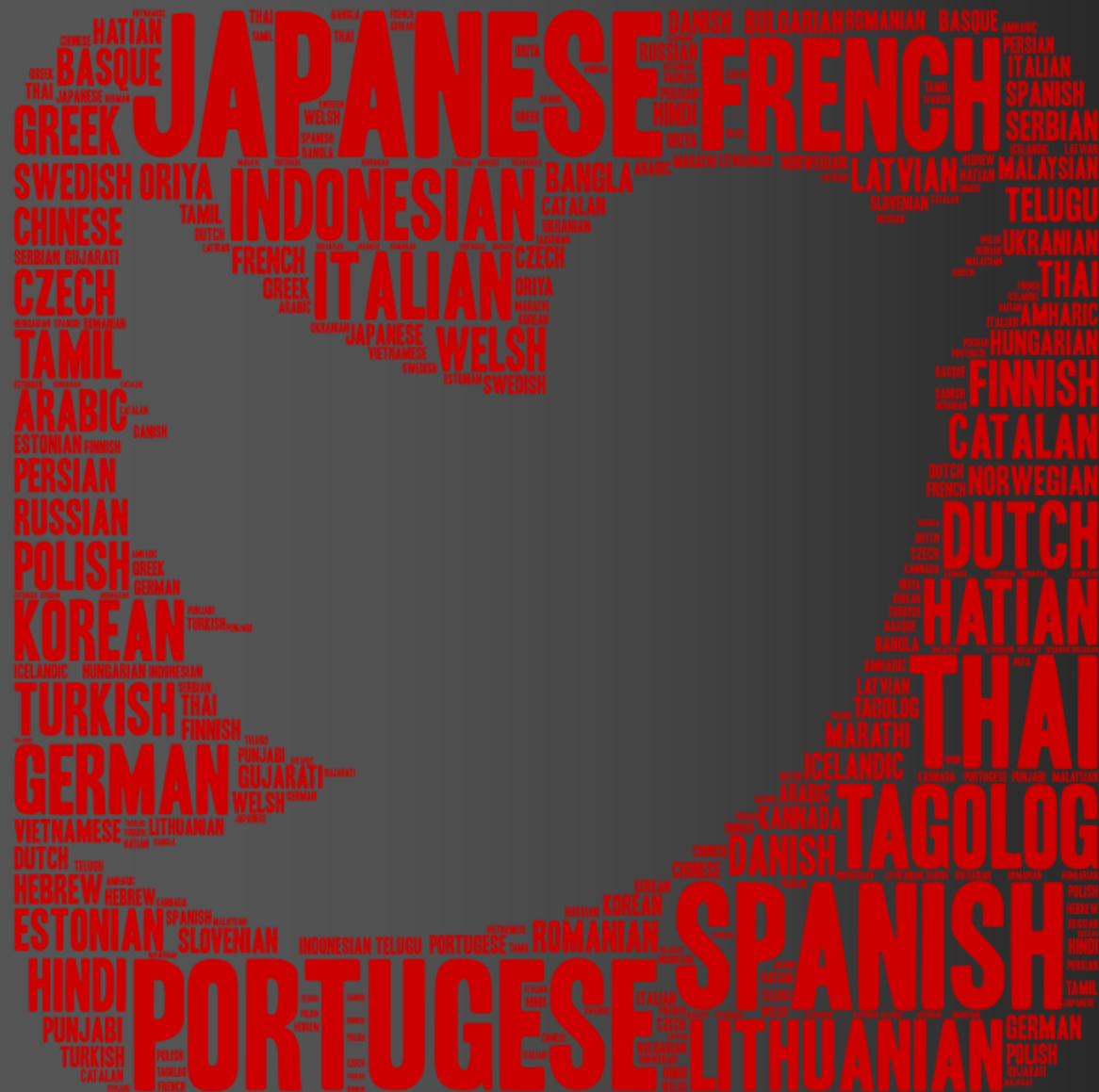
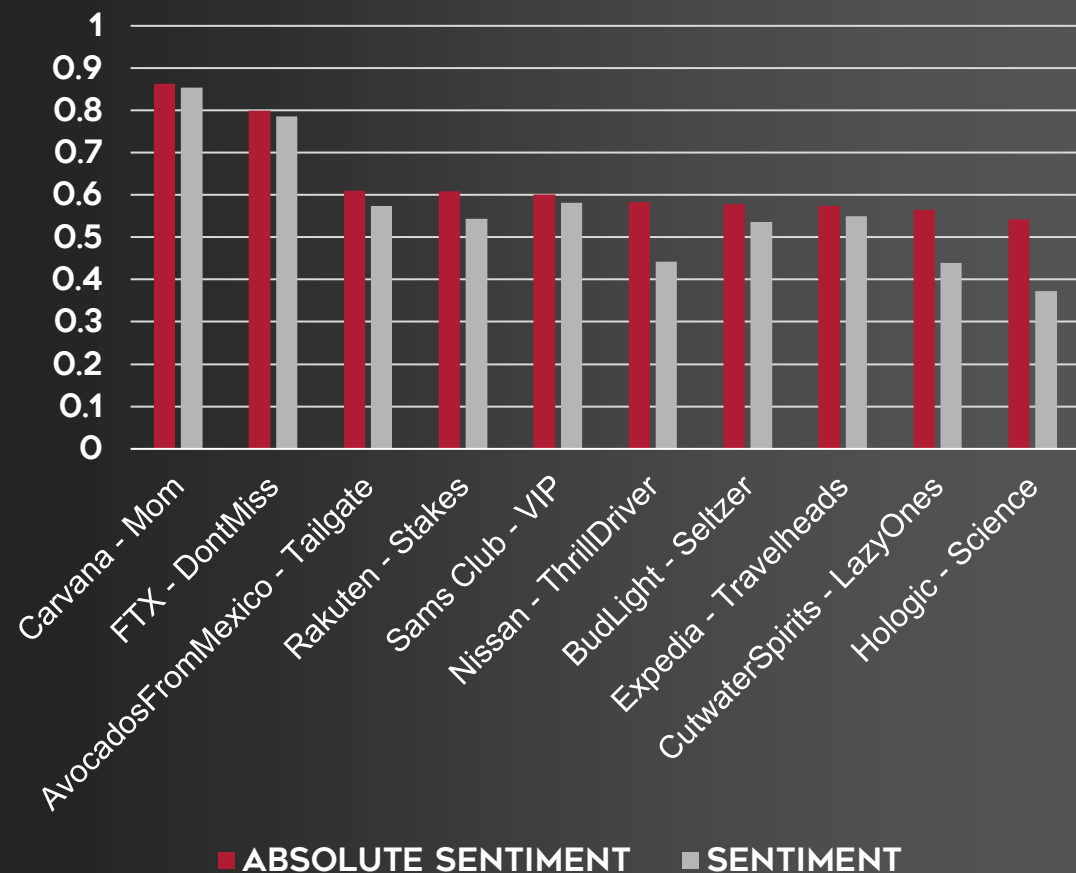


# GAME DAY ANALYTICS CHALLENGE 2022

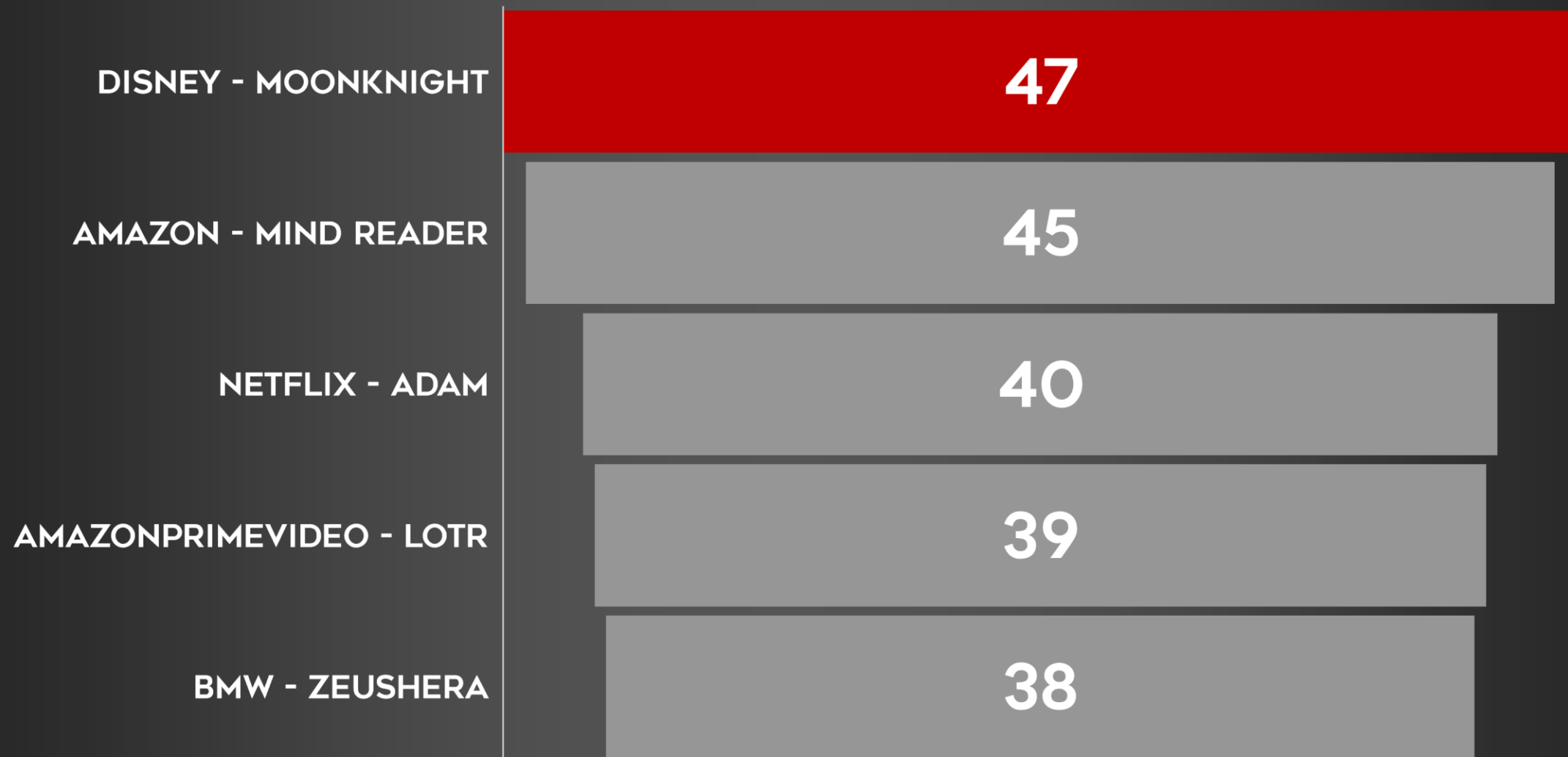
*Andrew Young, Brian Slusark, Jacob Minson*  
*Team 39*

# “ANY PRESS IS GOOD PRESS”

SENTIMENT BY AD NAME

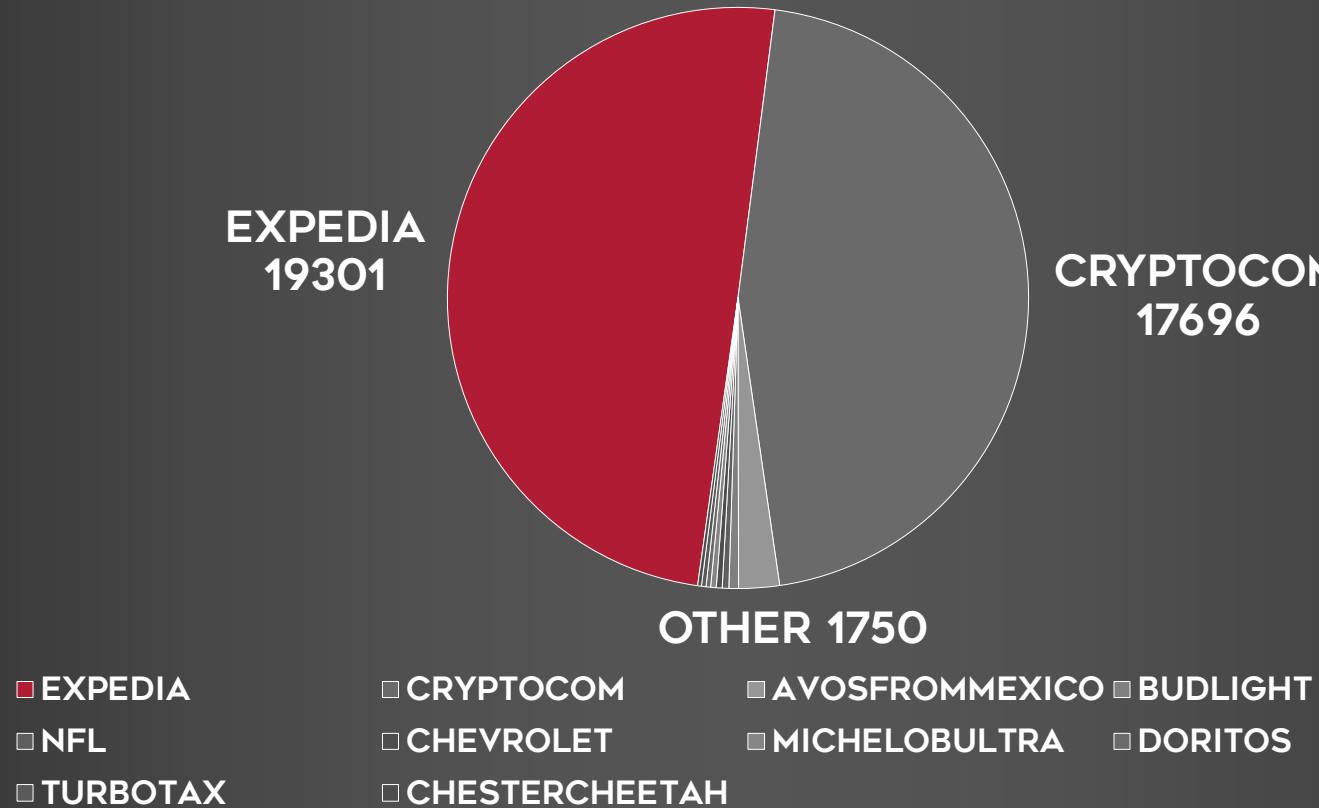


## AD BY DISTINCT LANGUAGES USED IN TWEETS



# QUANTITY

## TOTAL TWEETS BY SCREEN NAME



# QUANTITY, CONT'D

SOURCES USED BY ACCOUNT NAME

EXPEDIA

ARROW.

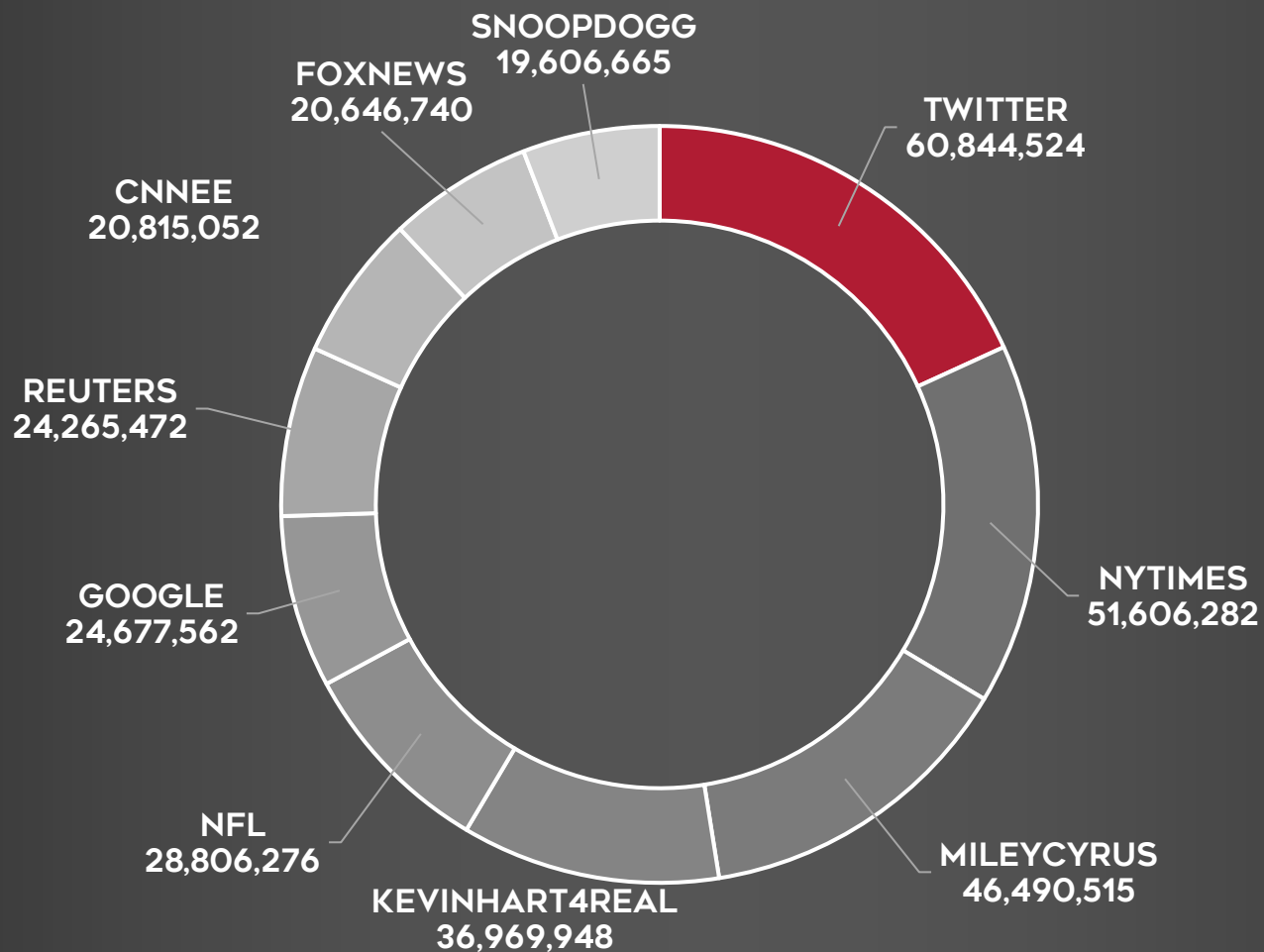
CRYPTOCOM

IRIS CONVERSATIONAL INTELLIGENCE

AVOSFRO...	MINMEG05
AVOCADO COMM MANAGER ASSISTANT	RAKUTEN GROUP, INC.
GENTHR...	SWITCH...
TWITTER WEB APP	PYTHON API3
MAKIO506C	RAKUTOK...
RAKUTEN GROUP, INC.	RAKUTO...
MARIALO...	MDCDSKI1
TWITTER WEB APP	TWITTER WEB APP

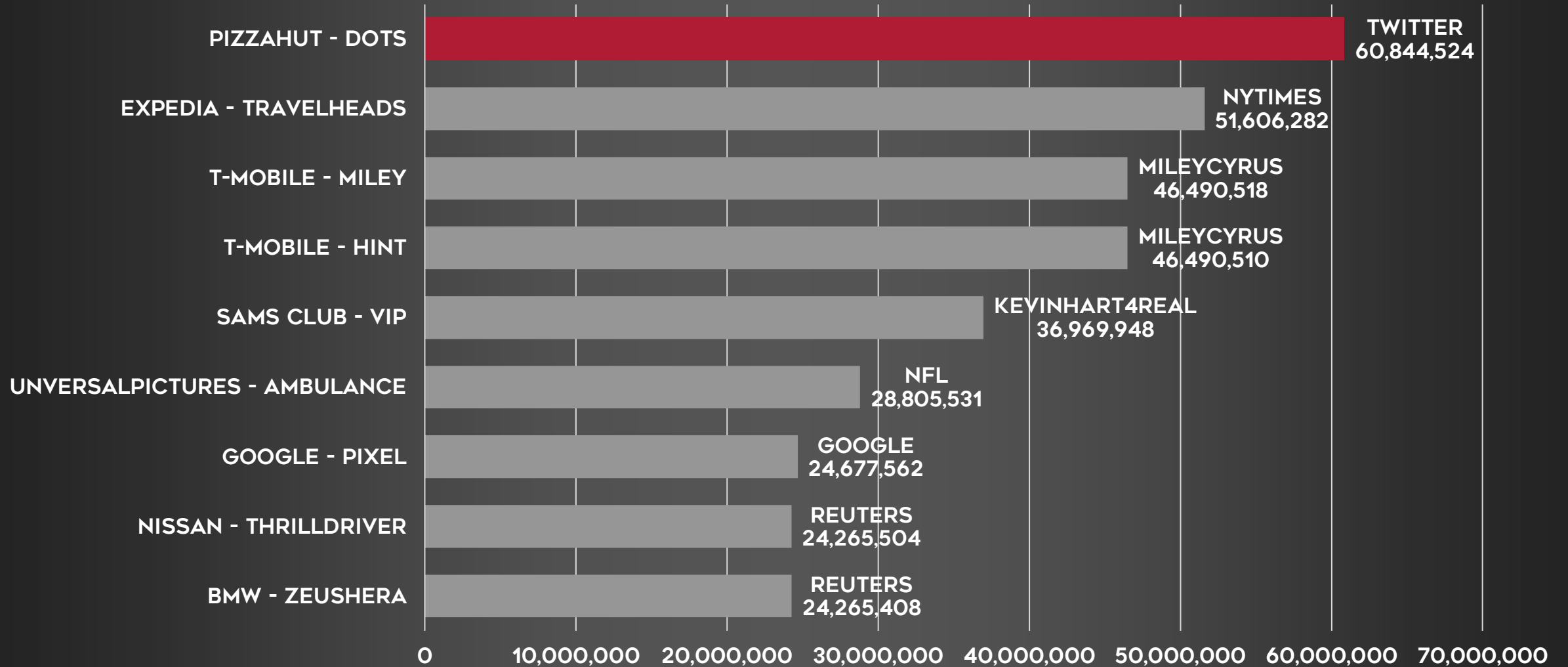
# FOLLOWER COUNT AS A METRIC OF SUCCESS

## MOST FOLLOWED ACCOUNTS IN THE DATASET



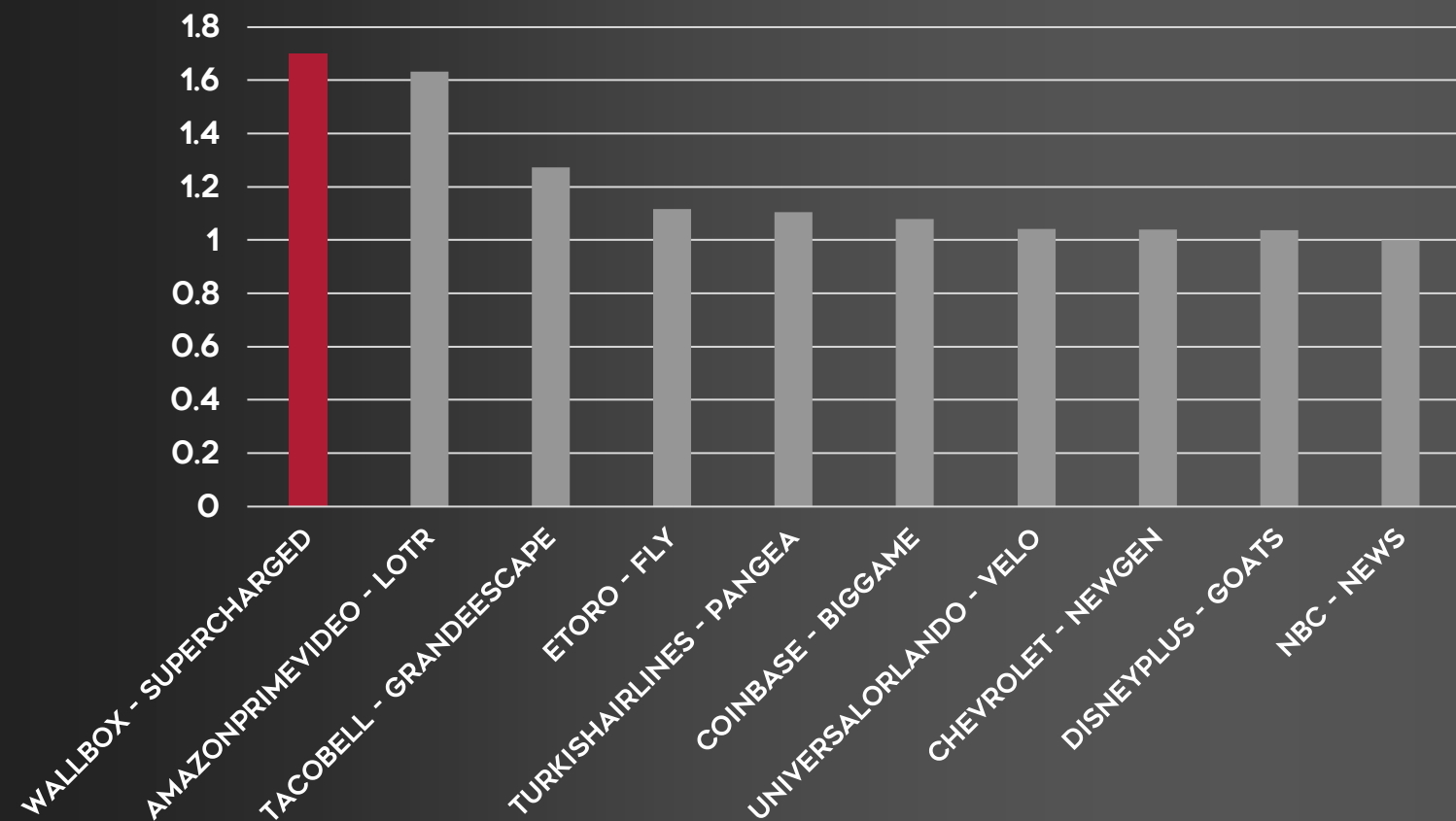
# QUANTITY, CONT'D

follower\_count



# NOT ALL ENGAGEMENTS ARE CREATED EQUAL

AVERAGE WEIGHTED ENGAGEMENT PER TWEET



ENGAGEMENT WEIGHTS	
ENGAGEMENT	WEIGHT
QUOTE TWEET	1
REPLY	0.5
RETWEET	0.2
FAVORITE	0.1



# OUR SOLUTION

A **W**EIGHTED **E**NGAGEMENT **M**EASURE **B**ASED ON **L**EGITIMATE **E**XTRAPOLATIONS FOR **Y**OU

**WEMBLEY**

## FOR DATASETS IN A VARIETY OF LANGUAGES

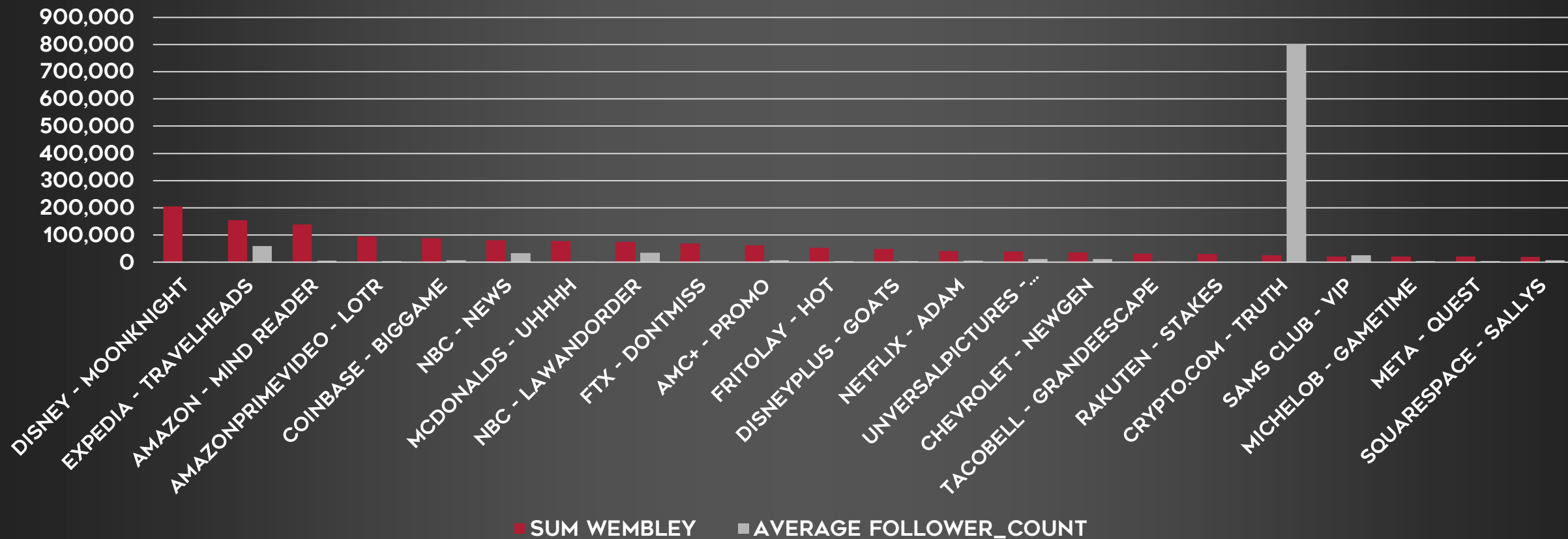
$$\textit{Wembley} = \textit{quotes} + (\textit{replies} * 0.5) + (\textit{retweets} * 0.2) + (\textit{favorites} * 0.1) + (\textit{nonenglish language} * .5)$$

## FOR DATASETS IN ENGLISH/TRANSLATED TO ENGLISH

$$\textit{Wembley 2.0} = (\textit{quotes} + (\textit{replies} * 0.5) + (\textit{retweets} * 0.2) + (\textit{favorites} * 0.1) + (\textit{nonenglish language} * .5)) * |\textit{sentiment}|$$

# WEMBLEY

WEMBLEY VS AVERAGE FOLLOWER COUNT



# SO WHAT?

SUPPLY CHAIN



SOFTWARE

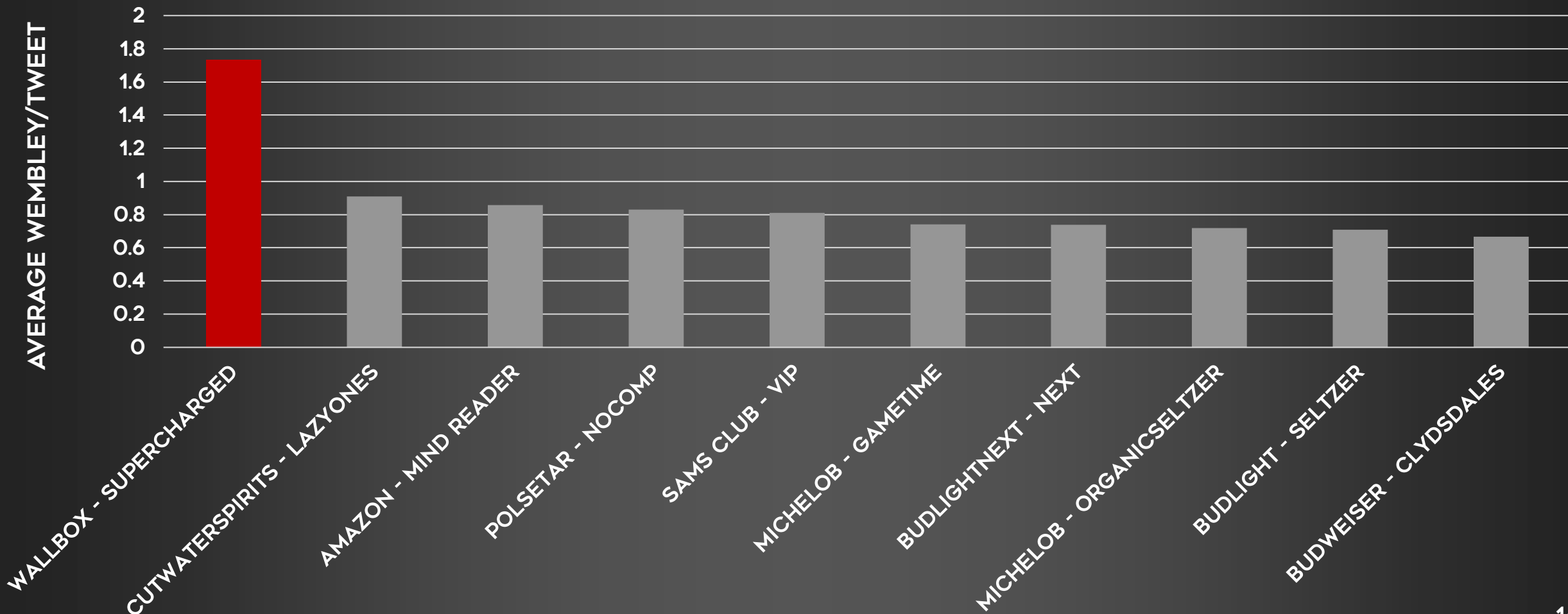


DIGITAL MARKETING





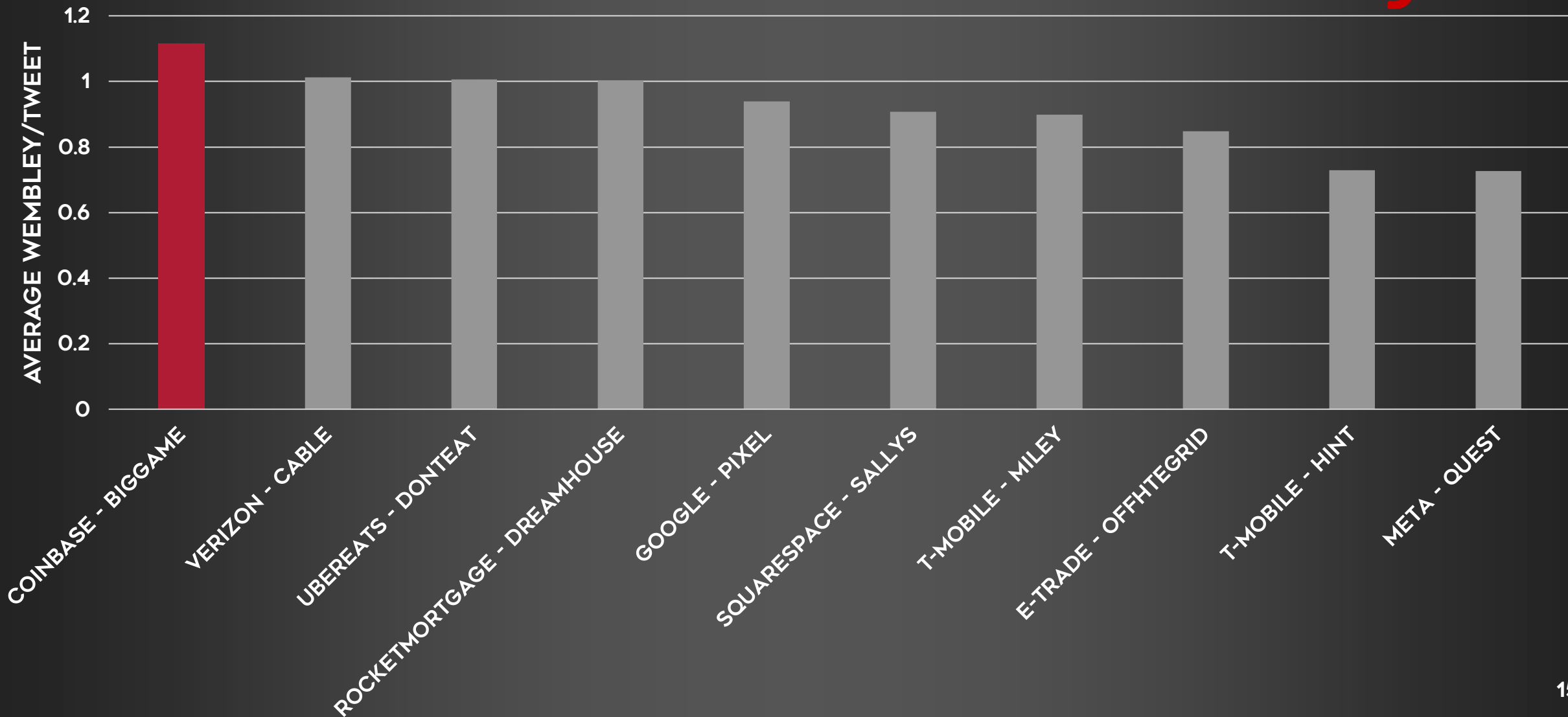
## SUPPLY CHAIN



DOMO

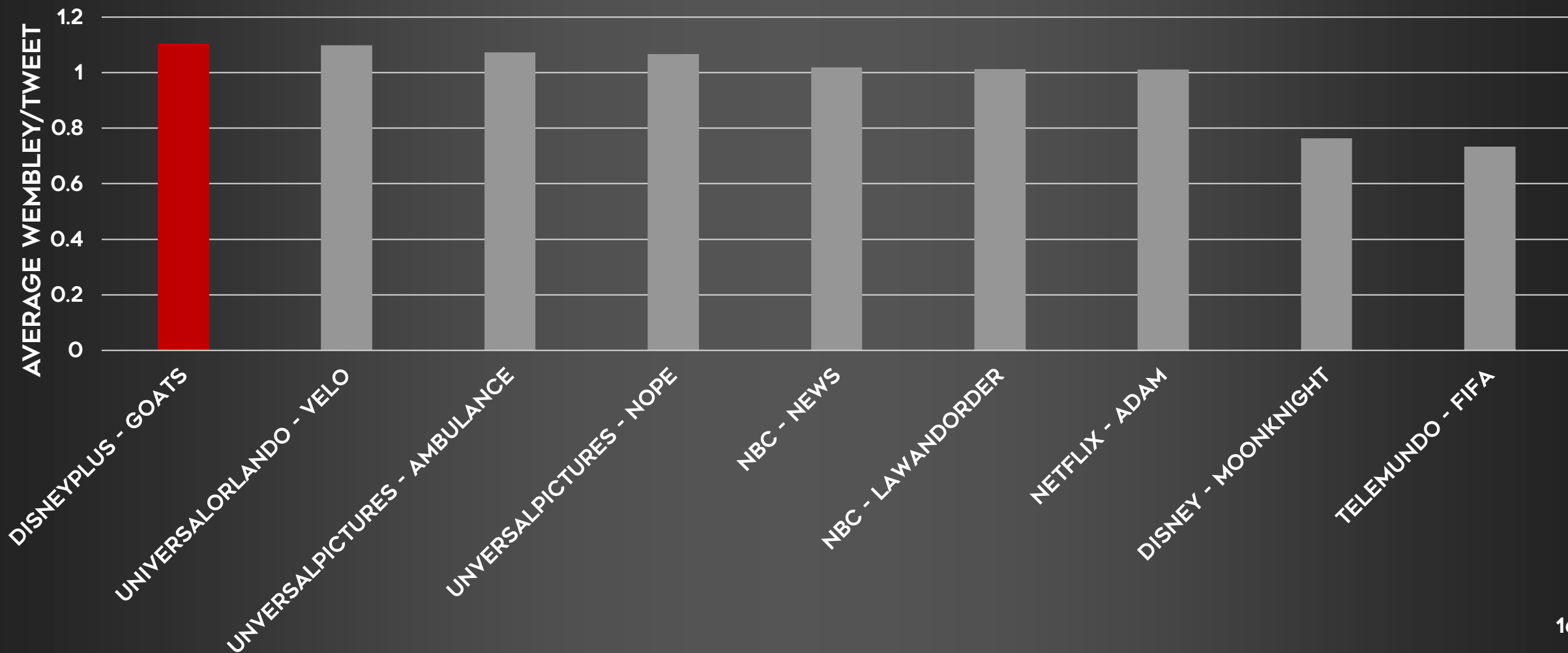
SOFTWARE

alteryx





# DIGITAL MARKETING





DOMO

Layton 

  
FIRETOSS

ta

 | *Coca-Cola*  
SWIRE COCA-COLA

alteryx

molio