Fan Engagement NBA Tweets
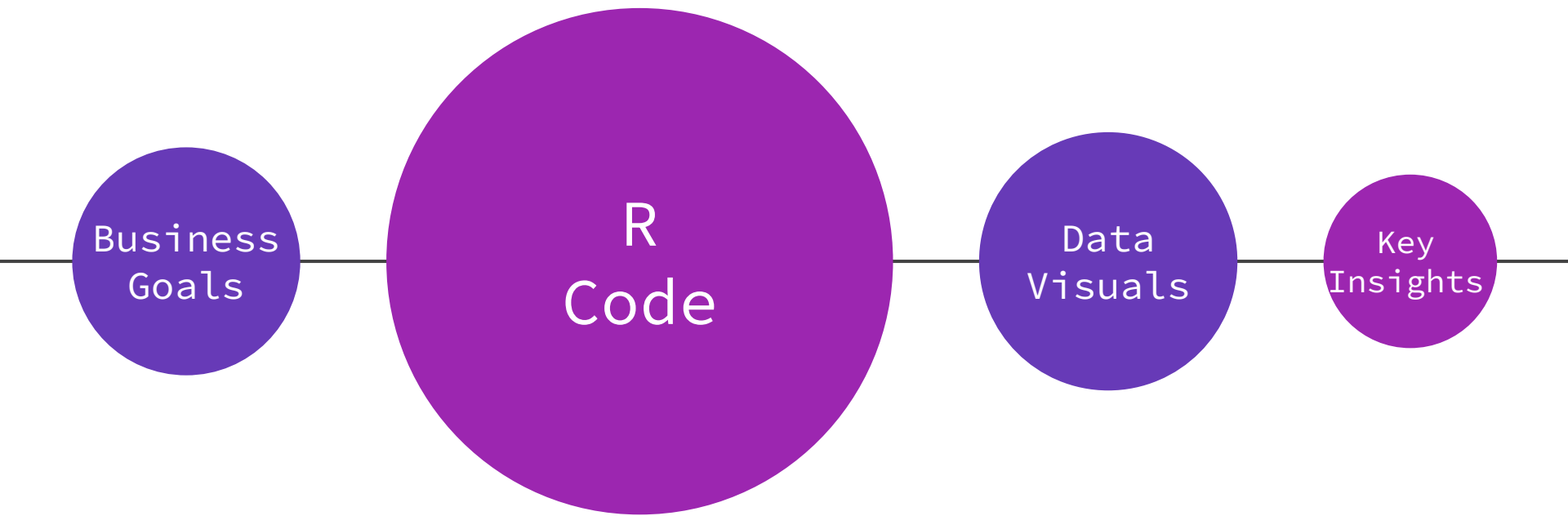
Jack Barish

Text Analytics & NLP

March 15 2022

Table of Contents

Business Goals

R Code

Data Visuals

Key Insights

Business Logic

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- Focus in on when the NBA has the highest viewership through the playoff season
  - May, June, July
  - 35% Increased viewership

Insight Goals

- Investigate Nike key competition by mentions
- Understand the Nike brand identity through its key sponsorships
- Discover how to increase Nike brand awareness

Cleandata UDF

— — —

The UDF takes one data input and returns the cleaned data file

```
cleandata<-function(data){
  data<- gsub('\\bRT\\b','' ,data)
  data<- gsub('@','' ,data)
  data<- tolower(data)
  data<- gsub("[^\x01-\x7F]", "", data)
  data<- gsub("#", "", data)
  data<-stripWhitespace(data)
  return(data)
}#closing the UDF
```
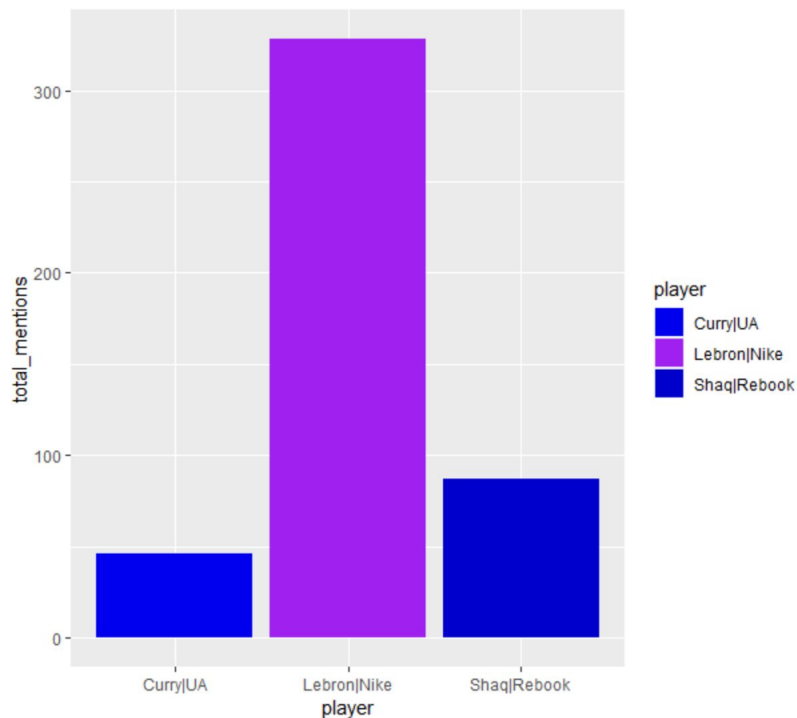
Redex UDF

— — —

The UDF takes one input and returns a data file that will have its Index numbers reset
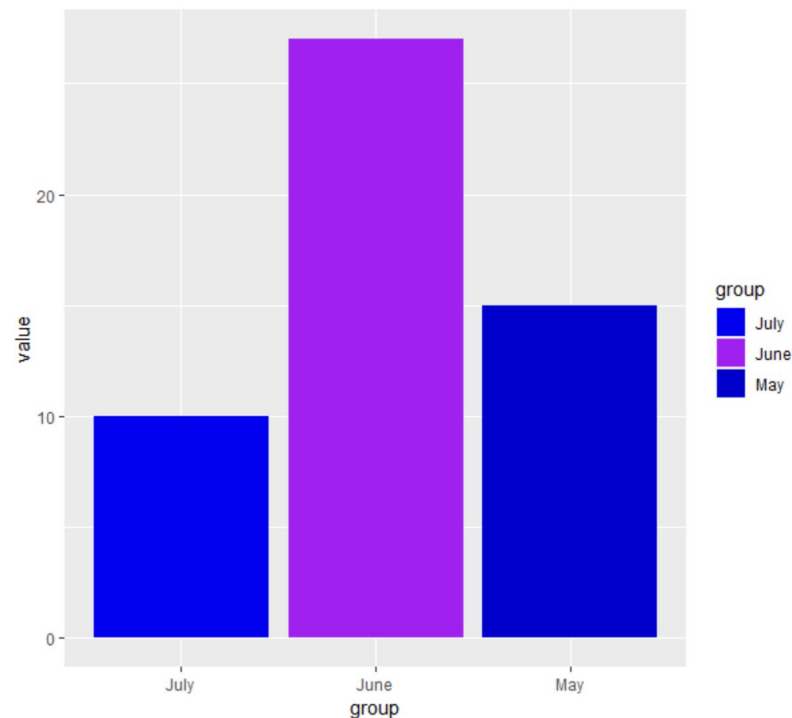
To be used after rbind function on corpus


```r
redex<- function(x){
    row.names(x)<-NULL

    return(x)
}#closing the UDF
```
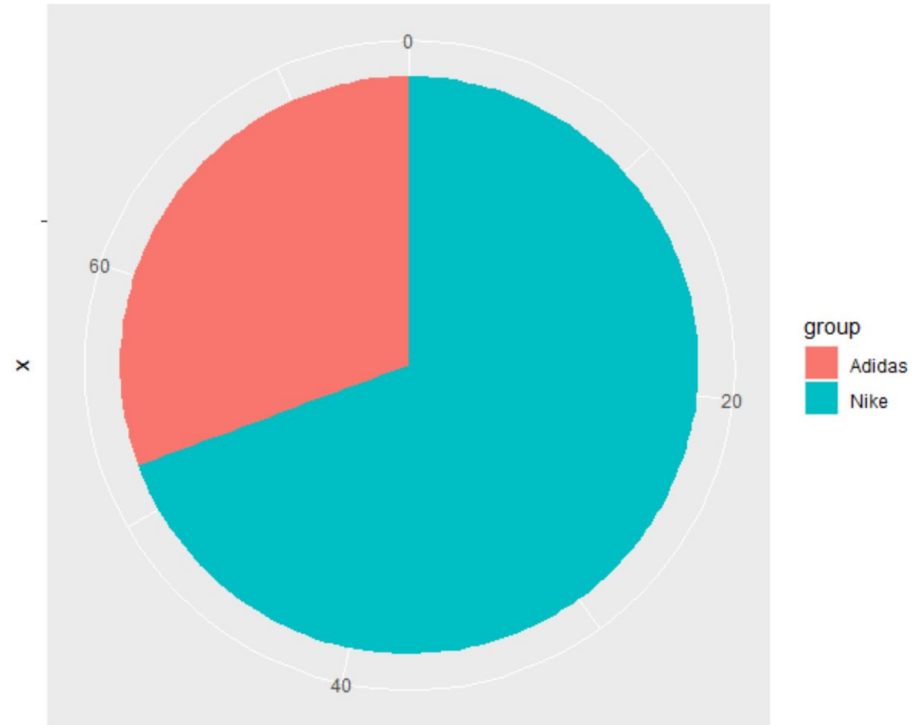
Total Individual Mentions

- Clear that Lebron has significantly more mentions and he is associated with Nike

Nike Mention per Month

June has the highest amount of overall Nike mentions due to peak playoff

Competition Sentiment

Lululemon, Puma & Under Armour are competitors

```r
#creating totals for the teams from the tweets
total_tweets_playoffs<-sum(east_vs_west_tweets_july,east_vs_west_tweets_june,east_vs_west_tweets_may)
total_tweets<- nrow(may_DF)+nrow(june_DF)+nrow(july_DF)

#calculating the percent of total tweets that come from the playoff teams
playoff_team_tweet_ratio<- total_tweets_playoffs / total_tweets
round(playoff_team_tweet_ratio,2)*100
```

Out of all the tweets through the playoff season 58% are about the teams in the playoffs

58%

Key Insights
———

Share of Voice - create promotions for nike NBA products

Focus resource allocation during peak viewing month

Caveat that this was a 2020 COVID season where the NBA was in a bubble

Past stars who are known to be Nike associated