

● TWITTER

● NAIRALAND

● GOOGLE TREND

A data analysis on the presidential candidates in Nigeria 2023 Election

2023 Election Analysis

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DATA ANALYST



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Hello!

Introduction

Nigeria fully transitioned into democratic system of government in 1999 and has since conducted six general elections. However, the 2023 upcoming presidential elections looks to be the most anticipated and might just be the most keenly contested in its 23 years democratic history.

Since the conclusion of presidential primaries and the declaration of presidential aspirants across various parties, there has been a lot of comment, campaign on and off the social media, as nigerians have begun to declare support for their preferred candidate. Presidential candidates such as Atiku Abubakar(2 term Vice President of Nigeria), Peter Obi (Former Governor of Anambra State) and Bola Ahmed Tinubu(Former Governor of Lagos State) have made headlines and seem to be the front runners for the apex seat in Nigeria.

Data was collected from wikipedia, inec official website, twitter, nairaland e.t.c to explore the history of nigeria election and what people are saying about their preferred candidate.

Overview

The analysis is based on what people did (historical data), what people are saying (Twitter & Nairaland) and what people are curious about (Google Trend).

Data was gathered from different sources and platforms online such as wikipedia, inec official website, twitter, google, e.t.c. Asides the historical data, the time range for the analysis was between July 1 2022 to October 19 2022.

Disclaimers

While this analysis is not a total representation of what people are saying, it is a worthy sample.

This analysis is/should not be used as a political tool for/or against any candidates.

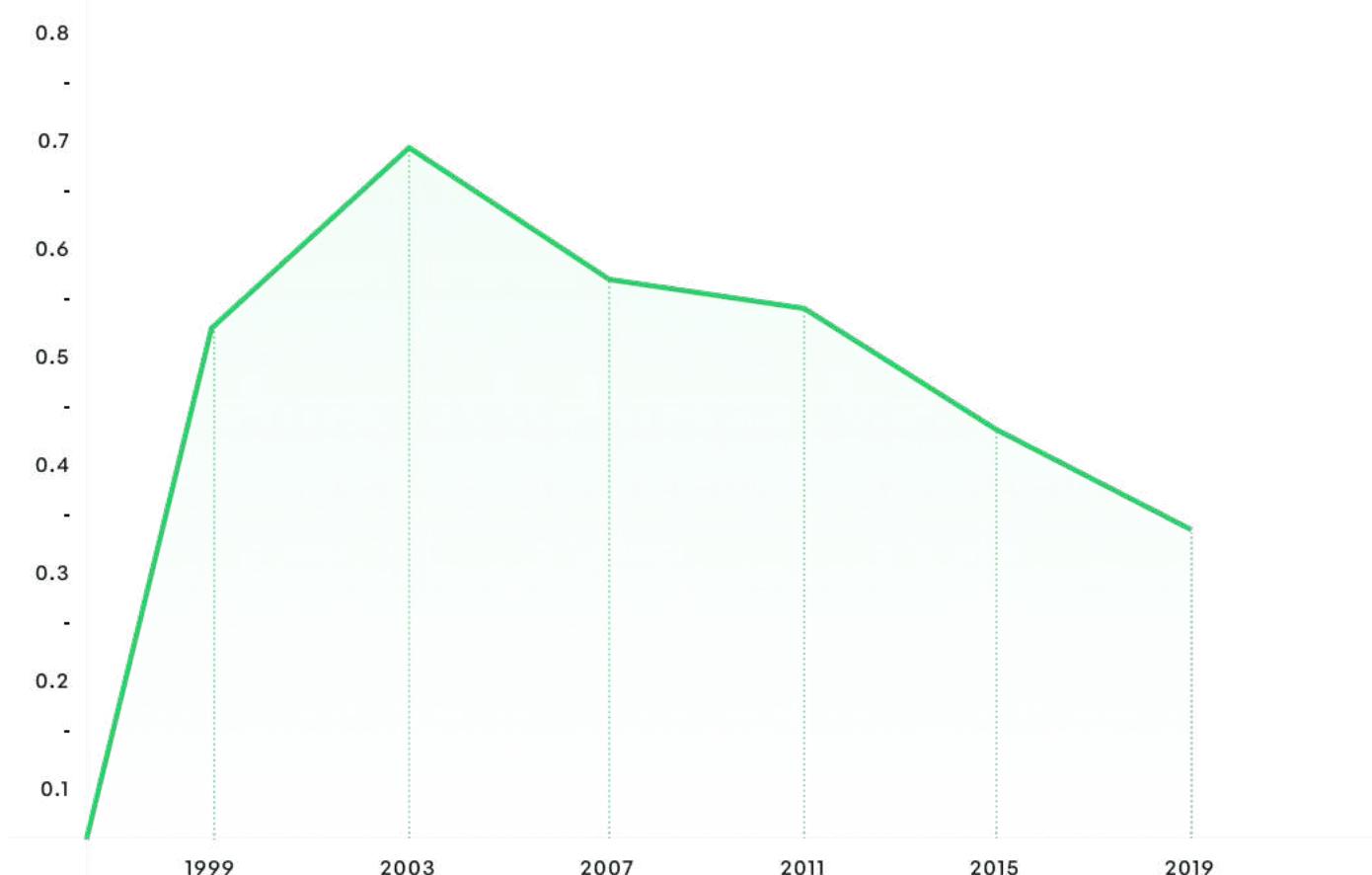
Presidential election result since 1999

The battle for the apex seat has been between 2 political parties and has witnessed winners from all regions aside the south east and the north east

YEAR	NAME	VOTE	% WIN	PARTY	REGION
1999	Olusegun Obasanjo	18,738,154	62.78	PDP	South west
2003	Olusegun Obasanjo	24,456,140	61.94	PDP	South west
2007	Umaru Yar'Adua	24,638,063	69.60	PDP	North west
2011	Goodluck Jonathan	22,495,187	58.87	PDP	South south
2015	Muhammadu Buhari	15,424,921	53.96	APC	North west
2019	Muhammadu Buhari	15,191,847	55.60	APC	North west

Vote turn out since 1999

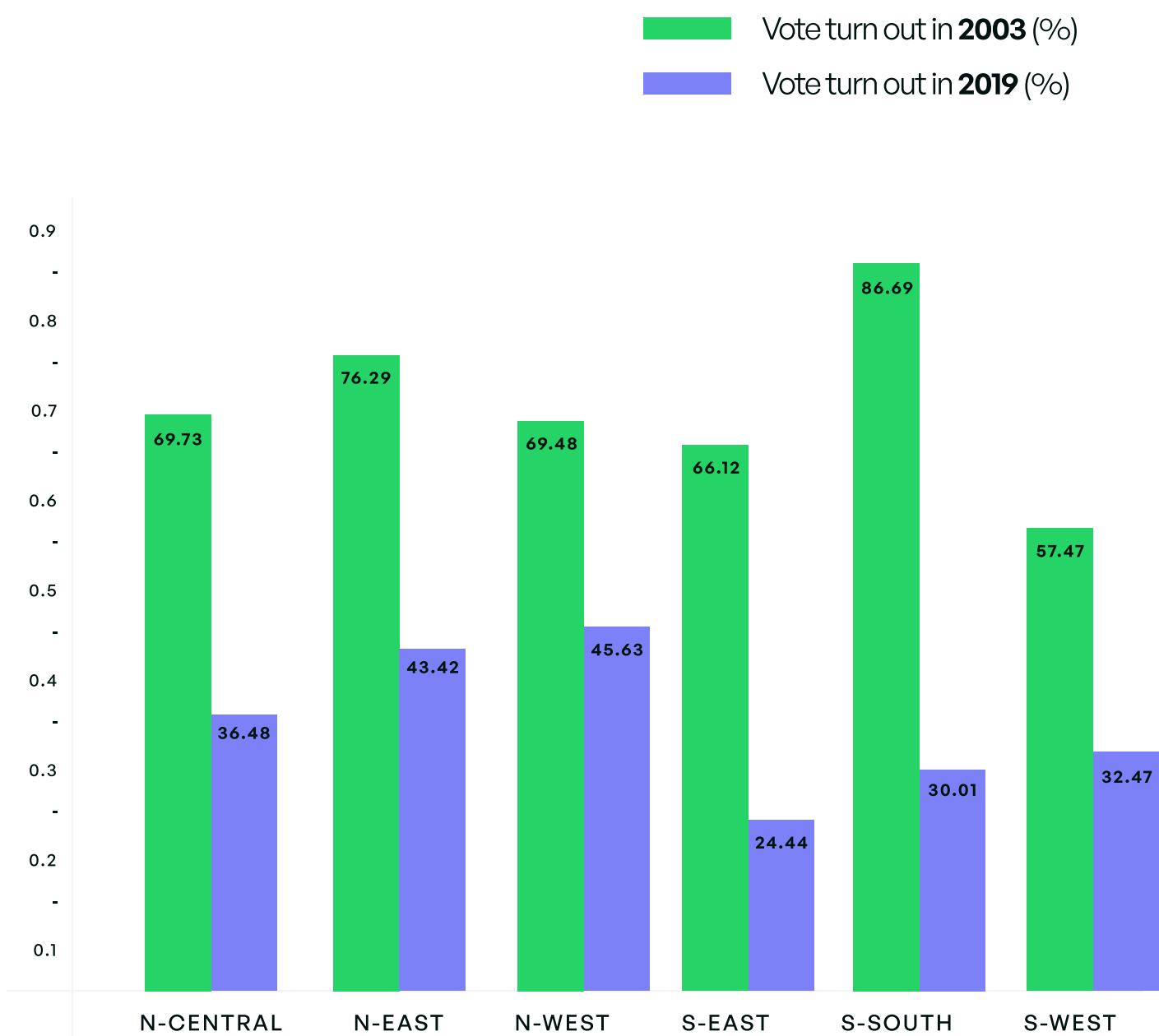
The highest turn out of voters was in 2003 while the lowest turn out was in 2019. Lets dig deeper and see the turn out by geopolitical zones in these peak and low years



Vote turn out by geopolitical zones in 2003 vs 2019

Despite having a major presidential candidate from its region (Olusegun Obasanjo), south west had the lowest vote turn out, followed by the south east.

The turn out in all southern zones is extremely low, particularly in the south east.



Twitter Analysis

Twitter data was collected using the term associated with the support for each candidate. For instance supporters of Atiku Abubakar are identified as 'atikulated', Peter Obi 'obidients' and Bola Ahmed Tinubu 'batified'.

The twitter analysis is not a comparative analysis but an exploratory analysis of individual candidates to answer questions.

Question such as;

- The numbers(tweets, likes, retweets and users)
- Tweets per day
- Top mentions
- What are people tweeting (WordCloud)
- What are the motions of people(Sentiment analysis)
- Most Active tweeters
- Top Locations

Peter Obi



The Numbers

Summary of activities with the keyword “obidient”

343,849

Tweets

7,835,484

Likes

2,311,875

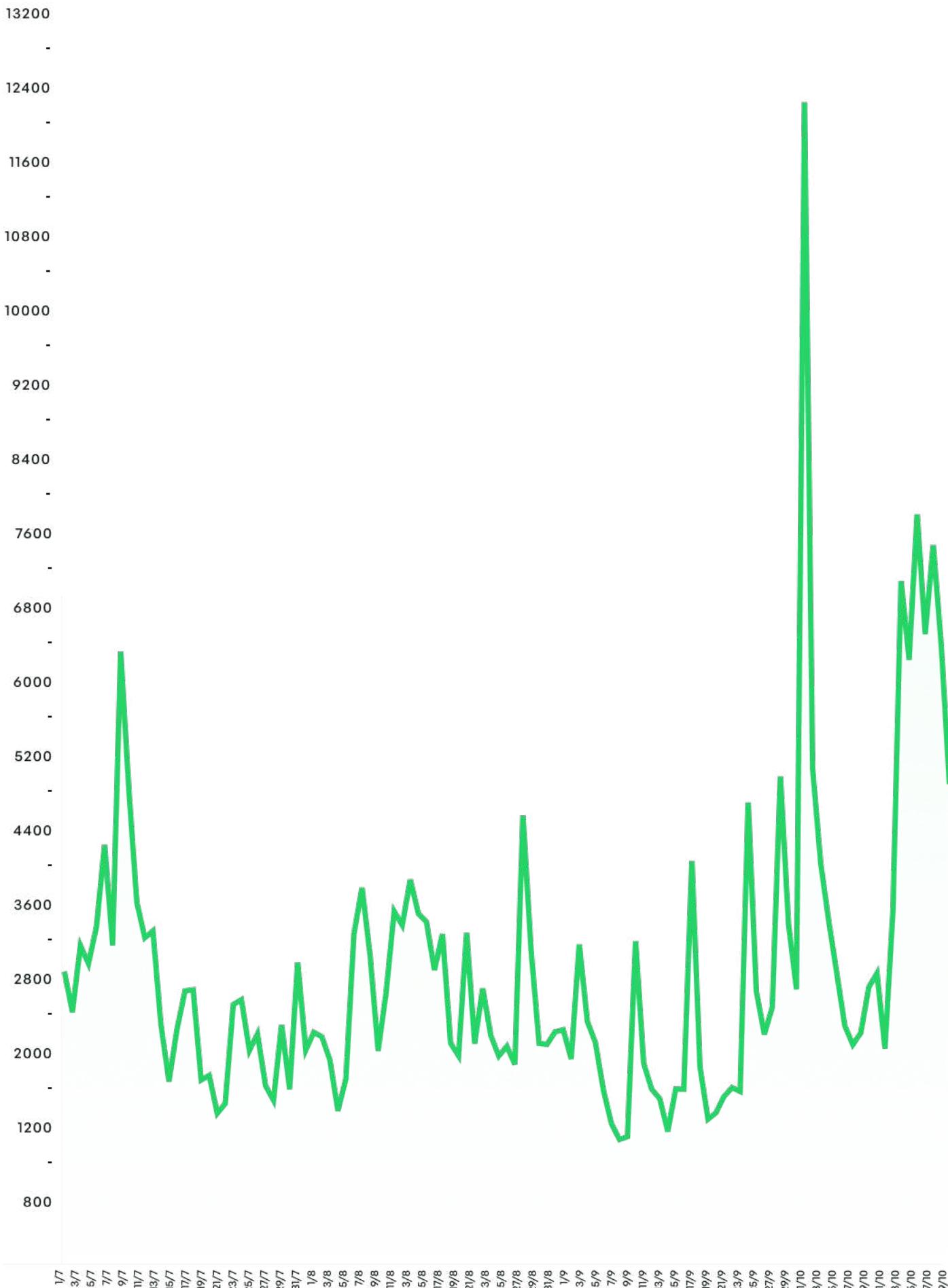
Retweets

99,612

Users

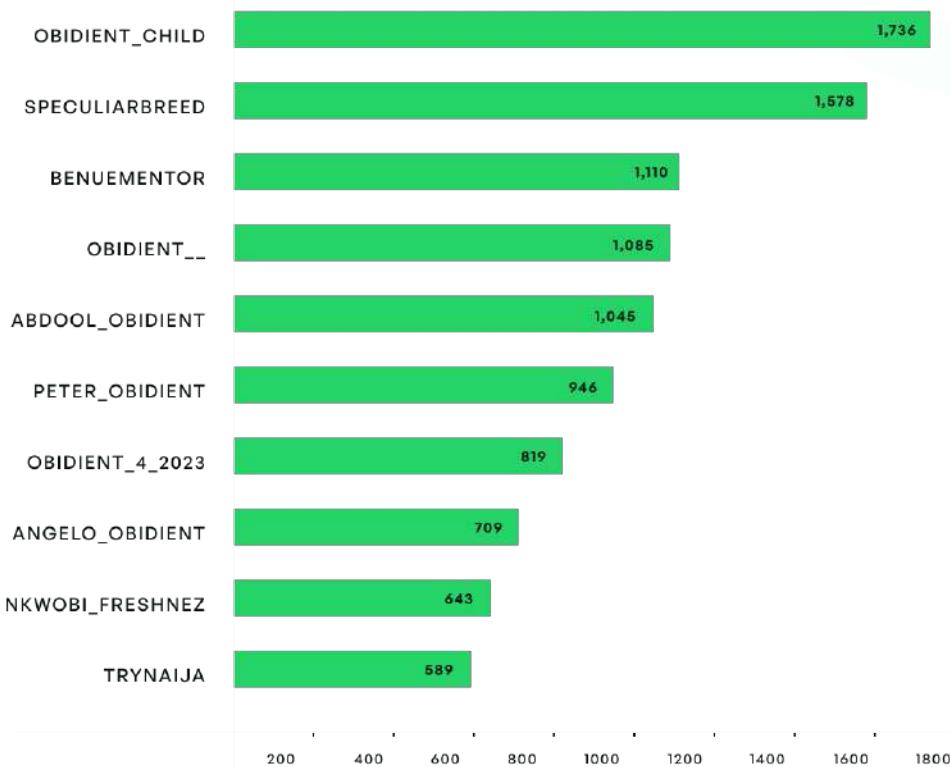
Tweets per day

Within the duration of the tweets collected, number of tweets peaked in october, particularly on the 1st of october, which also happens to be the day of independence in nigeria



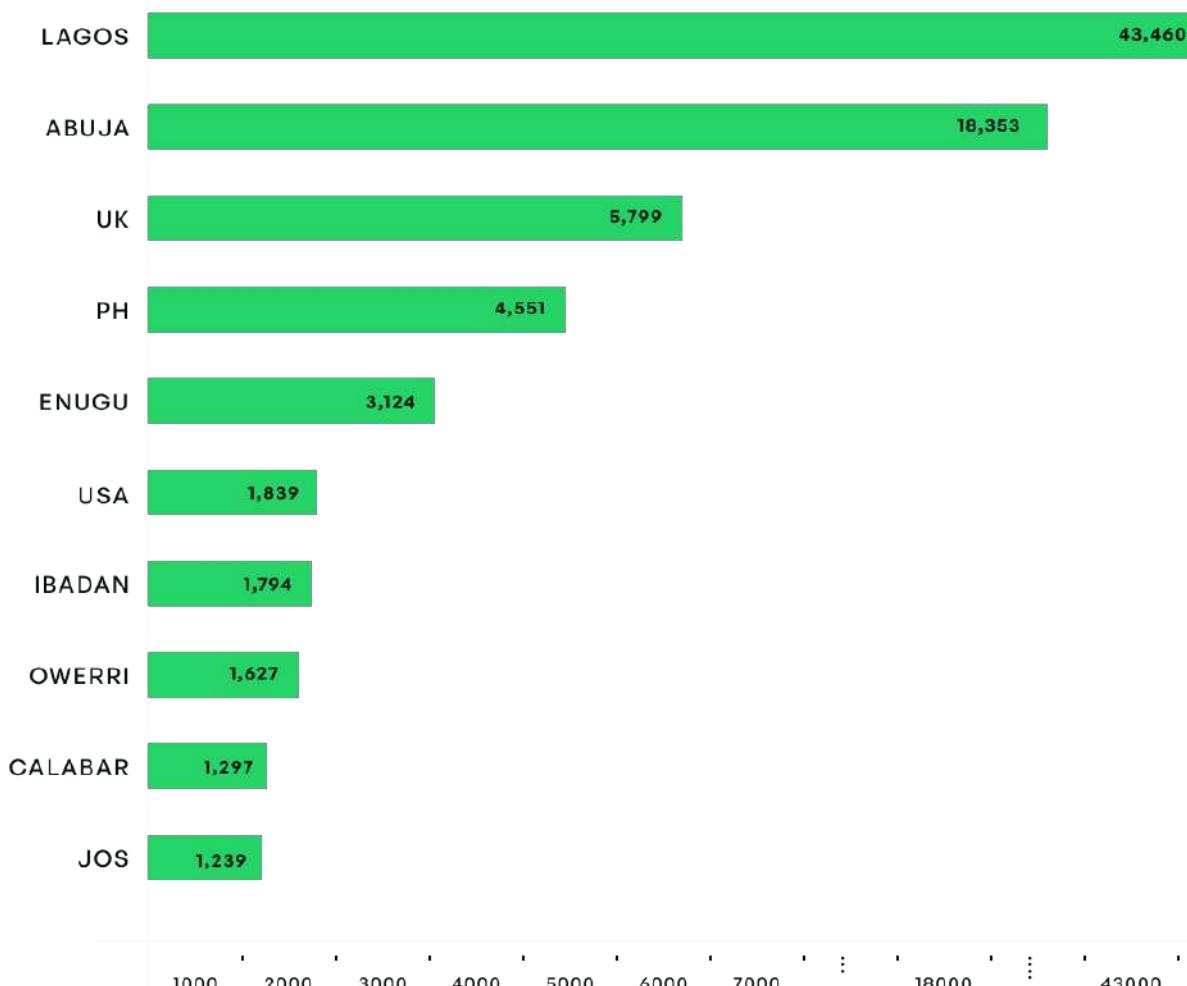
Most active tweeters

Evidently obidient_child and SPeculiarbreed have tweeted the most



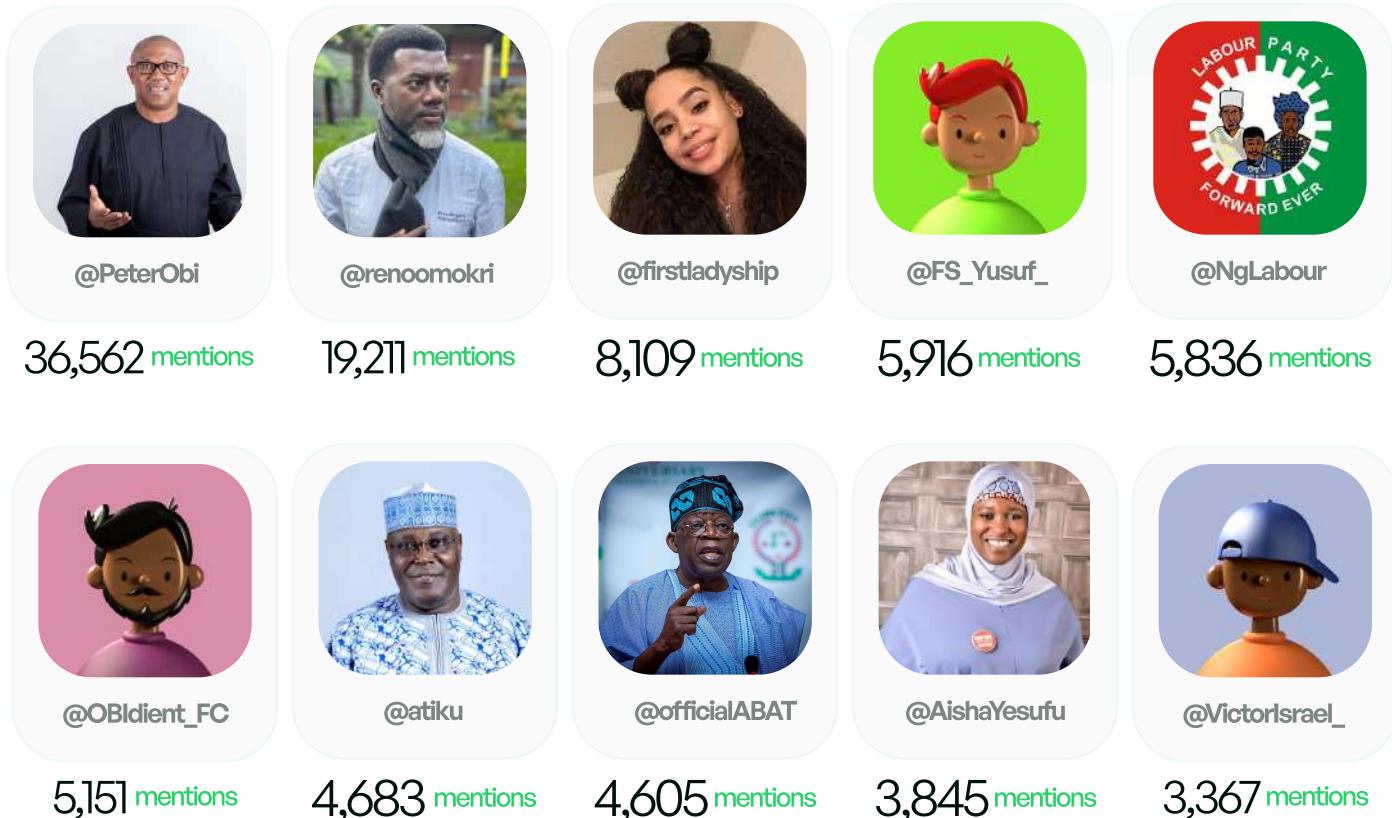
Top Locations

Lagos and Abuja lead the chart for where most users are tweeting from, obidients also attracted tweets from countries outside the shore particularly UK and USA. However there is no single representation of users from the northeast and northwest from the top 10.



Top Mentions

Despite being an Atiku supporter renoomokri had a lot of mentions

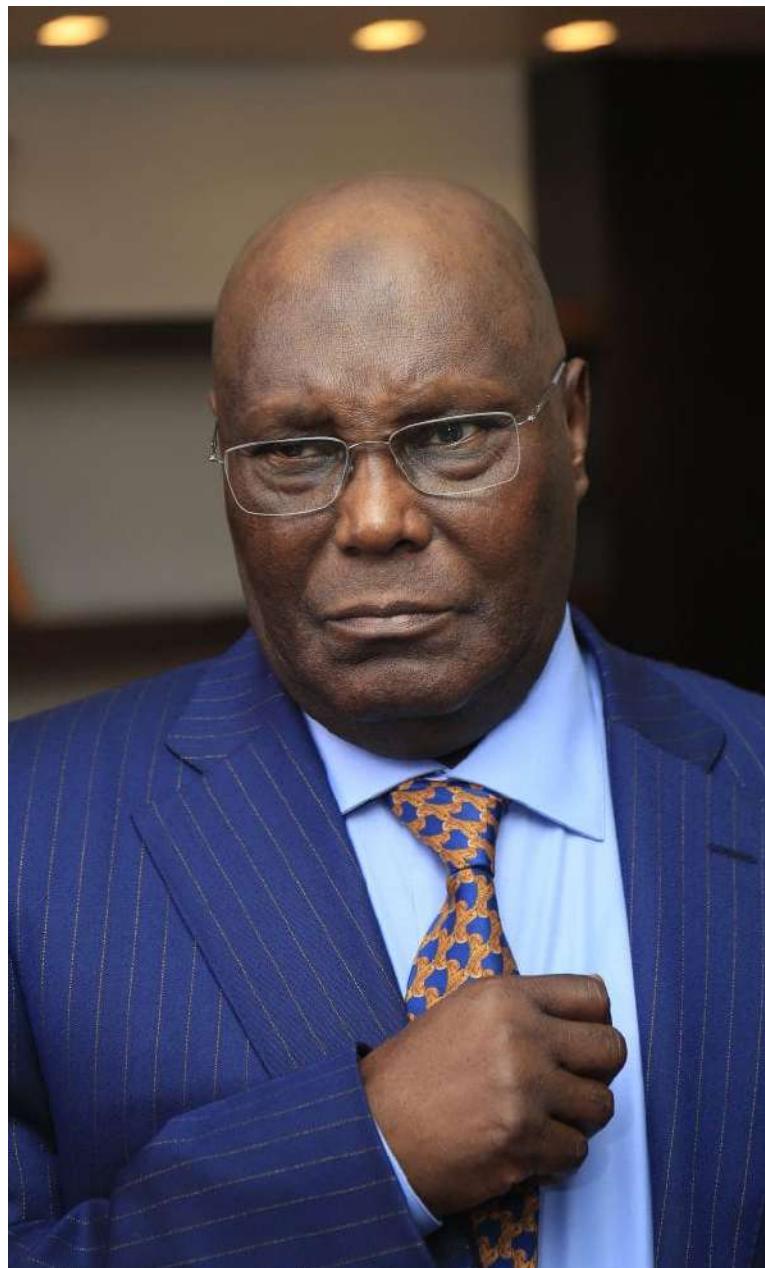


Word Cloud

Below shows what people are saying.



Atiku Abubakar



The Numbers

Summary of activities with the keyword “atikulated”

14,551

Tweets

72,869

Likes

18,590

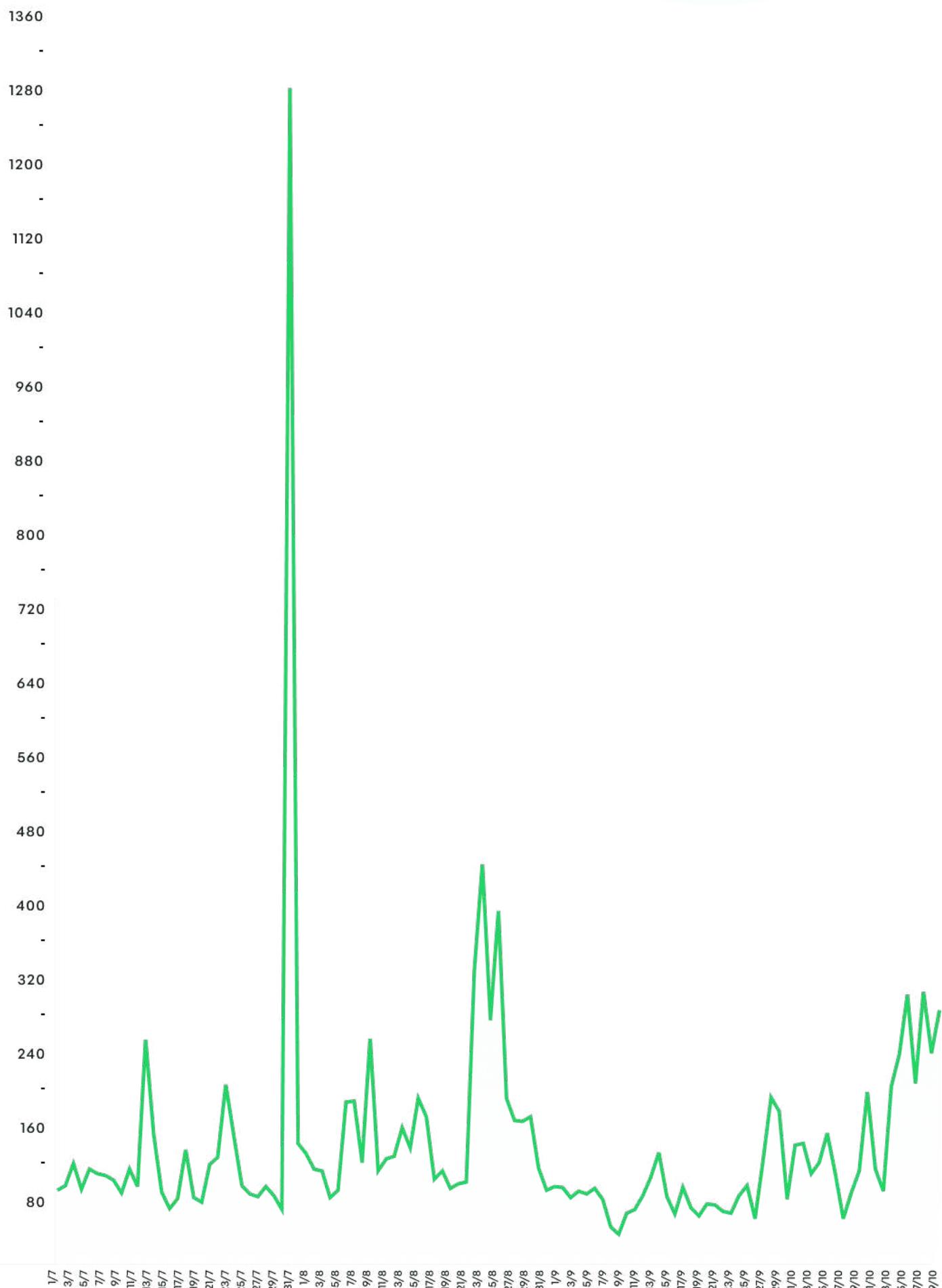
Retweets

7,153

Users

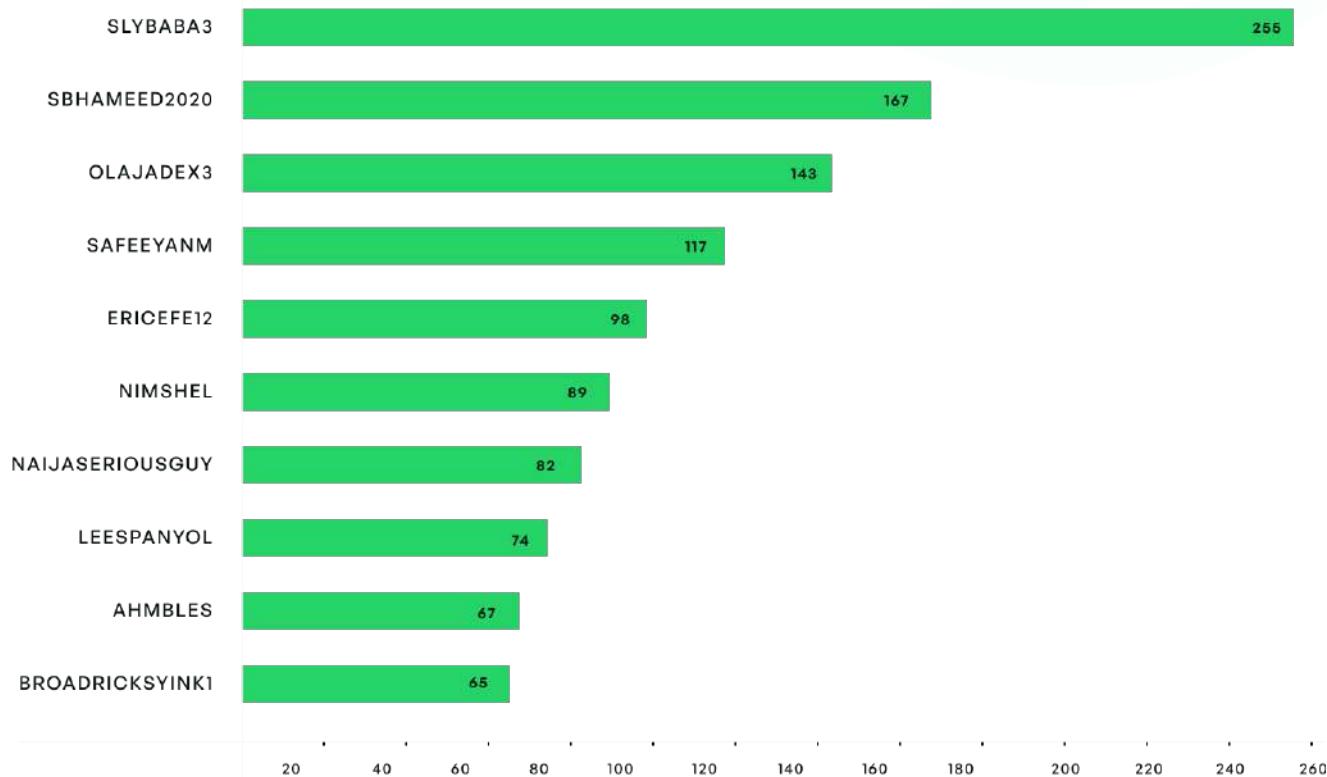
Tweets per day

Number of tweets peaked on the 30th of July. This is because the keyword #Atikulated trended.



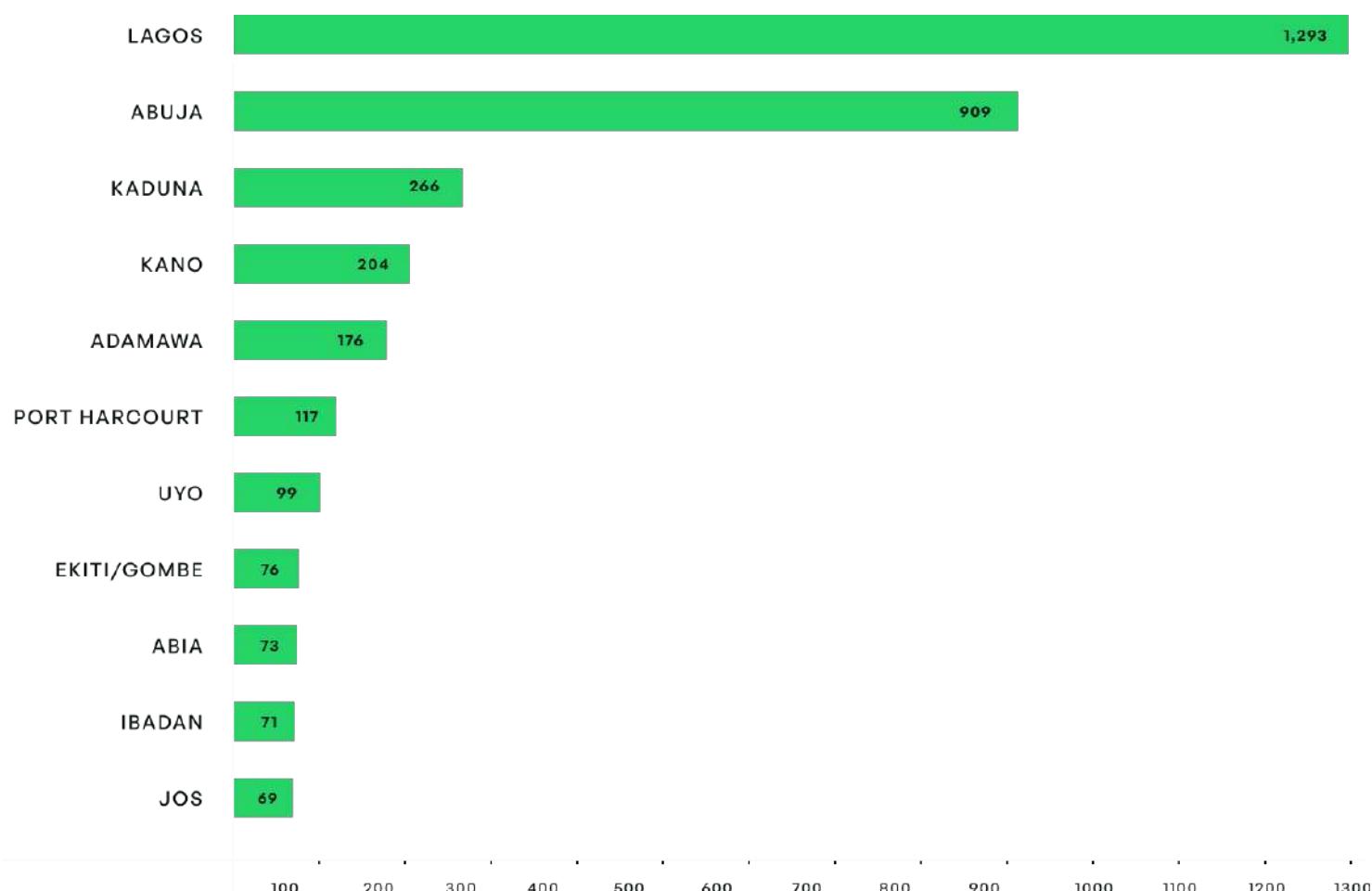
Most active tweeters

Below are the visuals for the most active tweeters. slybaba3 tweeted the most about atikulated.



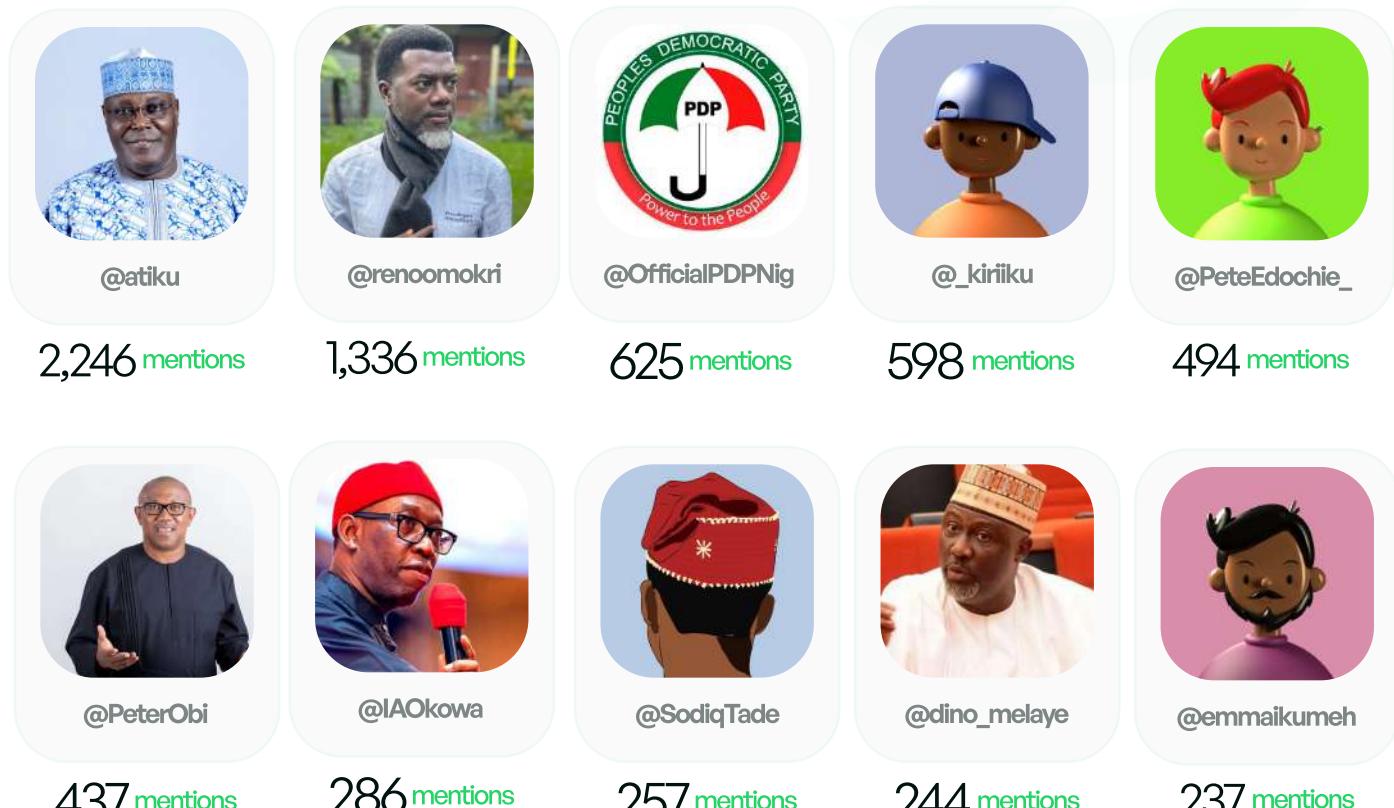
Top Locations

While there are no countries outside Nigeria, Lagos and Abuja also top the charts here. Also, users spread across all geopolitical zones.



Top Mentions

Top mentions include political figures such as Reno Omokri, Dino melaye. @PeteEdochie_ is not the popular nollywood veteran

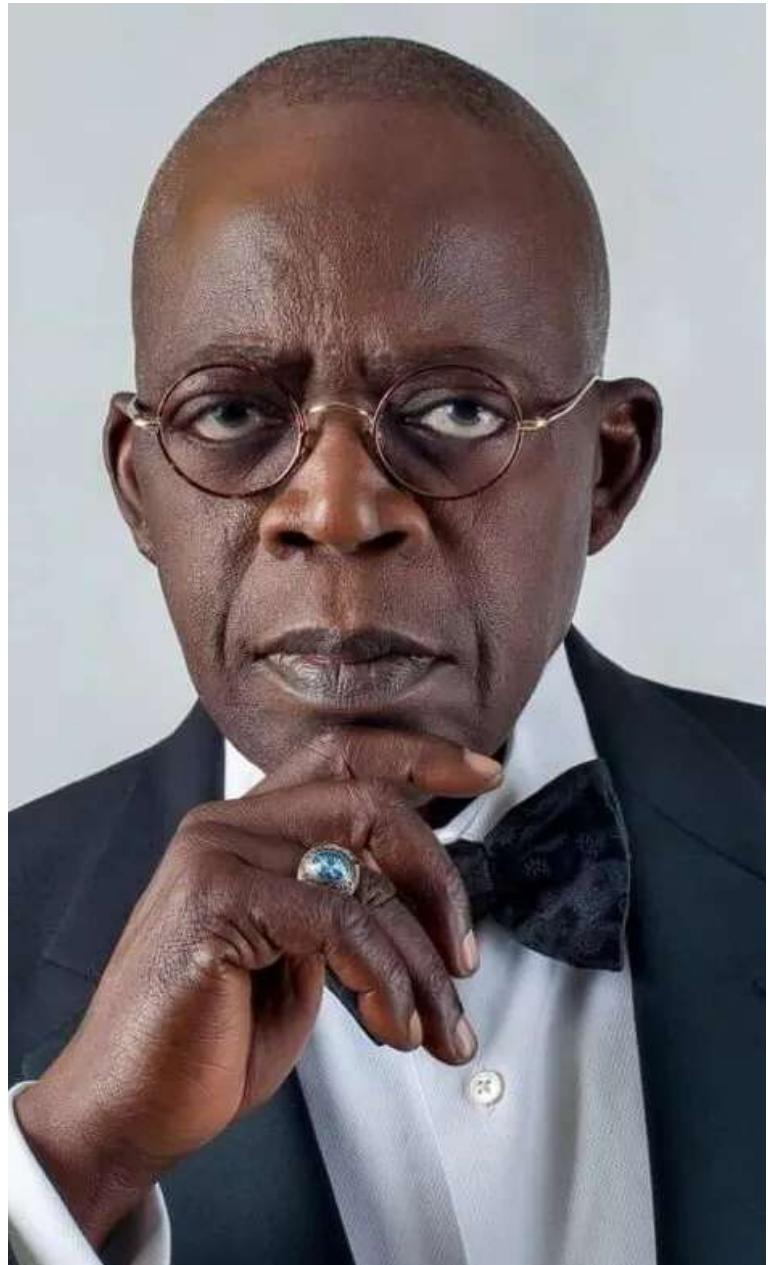


Word Cloud

A visual representation of what people are saying



Bola Ahmed Tinubu



The Numbers

Summary of activities with the keyword “batified”

22,413

Tweets

271,432

Likes

86,228

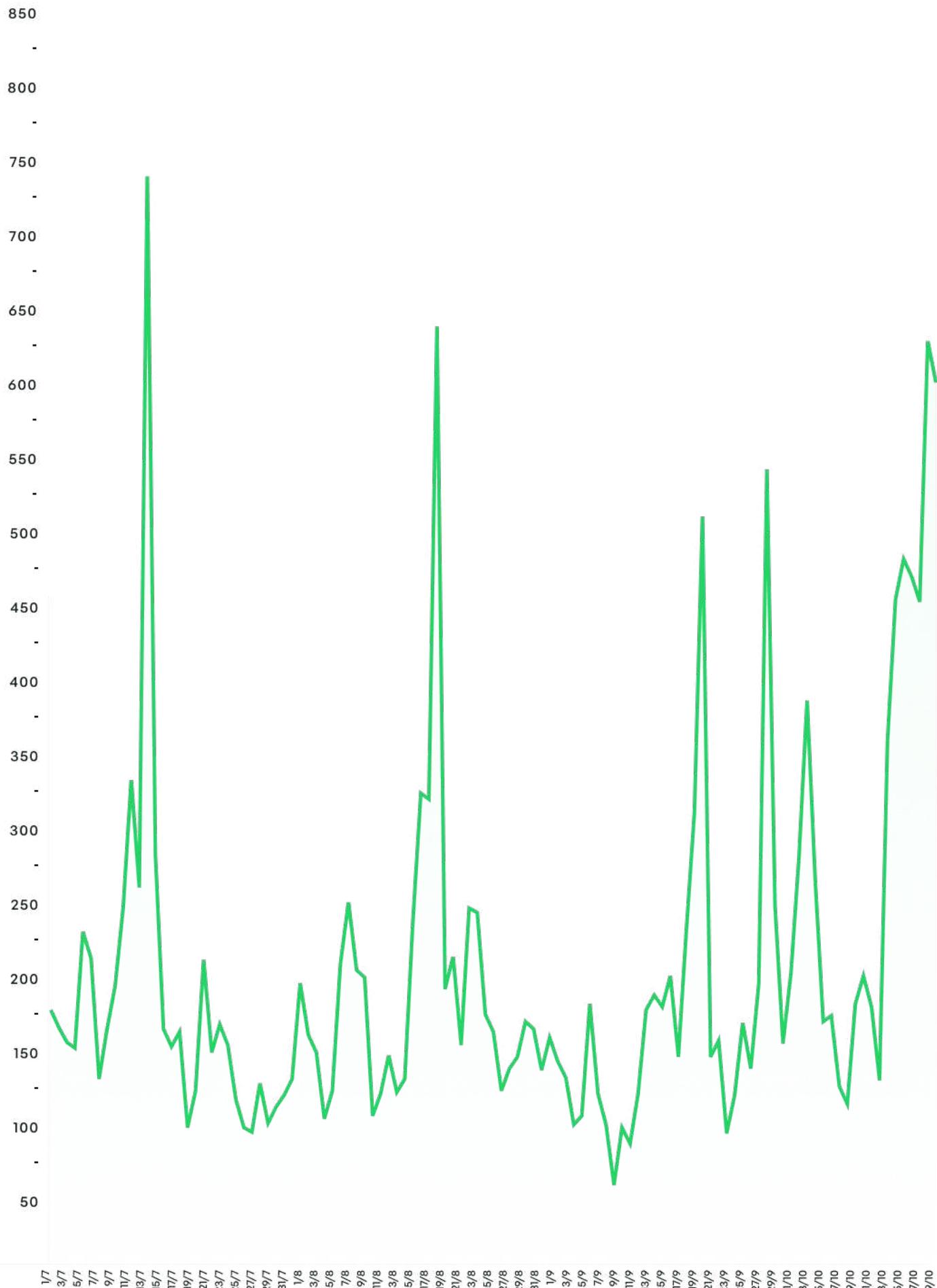
Retweets

11,139

Users

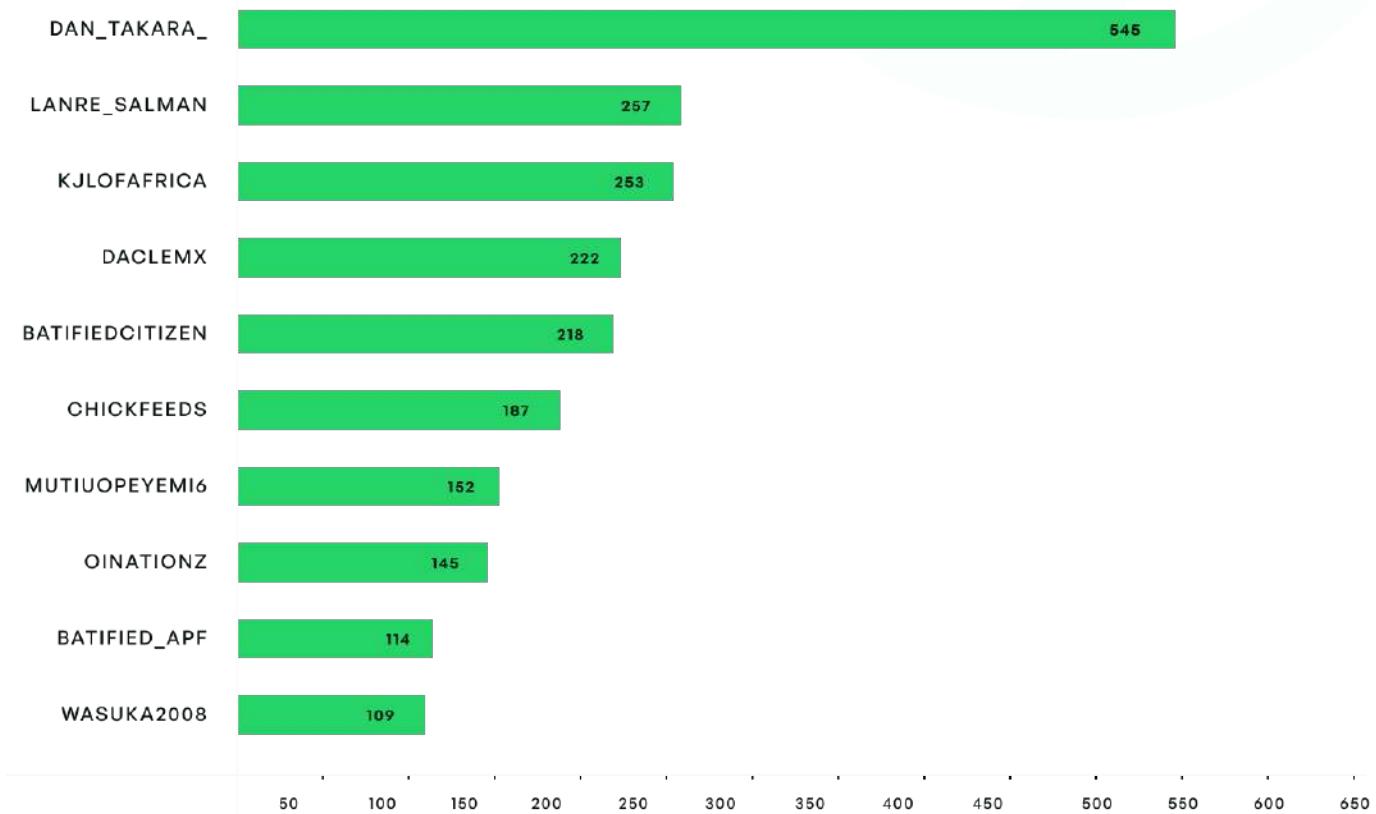
Tweets per day

Tweets per day peaked on the 13th of July 2022 and 8th of August 2022. Further investigation revealed there was a rumour of Bola Tinubu's daughters buying houses in new york, this sparked discussions. Interestingly, tweets regarding this gathered the most likes and retweets.



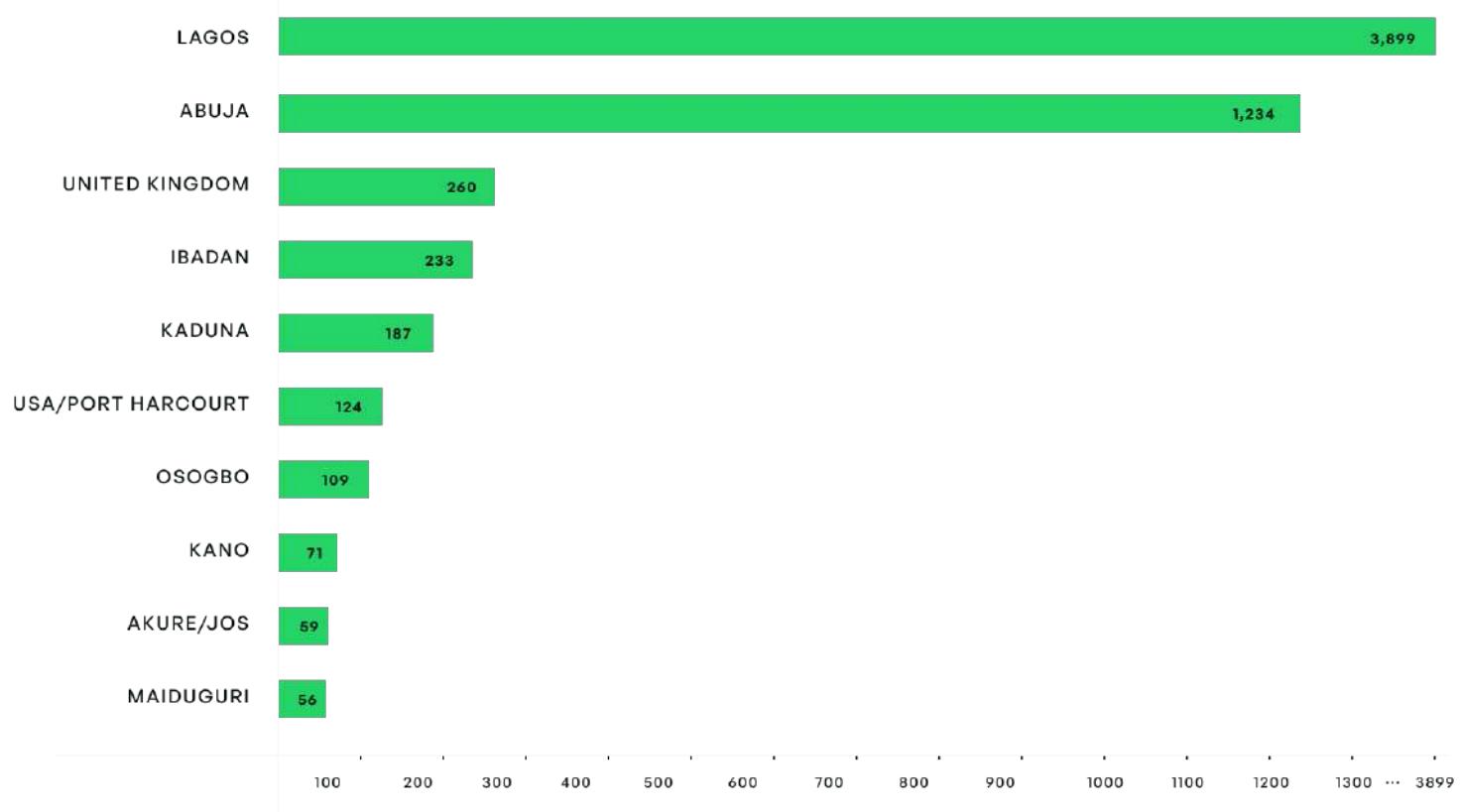
Most active tweeters

dan_takara and lanre_salman are the most engaged users.



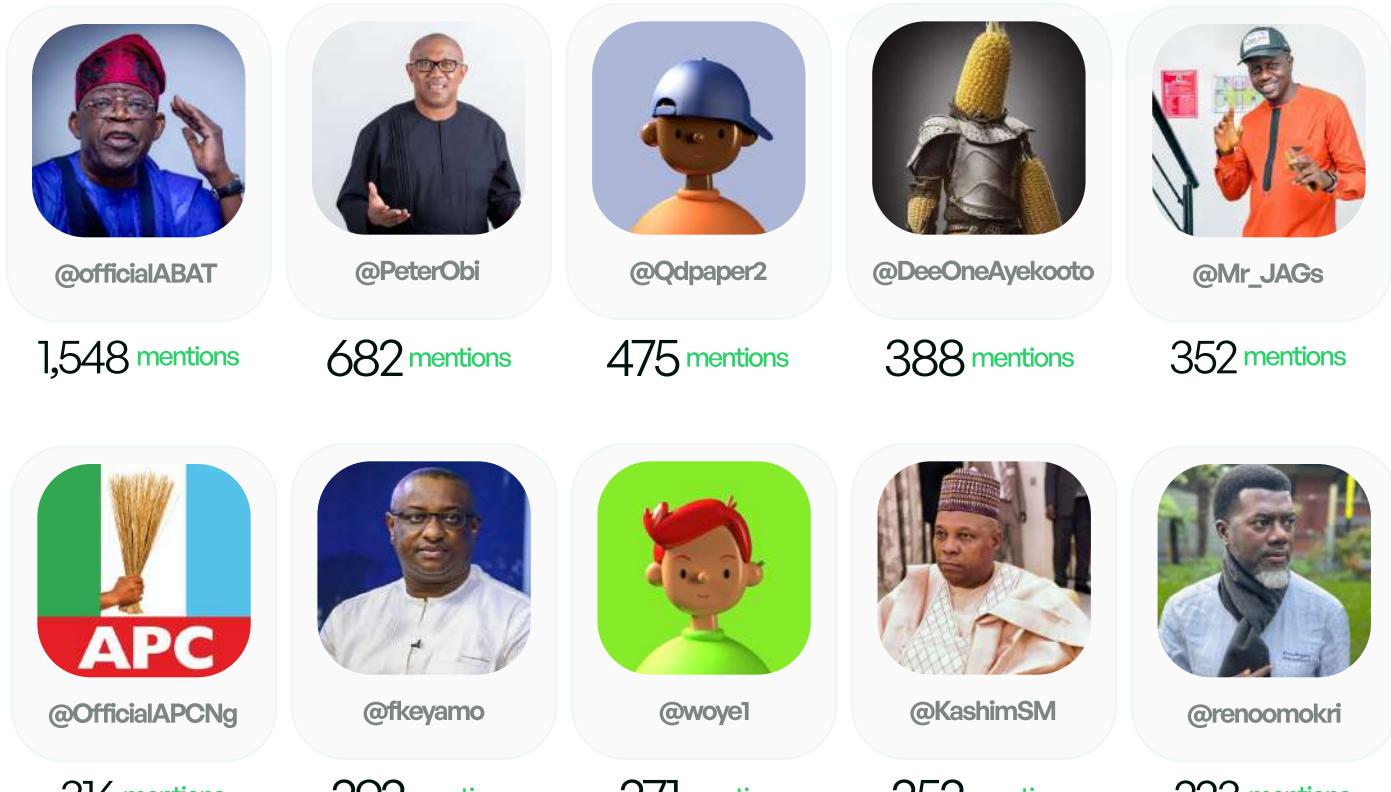
Top Locations

Below is the visual for top location Lagos and Abuja also tops the chart here, tweets also include users from USA and UK.



Top Mentions

DeeOneAyekooto and Qdpaper2 had the most mentions



Word Cloud

A visual representation of what people are saying



Analysis Summary



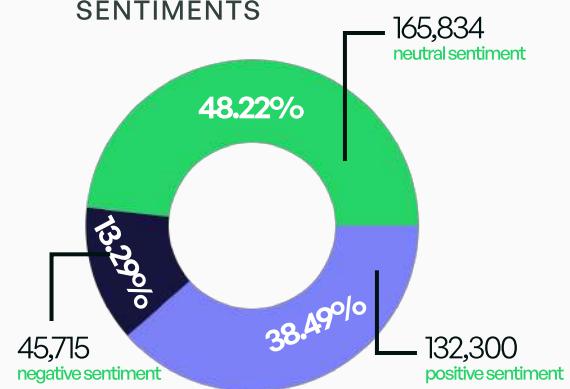
Peter Obi

Twitter : @PeterObi, Search Term : #obidient

STATISTICS

Tweets	343,849
Likes	7,835,484
Retweets	2,311,875
Users	99,612

SENTIMENTS



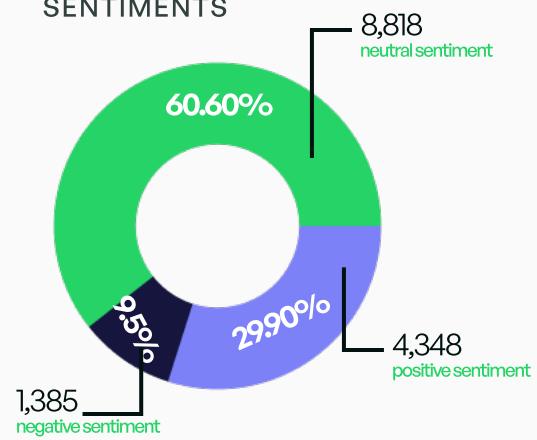
Atiku Abubakar

Twitter : @atiku, Search Term : #atikulated

STATISTICS

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SENTIMENTS



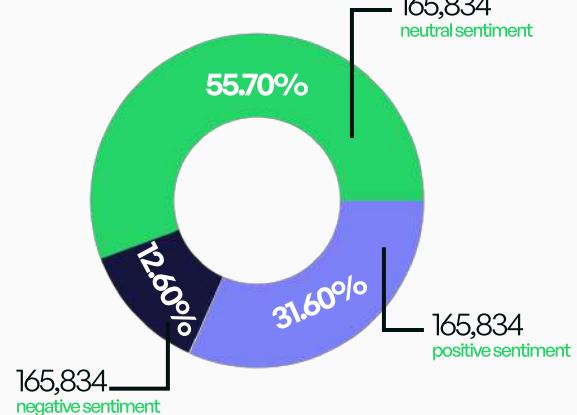
Bola Ahmed Tinubu

Twitter : @officialBAT, Search Term : #batified

STATISTICS

Tweets	22,413
Likes	271,432
Retweets	86,228
Users	11,139

SENTIMENTS



Nairaland Analysis

Nairaland is a Nigerian English-language internet forum. Founded by Nigerian entrepreneur Seun Osewa on March 8, 2005, it is targeted primarily at Nigerian domestic residents and is the 6th most visited website in Nigeria.

Over 3% of Internet users in Nigeria are registered on Nairaland. A summary of the analysis is presented in the dashboard below

Data was gathered in the politics session, scrapping the topics, views, authors, posts and links. The date range is between July 1st and October 19.

Peter Obi

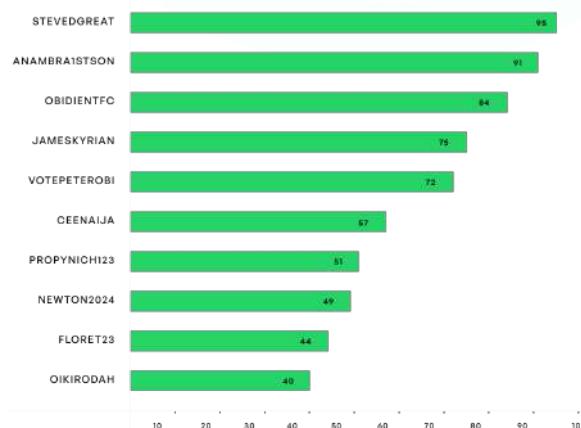
Summary of activities with the keyword “obi”

THE NUMBERS

6,707 Topics **29,747,203** Views

259,153 Posts

TOP AUTHOR



Most viewed topics

A list of the most viewed topics was extracted, you can click to view

TITLE	VIEWS	VIEW THREAD
peter obi knelt down to greet atiku at nba con...	95,901	view thread ↗
when obasanjo met peter obi vs when obasanjo m...	92,167	view thread ↗
moment soludo tried to open car door for peter...	90,643	view thread ↗
after what i saw today, peter obi should not b...	85,285	view thread ↗
jagaban: "we know the man is not well" - peter...	84,943	view thread ↗

Most engaged topics

A list of the most engaged topics was extracted, you can click to view

TITLE	VIEWS	VIEW THREAD
lagos govt tackles peter obi over false claim ...	537	view thread ↗
2023: revolution awaits if peter obi doesn't w...	527	view thread ↗
can infrastructure drive an economy? fashola c...	513	view thread ↗
jagaban: "we know the man is not well" - peter...	510	view thread ↗
peter obi: i'll stop campaigning, if anyone pr...	496	view thread ↗

20

Atiku Abubakar

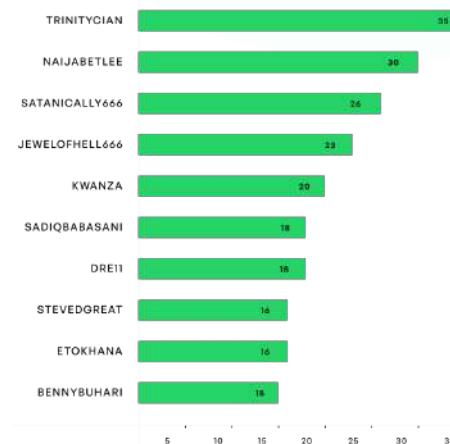
Summary of activities with the keyword “atiku”

THE NUMBERS

1,790 Topics 10,700,491 Views

70,711 Posts

TOP AUTHOR



Most viewed topics

A list of the most viewed topics was extracted, you can click to view

TITLE	VIEWS	VIEW THREAD
peter obi knelt down to greet atiku at nba con...	95,901	view thread ↗
just landed in gombe, is this a wedding or ral...	92,088	view thread ↗
atiku to pay ₦5 million for using trader's pic...	82,479	view thread ↗
this picture shows the age difference between...	74,362	view thread ↗
peter obi's supporter displays gun, threatens	73,115	view thread ↗

Most engaged topics

A list of the most engaged topics was extracted, you can click to view

TITLE	VIEWS	VIEW THREAD
peter obi's supporter displays gun, threatens	482	view thread ↗
atiku is a tribal jingoist, stole pdp ticket f...	403	view thread ↗
fayose: why wike will not support atiku	397	view thread ↗
nigerian kids kneel down, beg grandpas tinubu...	375	view thread ↗
why i think atiku may win this election...	370	view thread ↗

21

Bola Ahmed Tinubu

Summary of activities with the keyword “tinubu”

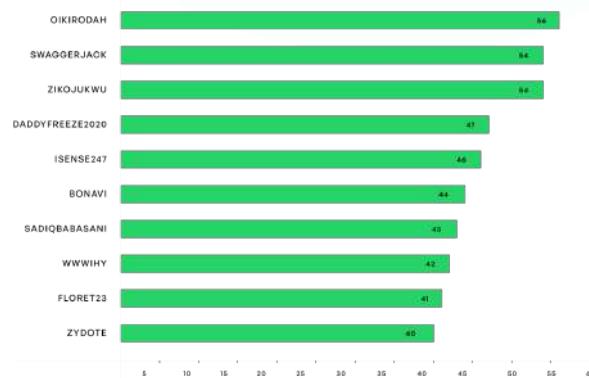
THE NUMBERS

5,165
Topic

28,776,515
Views

235,998
Posts

TOP AUTHOR



Most views

A list of the most viewed topics was extracted, you can click to view

TITLE	VIEWS	VIEW THREAD
abiola, oba oyekan at the crowning of tinubu a...	99,477	view thread ↗
portable mocks apc, tinubu after oyetola's los...	98,024	view thread ↗
when obasanjo met peter obi vs when obasanjo m...	92,167	view thread ↗
tinubu-shettima bishop almost lynched at deid...	84,359	view thread ↗
nollywood actors meet bola tinubu (photo)	80,023	view thread ↗

Most engaged topics

A list of the most engaged topics was extracted, you can click to view

TITLE	VIEWS	VIEW THREAD
kashim shettima confirmed as tinubu's running	722	view thread ↗
“i cannot be a yoruba boy and vote for igbo”...	664	view thread ↗
atinubu confirms kashim shettima as his running...	640	view thread ↗
tinubu: until we have a good credit system, we...	605	view thread ↗
we need to see photos of tinubu commissioning ...	586	view thread ↗

Google Trends Analysis

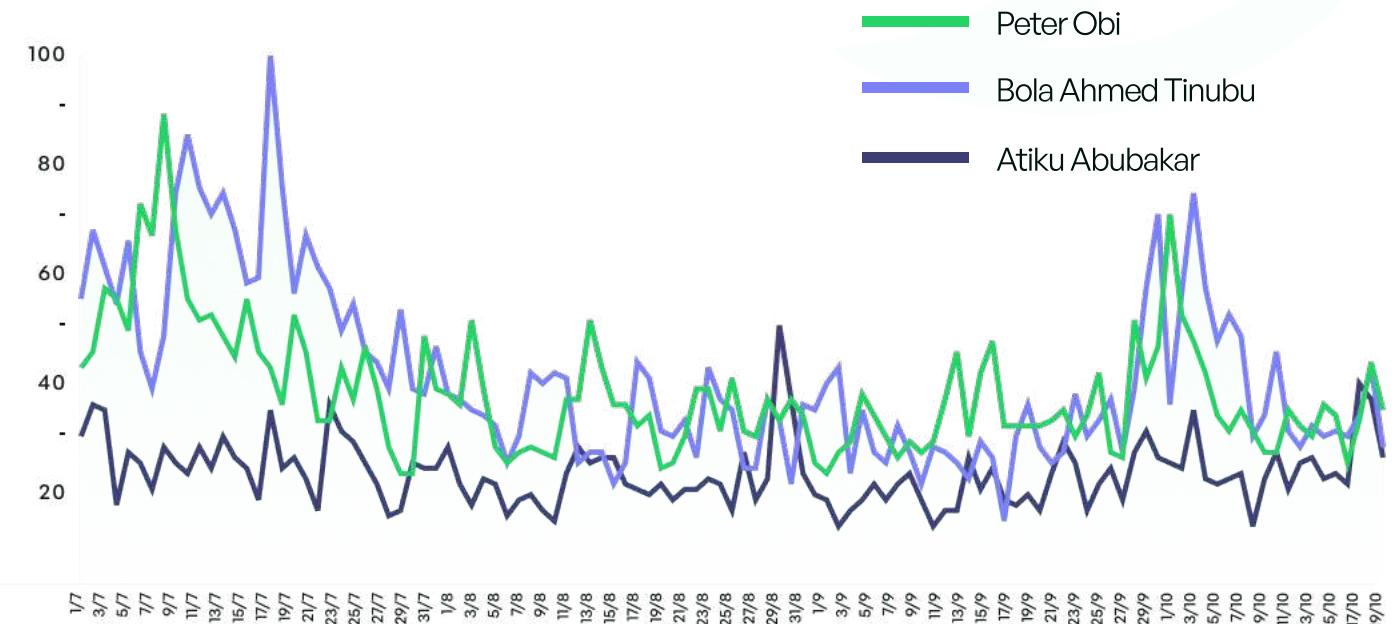
Google trend reveals trending search queries and shows how popular different keyword phrases are overtime. Data collection was based on the names of each candidates. The analysis covers both local and Global search.

While the search for Bola Ahmed Tinubu and Peter obi is generally more than Atiku Abubakar. Bola Ahmed Tinubu is slightly higher than Peter Obi peaking on the 17th of July and covering more states.

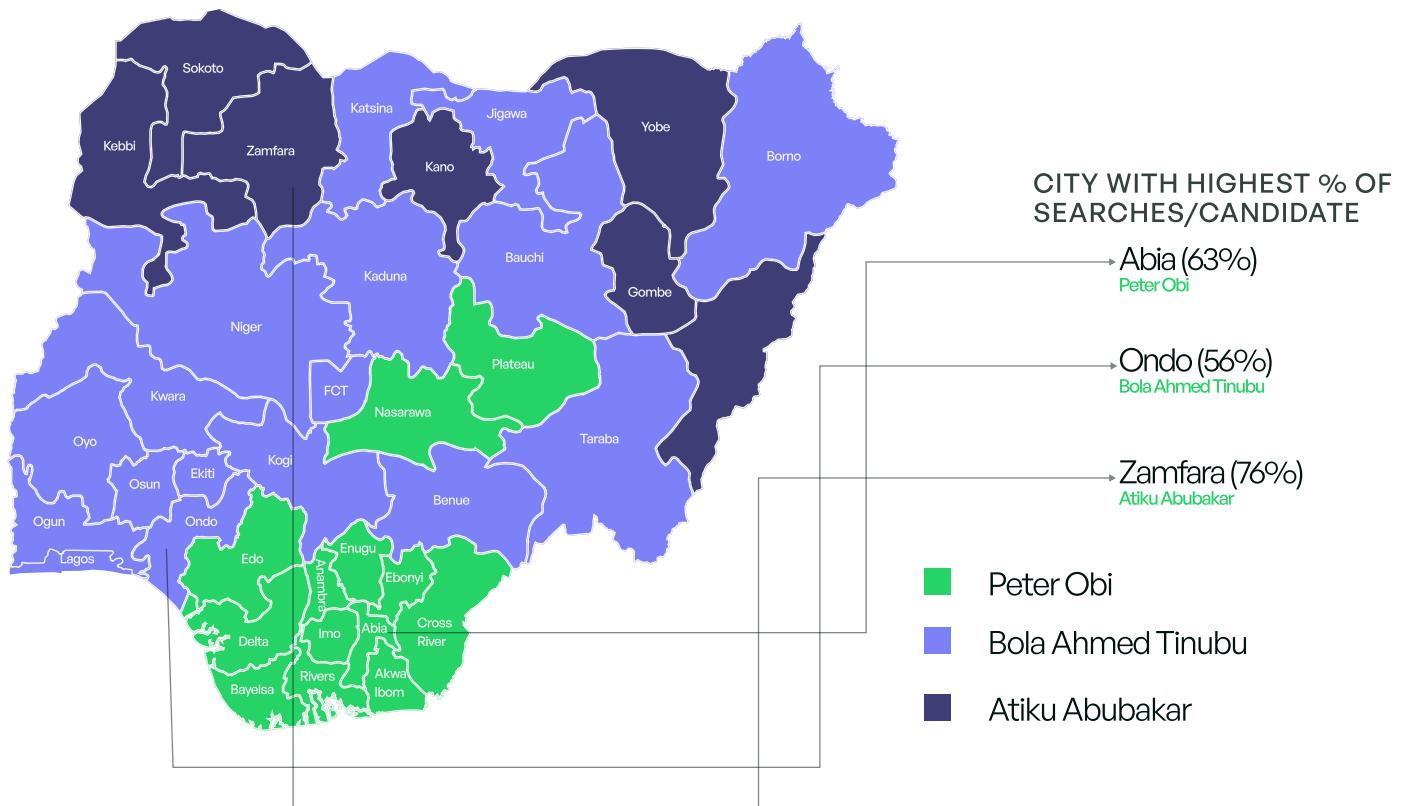
Global search saw Peter obi dominate more countries, however the numbers are still close between Peter Obi and Bola Ahmed Tinubu.

Nigeria Trend

Top Related Searches



Top Searches by States



Top Related Queries by States

PETER OBI

peter	100
obi	96
peter obi	96
peter obi news	11
peter obi nigeria	6

BOLA AHMED TINUBU

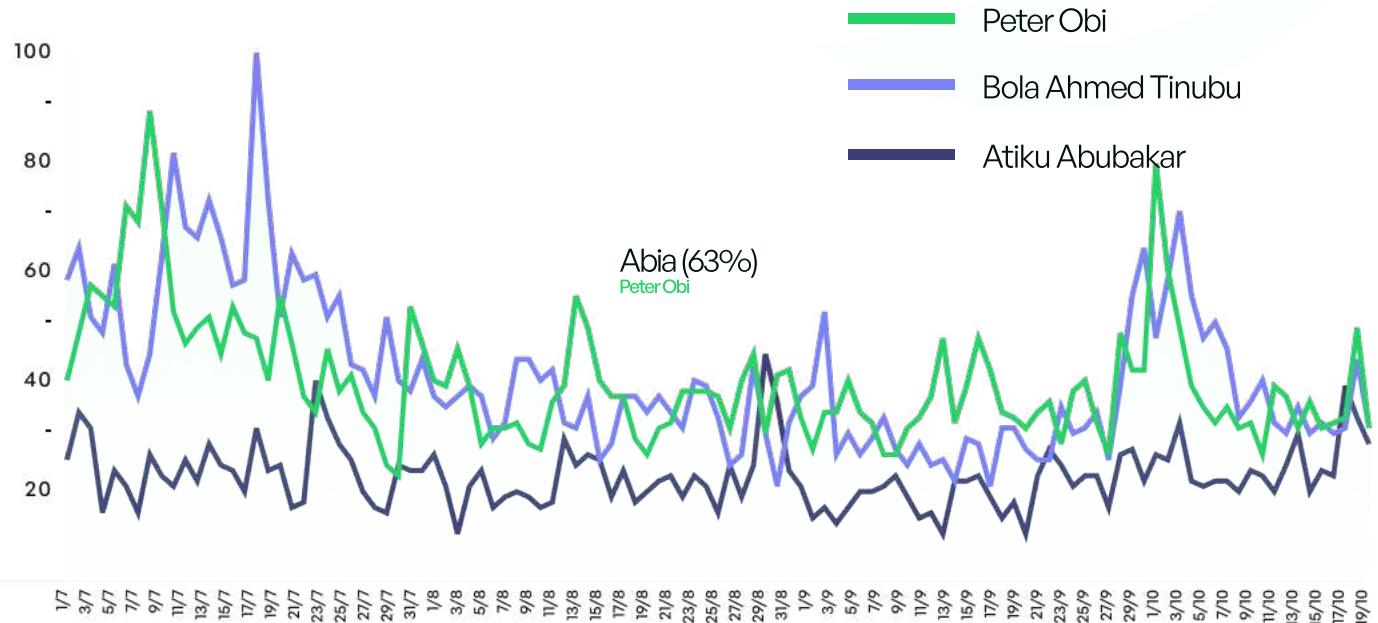
tinubu	100
bola	15
bola tinubu	15
tinubu news	11
atiku	10

ATIKU ABUBAKAR

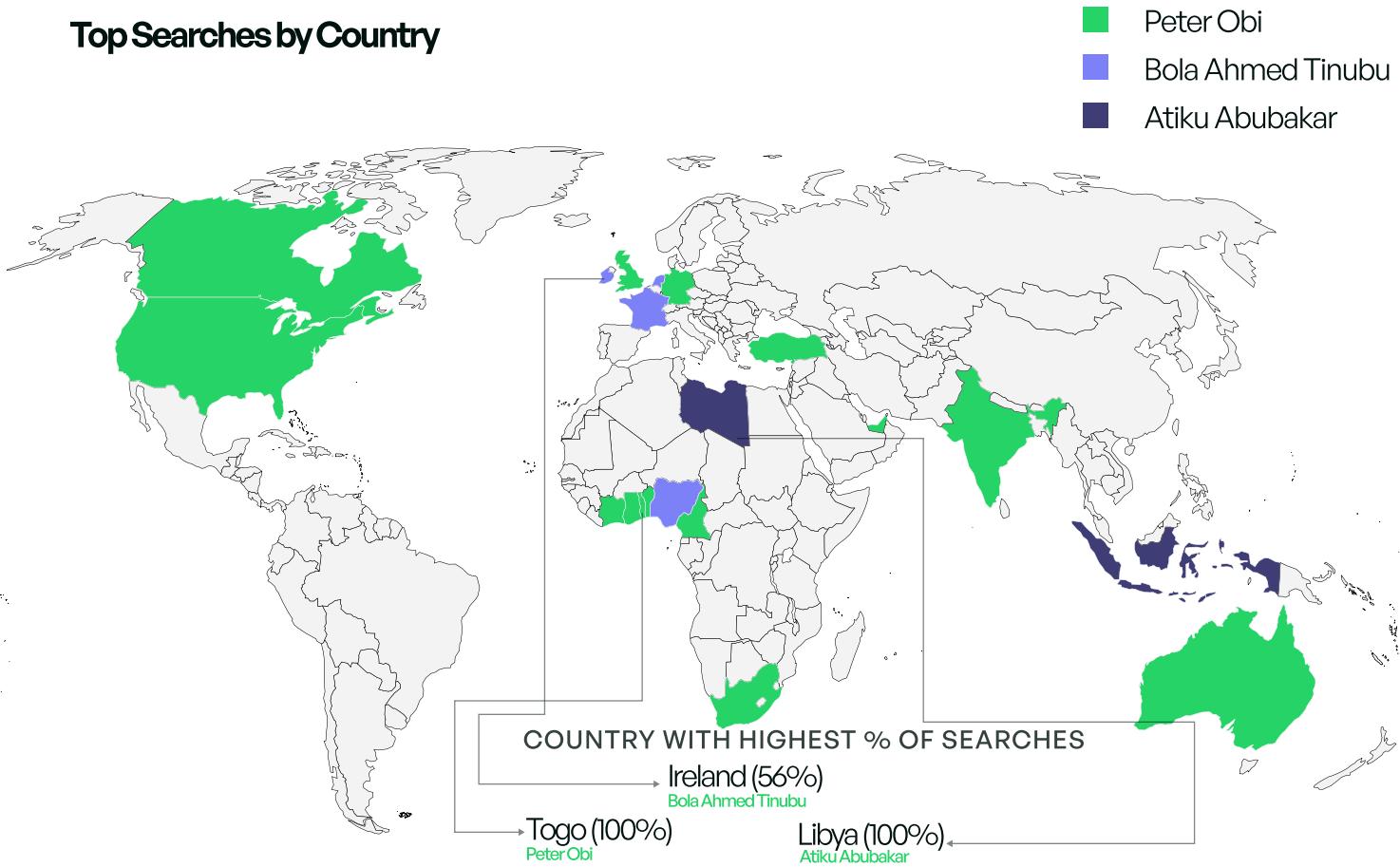
atiku	100
atiku abubakar	28
tinubu	18
atiku tinubu	18
atiku news	11

World Trend

Top Related Searches



Top Searches by Country



Top Related Queries by States

PETER OBI

peter	100
peter obi	98
obi	98
peter obi news	11
peter obi nigeria	6

BOLA AHMED TINUBU

tinubu	100
bola	15
bola tinubu	14
tinubu news	10
atiku	9

ATIKU ABUBAKAR

atiku	100
atiku abubakar	27
tinubu	17
atiku tinubu	17
atiku news	10

Conclusion

Time Range

Asides the Historical Data, all data collected was between July 1st and October 19th

Historical Data

While the decline of vote turn out has been across all regions in the country, the southern regions have experienced the biggest relative drop from 2003 to 2019. South east dropped from 66% in 2003 to 24% 2019 , South south 87% to 30% and the South west from 57% to 32%

Twitter

It's quite significant that Peter obi is the most talked about candidate in the twitter space, however engagements from north east and north western states is minimal as these states do not feature in his top 10 location.

Nairaland

Again, there are more topics, engagements and views relating to Peter Obi than Bola Ahmed Tinubu and Atiku Abubakar, however the differences is quite close between Peter Obi and Bola Ahmed Tinubu

Google Trend

Local search has seen Bola Ahmed Tinubu gathered more count compared to Peter Obi and Atiku Abubakar. He covers most searches from 17 states. However Global search has seen Peter Obi has the most searched candidates covering 10 countries.

Country's Engagement

Discussion has attracted users for all candidates beyond the shores of Nigeria and has attracted other countries from various part of the world particulary in the United Kingdom and United States.

Mentions, Active Tweeters and Authors

Top mentions and most active twitters does not necessarily connote support for such candidate. For Instance Reno omokri had the second highest mention for Peter Obi, yet he supports Atiku Abubakar, Similarly daclemx featured in the top 5 containing batified, yet he supports Peter Obi.

Top authors in the nairaland section does not translate to support for such candidate. For example swaggerjack and Zikojukwu feature in the top 10 authors for Tinubu, but they are not supporters.

Thank You!

About Me



My name is Demilade Olabode Aliu. I have a strong mathematical and statistical background. I'm fueled by the passion to help people/ organisations make informed decisions through data and I'm a strong advocate of "Data never lies". I don't restrict myself to structured data, as I pride myself in deep research and raw data mining. as I pride myself in deep research, data storytelling and data mining.

In my 2 years + experience of Data analysis. I have used my expertise in Data cleaning and Data visualization to successfully understand and translate business goals into actionable insights

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[twitter](#)