

# Report

To the heads of marketing and strategy for the EMEA area, Nike:

## 1.0 Objectives of the Project

- To determine if the company can partner with or hire some key African influencers to amplify its planned digital campaign.
- Understand key topics and trends for both influencers and key government officials in Africa.

## 2.0 Analysis Performed

- Obtain Twitter data of most influential Twitter users and top government officials in Africa. The analysis uses three key metrics to find the top 10 influencers out of the pool of influencers:
  - a. Popularity (Retweet Influence): measured by the number of retweets and likes users get
  - b. Reach (Indegree Influence): measured by the size of their audience
  - c. Relevance (Mentions Influence): measured by the relevance of their content
- Limitations of the analysis.

## 3.0 Key Outcomes

- Selection of the top 10 influencers from the analysis.
- Hashtags and/or trends used by these influencers and government officials that gained huge engagements and can possibly amplify the design campaign. Also highlight the topics the company should avoid.

## 4.0 Suggested Course of Action

- Suggested influencers the company can partner with or hire.
- New trends and dimensions the company can look into that may provide actionable insight on how to segment influencers. Also, behaviours in the analysis that the company should be aware of when extending their digital campaigns to Africa.