

A report on Twitter Users' Segmentation for African leaders

Title:

10 Academy July 2020 Training – Weekly Challenge: Week 1

Topic:

African influencers: Twitter users' segmentation

Abstract

Twitter is one of the most popular and most observed social media. It's a pool of constantly updating information streams where trends, likes, hobbies, communities and news can be studied. Among the millions of users is a small percentage of influencers both politically and socially. This small groups can be determined, studied and used for various campaigns and marketing strategies. The aim of this research is to determine and rank top influencers and government officials in Africa to be used for marketing by Nike Inc.

Introduction

Background

Nike Inc is planning a new digital campaign in Africa, and wants to understand who the social media influencers are in Africa and in which area fall into (e.g. politics, fashion, art, etc.). This is key to Nike as they don't want to be associated with the wrong influencers (ethnic and religious polarization figures for example).

Objectives

This research is aimed at identifying top African Influencers and top Government Officials through social media, Twitter. This can be achieved through three different measurements:

- Popularity- likes and retweets they get
- Reach – Indegree influence
- Relevance – mentions influence and reply counts

Research Questions

Who are the top African Influencers and Government officials based on:

- Popularity Score
- Reach score
- And Relevance Score

What is the common narrative among the top Influencers and Government Officials based on their hashtags and Retweets?

Methodology

Data Collection

I started by gathering twitter handles of top Africa Influencers and Government Officials by scrapping the following websites:

- <https://africafreak.com/100-most-influential-twitter-users-in-africa>
- <https://enitiate.solutions/top-18-african-heads-of-states-on-twitter/>

I cleaned the scrapped data, extract the twitter handles and stored them as a list

The twitter handles were then used to extract the needed twitter information using twitter APIs. The data extracted was then stored in a CSV file for analysis. Some of the information extracted include:

- Screen name/user ID
- Description
- Number of tweets
- Following count
- Followers count
- Likes count
- Retweets count
- Hashtags
- Mentions

Analysis

Analysis was done using python in line with the objectives of the Nike Inc. the following are the findings from the analysis:

1. The following are the top influential Government officials in Africa
 - I. Based on popularity scores
 - MBuhari
 - Kaguta Museveni
 - NakufoAddo
 - SudanPMHamdok
 - PresidencyZA
 - Mack Sall
 - Paul Kagame
 - AOuattara PRCI
 - State House Kenya
 - II. Based on reach score
 - MBuhari
 - Paul Kagame
 - Kaguta Museveni
 - Presidency ZA
 - Nakufo Addo

- Macky Sall
 - State House Kenya
 - AQuattara PRCI
 - Edmnangagwa
2. Top influential African personalities:
- Trevor Noah
 - Julius S Malema
 - MbuyiseniNdiozi
 - Malomebarry
 - News24
3. Covid19 is the most used hashtags, from observation

Limitations

- I could not gather the required mentions for the analysis

Recommendations & Conclusions

- Nike Inc should consider partnering with the following for their marketing Campaigns
 - a) Trevor Noah
 - b) Julius S Malema
- Nike Inc should use #Covid19 while marketing to reach many audience