Following a review of the @CommBank (X) Twitter account and the info provided, There could be looped of data in a unstrucuted way which is unhealthy for the schema and further analysis, It is a core need for Insightspark to integrate the API and look into converting these into meaningul information:

Using the Twitter API and Python for data collection and analysis, InsightSpark can extract the following valuable insights:

Tweets: CommBank's own posts, including promotional material, announcements, responses to customer queries, and engagement with other users.

Retweets: Indicating any reposted tweet which indiretly realted to a common material, or idea trying to share with own audience.

Mentions: Instances where CommBank is mentioned by other users, revealing public sentiment and discussions surrounding the brand.

Replies: Direct commenting and conversation on the statements ahead is followed by the CommBank follwers here.

Hashtags: Revealing trending topics and campaigns associated with CommBank.

Engagement metrics (likes, retweets, replies): Measuring the total reach and quant them into a dashboard for keeping up.

Customer Freindly: By analyzing the language used in tweets mentioning or replying to CommBank, we can gauge public sentiment towards the brand, and look for what domain of audience is engaging with the content posted.

Competiiton Among Updated Pages: Analyzing CommBank's responses to customer queries can provide insights into the efficiency and effectiveness of their customer service through social media, this helps us to look where other similar accounts are heading to.

Trending Topics and Campaign Performance: Monitoring hashtags and trending topics related to CommBank and the financial industry can identify emerging trends and assess the success of specific marketing campaigns., this helps to identify the collabration among famous people and getting more light to the popularity.

Brand Deals and Building Community: Identifying users who frequently mention or engage with CommBank can highlight potential influencers and brand advocates, it sometimes creates you adverstisement sourcing income + build your own clan around the interested people around you.

All of this analysis and leveraging the APIs gives several insights to serve their clients, basically improving their social media game and upscale the overall digital marketing as the result.