CONFERENCES	INDEPENDENT	MID-AMERICAN	USA	SUN BELT	MOUNTAIN WEST	AMERICAN	BIG-12	B1G	SEC	PAC-12	ACC
SWIPES											
USES											
IMPRESSIONS											
ATTENDANCE											
#UPSETS											
# GAMES											

I used www.bertifier.com to produce this bertin graph. This shows the conferences across the top and the sum of all swipes, uses, impressions, attendance, #upsets, and # games per conference. I deceided to sum these variables by conference because a bertin graph with all 64 games would have been too large of a graph. The graph shows two groupings of conferences. One group, BIG-12, BIG10, SEC, PAC-12 and ACC had the higher swipe, uses, and impression counts which the second group consisting of Independent, Mid-American, USA, Sunbelt, Mountain West, and America have low swipe, uses, and impression counts. You can conclude from this graph that the grouping on the left has a higher attendance leading to higher Snapchat usage. These conferences are usually more popular with fans and have higher ranked teams than the other conferences. This could also have an influence on the Snapchat usage.