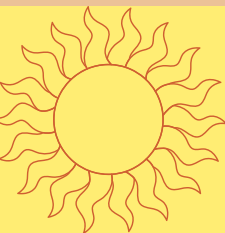


Dawn of Analytics

GIVE YOU

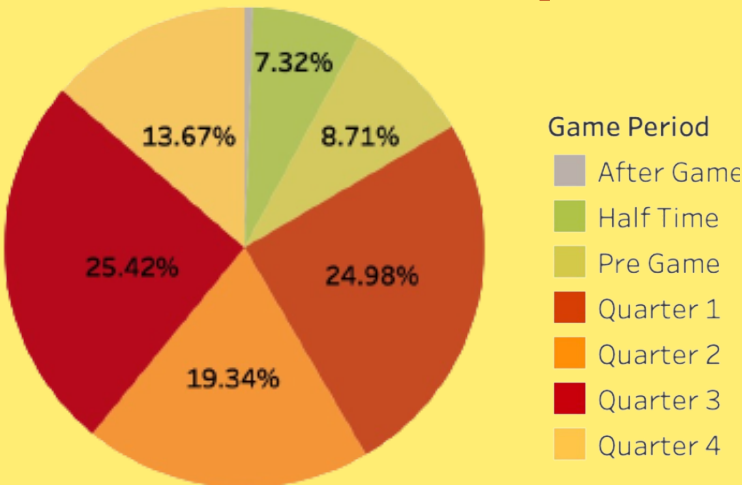
New ray of Insights

BY - Dhwani Patel, Kalyani Joshi,
Debayan Dutta, Disha Tapadiya



The
Rising
Sun

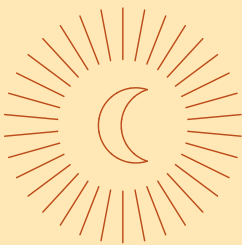
Tweet-Volume per Game Time



Third quarter generated the highest percentage of tweets .

Most Mentioned Ads

Stallone faces off Kevin Hart- Free bet
Full Swing Gossip The Flash
Ben Stiller-Great Acting or Great Taste
Indiana Jones and the Dial of Destiny
Kick of Destiny Breaking Bad reunion
EVs On Screen Easy To Drink

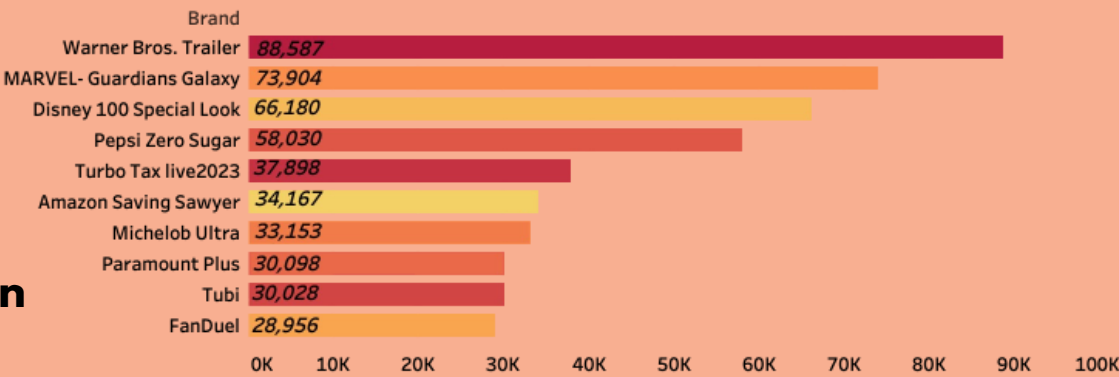


The
Blissfull
Warmup



The
Afternoon
Rush

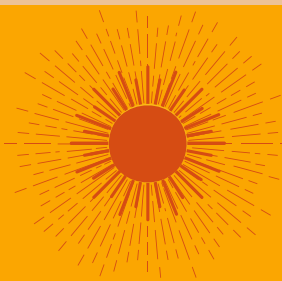
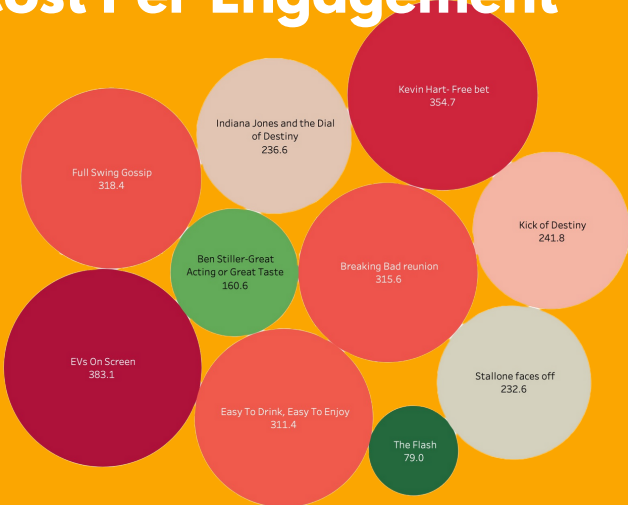
Top 10 Tweeted Brands



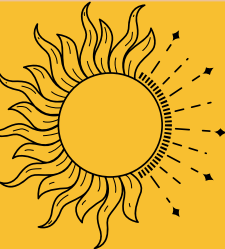
Warner Bros. lead the chart with 89K tweets followed by Marvel.

Average Cost Per Engagement

This bubble chart says that entertainment industry is leading for average cost per engagement.



The
Golden
Hour



Half
Time
Madness

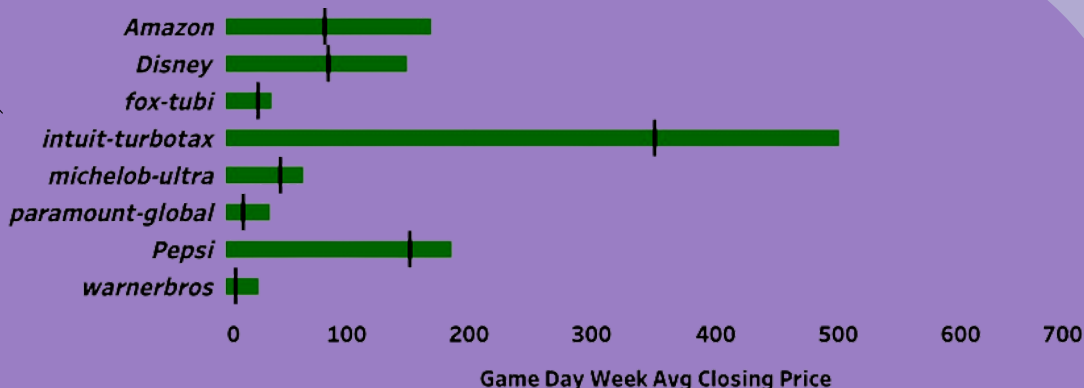
Top 10 Trending Hashtags

Hashtag	
SuperBowl	41,133
TheFlashMovie	24,155
Sweepstakes	23,144
EasyToEnjoy	19,061
CellySweepstakes	18,098
TimeoutForBuds	9,656
ULTRAClub	8,556
DoritosTriangleScheme	6,031
RealOrActing	5,685
AppleMusicHalftime	5,649



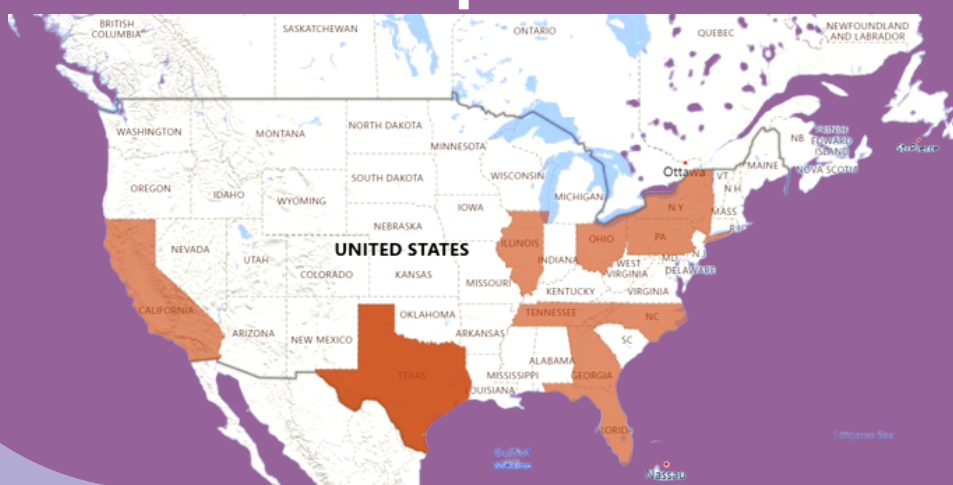
Prime Time Play

Stock Price Changes



Stock prices of the top 10 tweeted brands before and after Super Bowl.

Most Expressive States

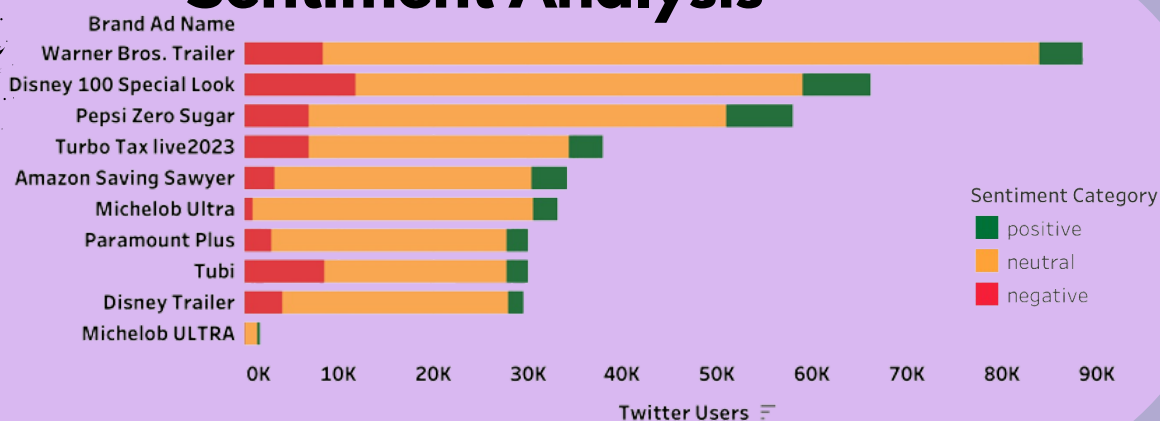


The Happy Hour



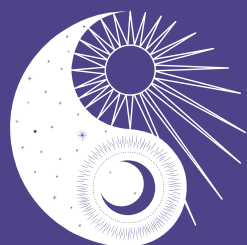
The Night Lights

Sentiment Analysis



This sentiment analysis, indicates that over 50% of the tweets were neutral in nature.

World Fan Following



Twilight

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