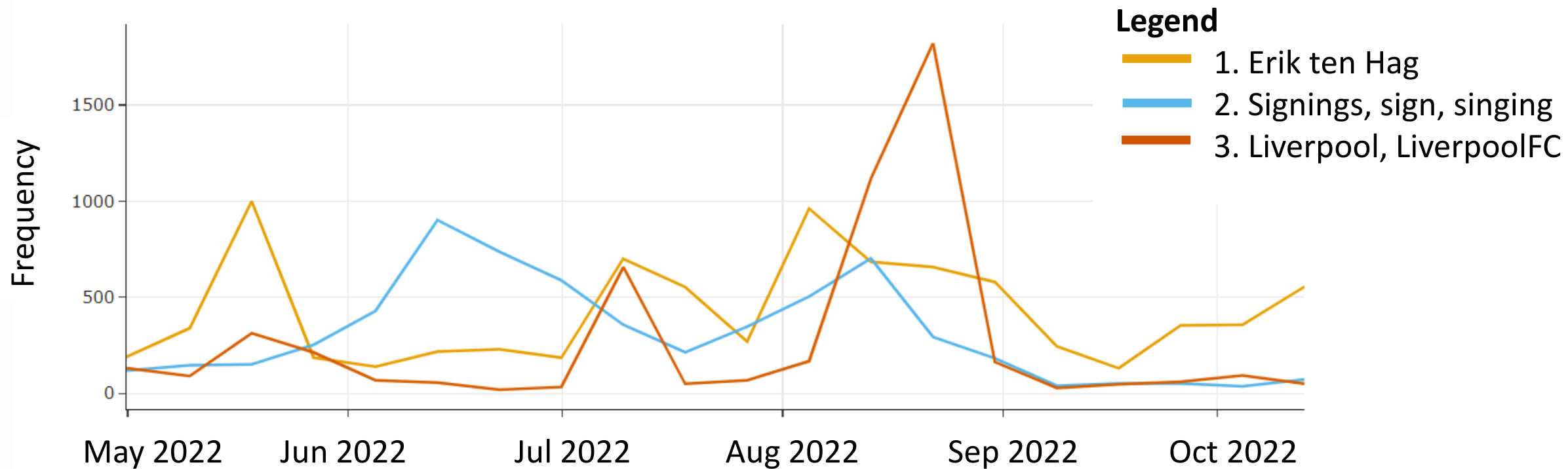




Topic Modelling



Topic Modelling





**Fanbase
Segmentation**

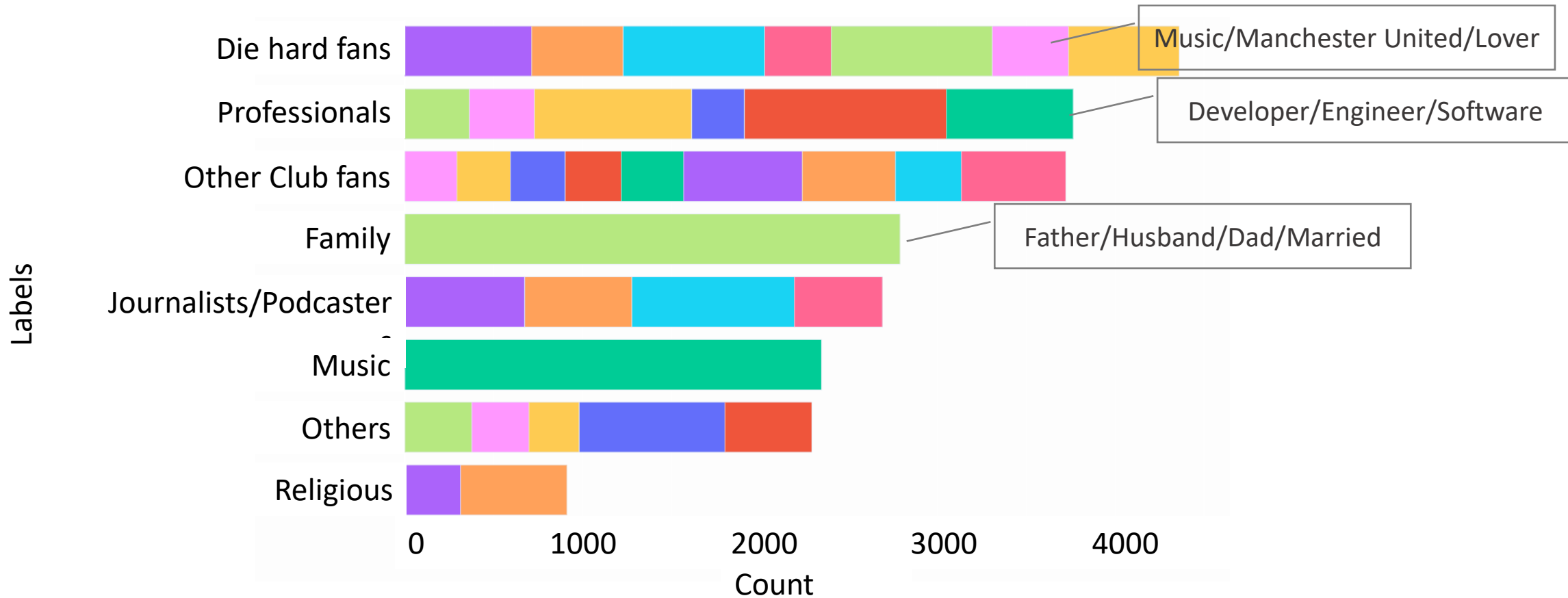


Fanbase Segmentation





Fanbase Segmentation



Conclusion & Outlook



Conclusion and Outlook



Run promotions at the right time



Monitor Social Media Engagement



Fan segmentation to engage the fans based on their interests



S&T Autonomous

Consulting in unique Fan detection and Profiling and how to grow engage their supporters



Outlook:

- Further develop the approach or analyze another team's social media for comparison

Thank you!



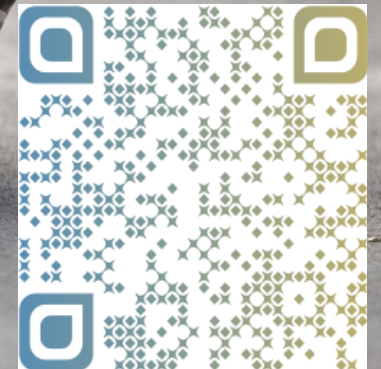
Mihaela Cucui



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Streamlit App