

GAME DAY ANALYTICS



DAWN OF ANALYTICS

BRINGING YOU NEW RAY OF INSIGHTS

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THE OPENING DRIVE

- *Super Bowl is a major advertising event with millions invested in ads*
- *Social media engagement is crucial to advertising success*
- *Twitter analysis of Super Bowl commercials provides insights into ad effectiveness*
- *Social media engagement correlates with brand recall, purchase intent, and ROI.*



OBJECTIVE HUDDLE

- Conduct in-depth analysis of Superbowl Twitter data
- Extract insights on commercial effectiveness
- Monitor Twitter activity for emerging trends, themes, and fan sentiment
- Use a wide range of Twitter data
- Generate a comprehensive info-graph
- Provide actionable recommendations for enhancing commercial strategy
- Drive informed decision-making and strategic planning for future events

UNPACKING THE DATA

- Super Bowl Twitter data analysis was challenging due to a large dataset of over *1.8 million rows* and 27 columns
- Tools used: Tableau, Python, and R-Studio
- The "id" column was crucial for data processing
- Data cleaning was a critical step in the analysis process, utilizing various techniques for cleaning and transforming the data
- Final dataset contained only relevant data points
- Insights extracted on commercial effectiveness, fan sentiment, and emerging trends
- Correlations were identified between commercial performance and Twitter activity
- Actionable recommendations provided for improving commercial strategies for future Super Bowl events

TOOLS & TECHNOLOGIES PLAYBOOK: PREPARING THE DATA FOR OUR ANALYSIS



alteryx

SPARKED



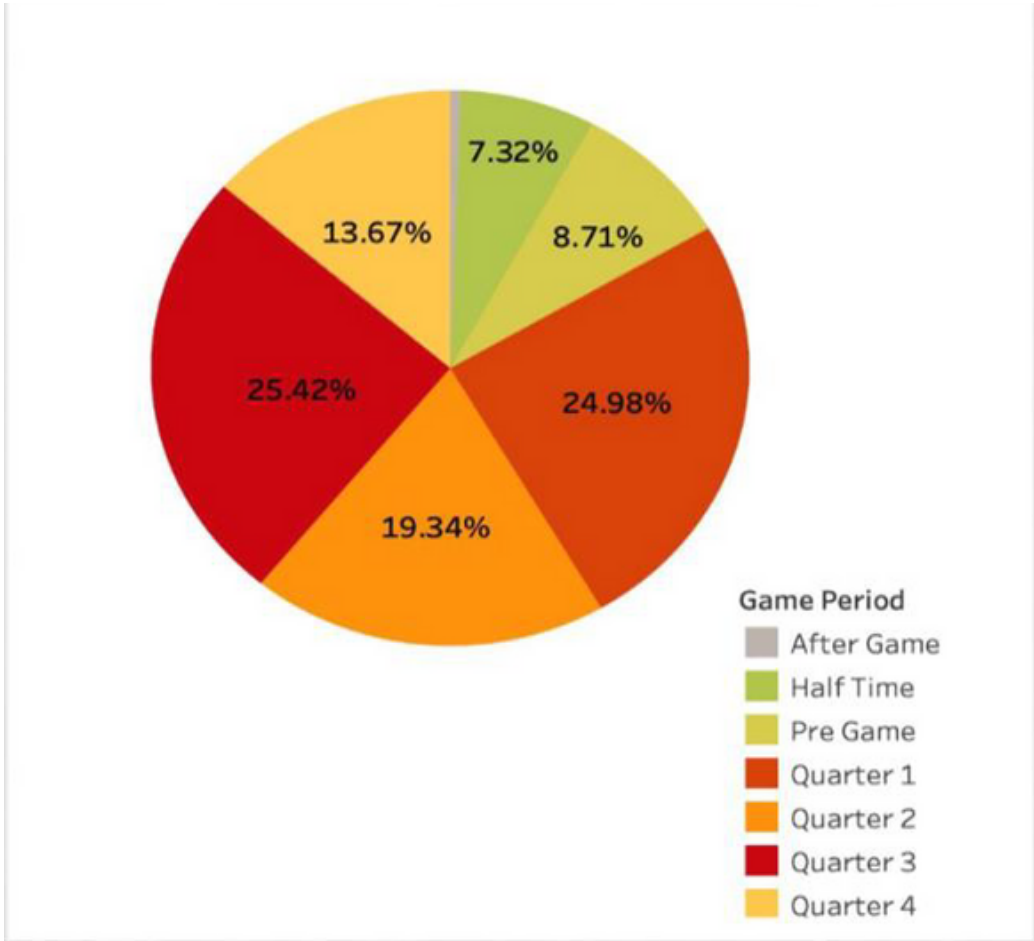
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- Identified column values and data types with Alteryx
- Found missing data with Python and pandas
- Created new dataset with relevant columns in Tableau Prep
- Split "location" column into "city", "State", and "Country" using Tableau Prep
- Extracted hashtags into new columns from tweet text in Tableau Prep
- Used count function in Tableau to get brand and ad counts during Super Bowl
- Changed language abbreviations to full forms with R-Studio
- Handled missing data, extracted key info, and reformatted data for easier analysis with techniques such as column splitting, duplicate removal, and filtering irrelevant data.

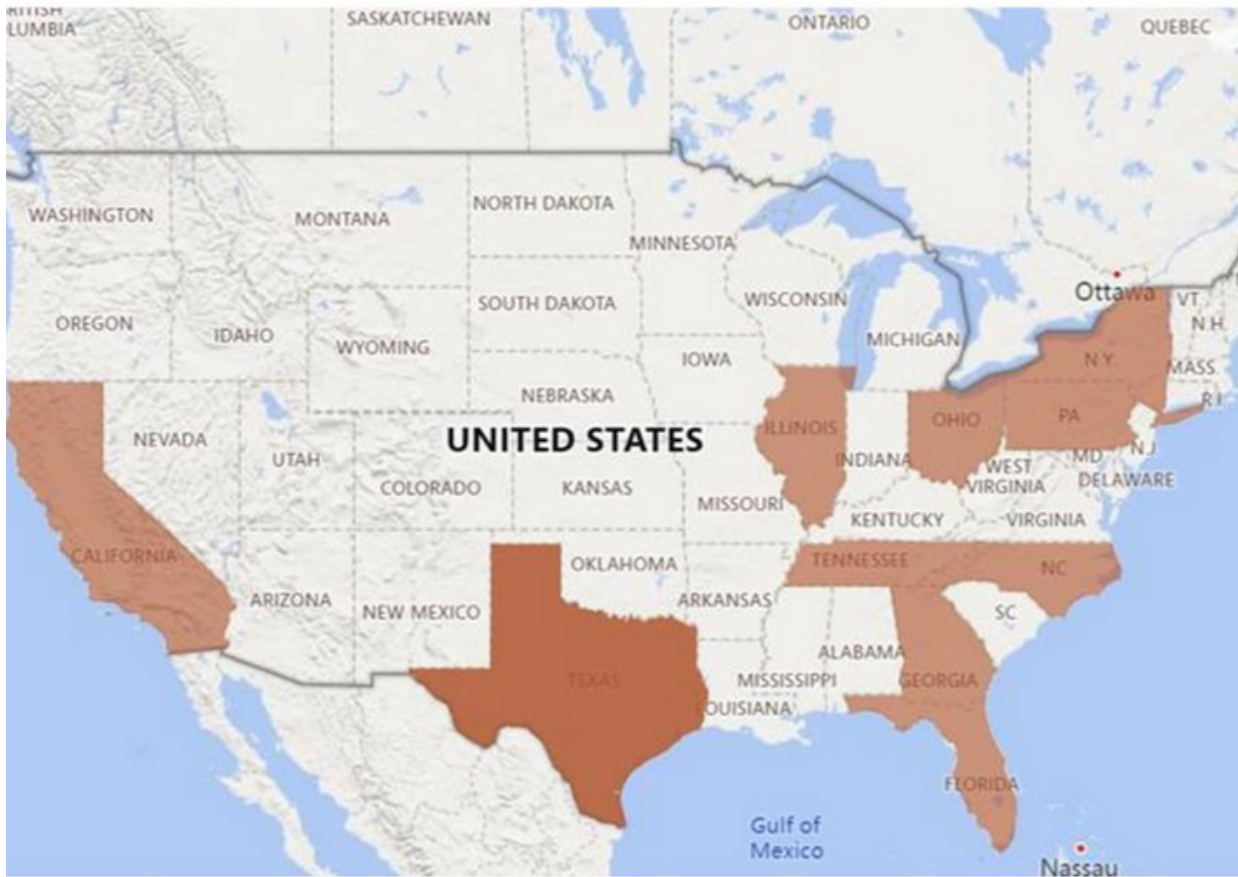
INSIGHTS BOWL VISUALIZATION

PERFORMANCE BY
QUARTER



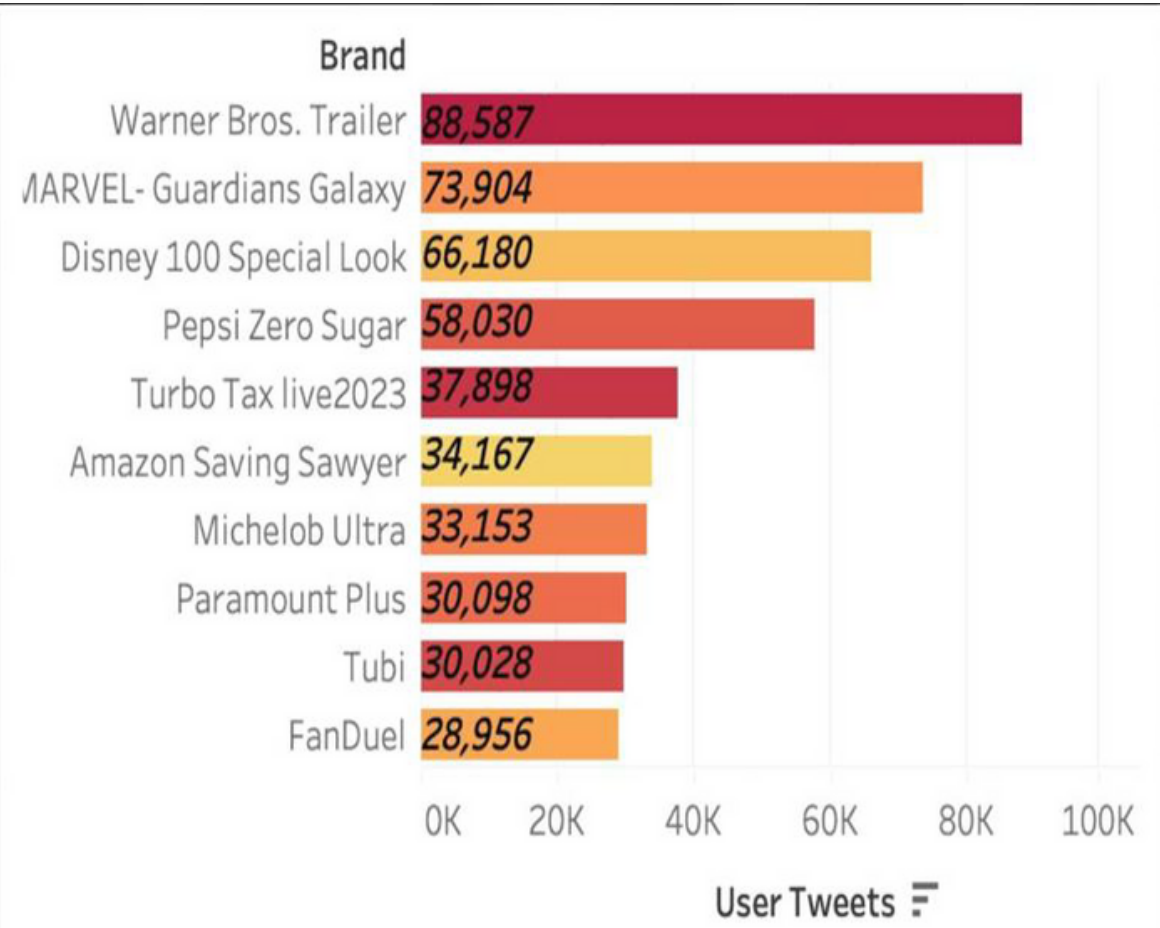
QUARTER 3 HAD THE
HIGHEST TWEET
PERCENTAGE

MOST RESPONSIVE
STATES



TEXAS BEING THE
HIGHEST, FOLLOWED
BY CALIFORNIA AND
PENNSYLVANIA.

TOP TWEETED
BRANDS



WARNER BROS. WAS THE
MOST TWEETED BRAND
WITH APPROXIMATELY
89,000 TWEETS.

INSIGHTS BOWL VISUALIZATION

TOP ADS BY MENTIONS

Full Swing Gossip
Ben Stiller-Great Acting or Great Taste
Indiana Jones and the Dial of Destiny
Kick of Destiny
EVs On Screen

The Flash
Great Taste
Breaking Bad reunion
Easy To Drink

ENTERTAINMENT INDUSTRY
WAS MOST MENTIONED
OVERALL

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

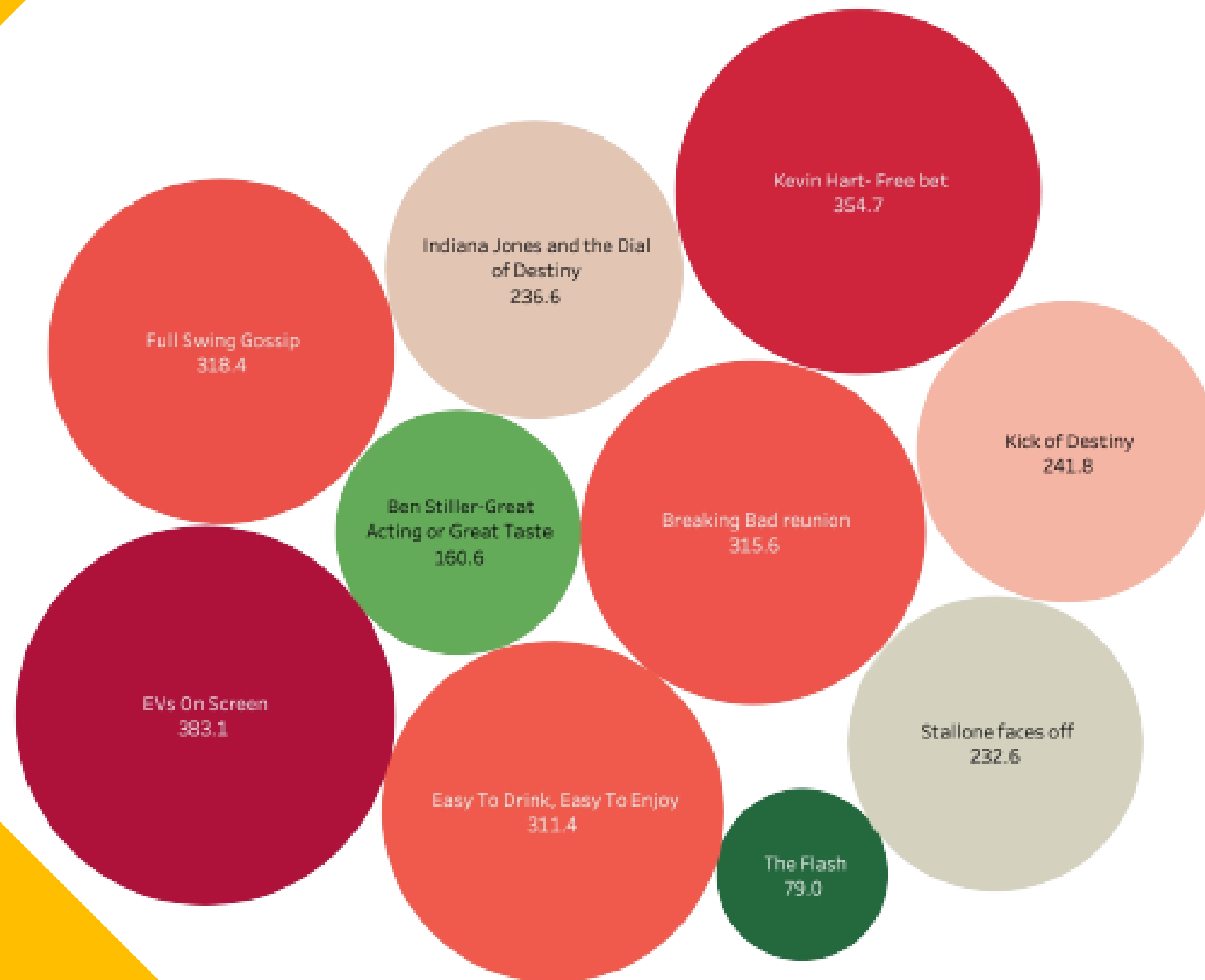
SUPEROWL WAS
TAGGED MOST
FOLLOWED BY FLASH.

TOP 10 @MENTIONS

Mentions	
MichelobULTRA	10,645
budweiserusa	10,302
JamesGunn	9,258
Chiefs	7,254
pepsi	6,056
BuschBeer	5,457
popcorners	5,363
Doritos	5,328
NFL	4,925
shannonsharpee	4,109
AvosFromMexico	4,021

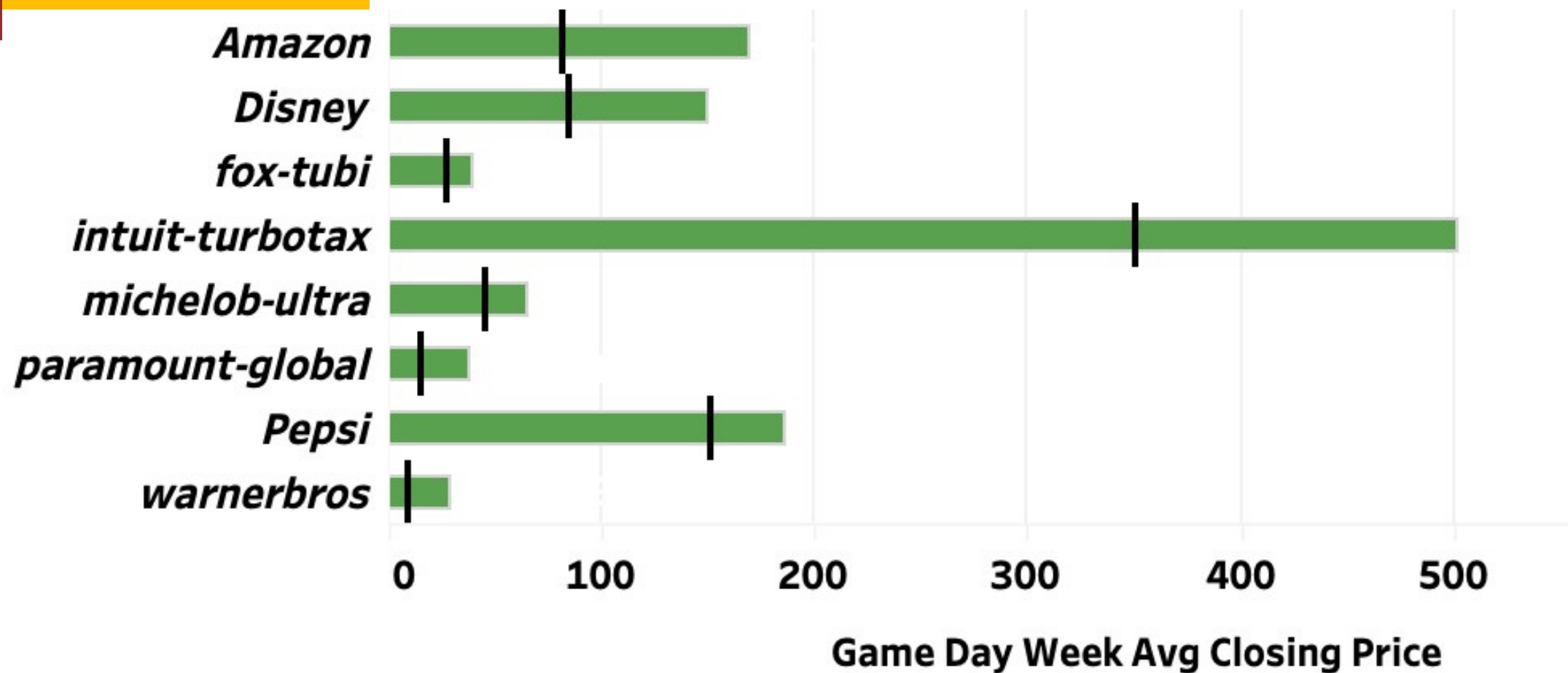
MICHELOBULTRA
WAS LEADING IN
MENTIONS

UNCOVERING THE VALUE



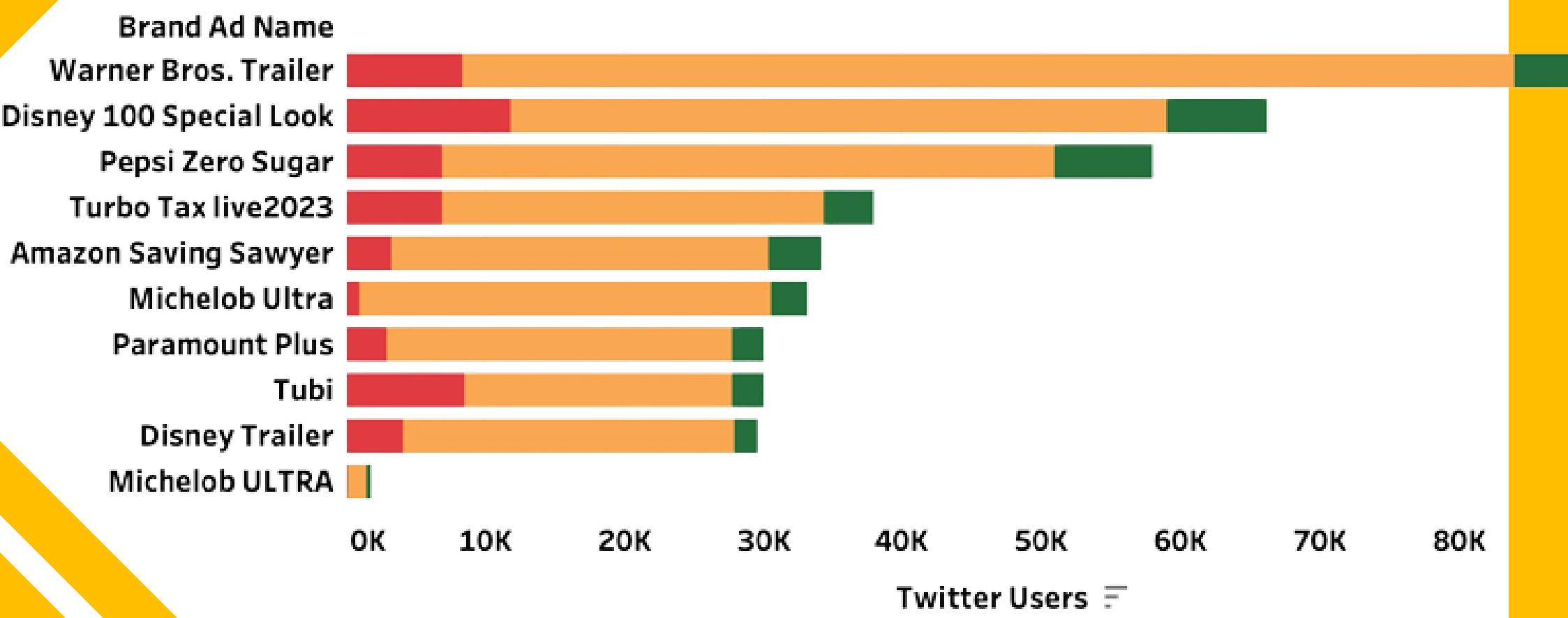
- Advertisers paid around \$7 million for a 30-second commercial slot during Super Bowl 57
- We analyzed tweets, retweets, mentions, likes, and total impressions to evaluate brand engagement
- Bubble chart visualization presented findings in an engaging and easy-to-understand way
- The analysis provides insight into viewer engagement and brand perception during Super Bowl 57
- Findings can be used to optimize advertising strategies and increase engagement during future events

BRAND PERCEPTION TOUCHDOWN

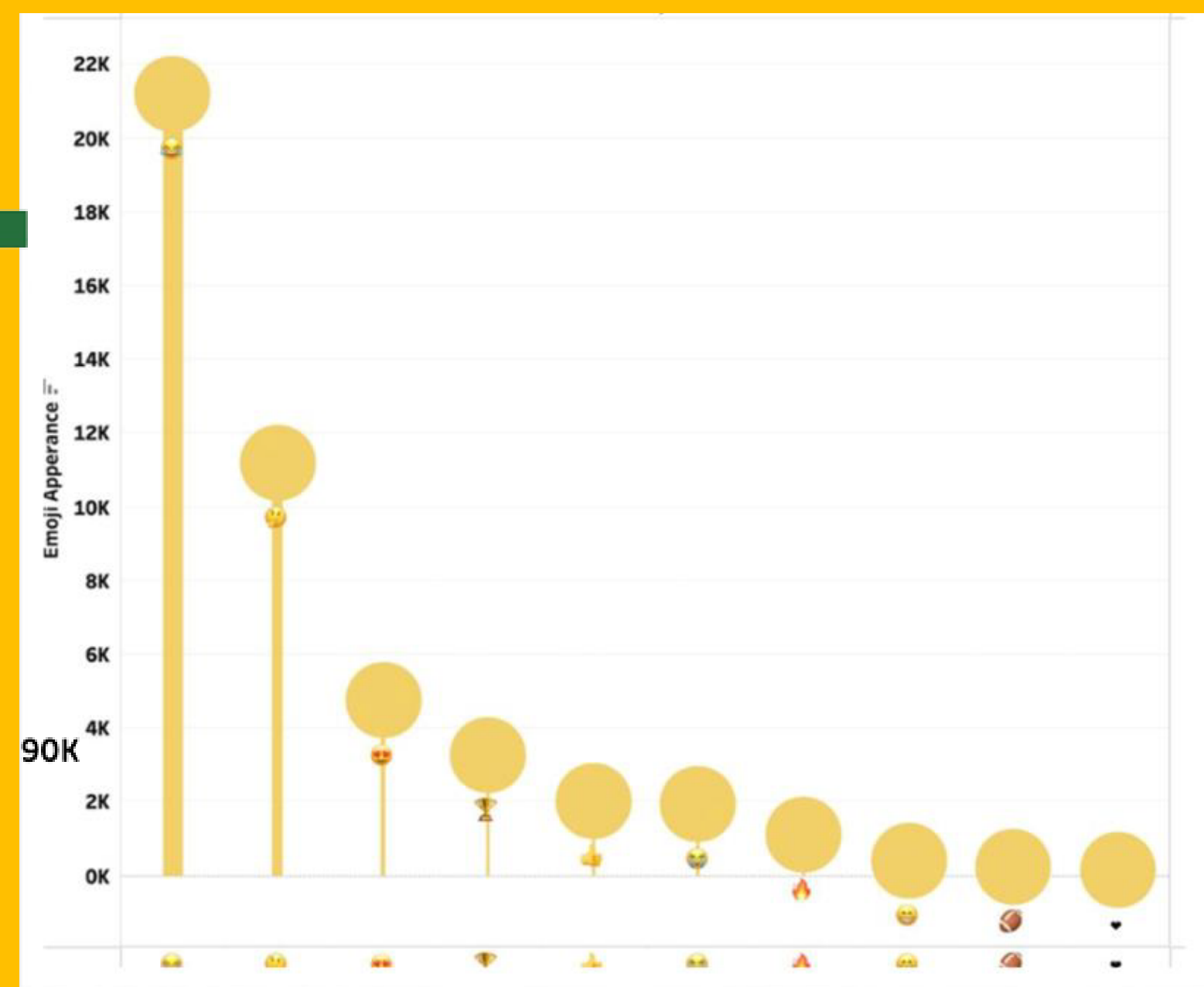
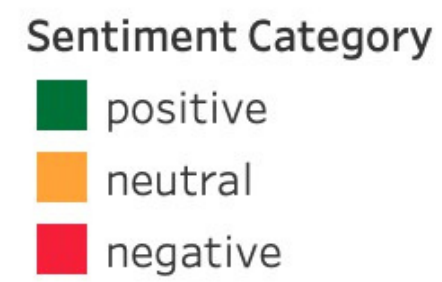


- Super Bowl ads impact brand perception and generate buzz on social media.
- We analyzed the top 10 most tweeted brands before/after Super Bowl using stock prices and Tableau.
- Successful/engaging ads led to positive sentiment and increased brand awareness/recognition.
- Less successful/controversial ads resulted in a negative impact on brand perception.
- Importance of creating engaging ads that resonate with viewers during major events.

SENTIMENT EMOJI ANALYSIS



NEUTRAL WAS THE MOST EXPRESSED SENTIMENT



LAUGHING EMOJI MADE THE FINAL TOUCHDOWN

TOUCHDOWN: SUMMARY & SIGNIFICANCE

- Our analysis quantified the impact of Super Bowl ads on brand perception and recognition.
- Successful ads generated positive sentiment and increased brand awareness and recognition.
- Less successful or controversial ads resulted in a negative impact on brand perception and decreased brand awareness and recognition.
- These findings highlight the importance of creating successful and engaging ads during major events like the Super Bowl to increase brand awareness and recognition, which can have a positive impact on a brand's bottom line.
- Findings provide valuable insights into viewer engagement and sentiment during Super Bowl 57 event and can be used by brands to optimize advertising strategies for future events

CHALLENGES FACED: OVERCOMING OBSTACLES

- **Keyword collection:** Ensure relevant and unbiased keywords.
- **Data cleaning:** Filter and standardize data from a large dataset with low resources.
- **Identifying trends:** Analyze data for meaningful insights and make sure all areas are covered.
- **Mitigating biases:** Address inconsistencies for accurate analysis.
- **Effective communication:** Create engaging infographics and presentations.
- **Prioritize design:** Structure communication for easy comprehension.
- **Deciding what to include:** Avoid challenges of abundance.

THANKING OUR SPONSORS

