Question 5: Website vs Our Guess of Most Used Emojis

Since there are so many variations and types of emojis that can be used on Twitter’s posts it would be very difficult to figure out which emojis out of all possible emojis was the most used in the collectd Tweets. Instead, the team decided to base our findings off of an article we found online that claimed to know the most popular emojis used on Twitter. To make the research even more interesting, we wanted to see who would have more used emojis in tweets, the website or us. To make sure the search would only pull up emojis used in the actual tweet, and not emojis that could have been used in user profile descriptions, we limited our search to looking at just the ‘Text’ section of the data. We then made for each emoji a data sheet to hold the count for the number of times the emoji was used. To find the total count we used the ‘Wildcard’ option in the filter to search for the emoji that was copied from Excel. Excel contains an entire list of emojis that match Twitter’s availability, making it easier to assure none of the emojis would be mixed up. Once all of the counts were gathered by using the ‘Measure>Count’ option, the Website’s guesses were combined into one view in a new dashboard, while our team’s guesses were gathered in another. We calculated the total for each team separately from the project to see how we did. Given how many tweets were collected in this project, Markalytics pulled ahead by a small 2,000 in emoji counts.

Question 6: most and least popular brands

A majority of the analytics was performed using the Tableau program. Once the flattened zip folder of the Super Bowl 2021 tweets was uploaded to the program, the ‘Ad Name’ table was assigned to the Columns section. The group then decided it best to use the ‘Retweet Count’ to determine the most popular brands since after looking at the amount of data collected between the Retweet Count and the Favorite Count, the Retweet Count had more data to work with. Once the Retweet Count was added to the Rows section, and the graph was organized in descending order; the results became clear as to the least and most popular brands. While we only specified the top and bottom 5 brands in our Infographic, having all the brands listed in our chart in order of how successful they were is important information for any company.

Question 9: most popular ad by quarter

To make viewing the advertisements and their associated information such as: Time, Quarter, Brand, and Keywords; easier a database was created using MySQL. The database in MySQL would make it easier to view all of the ads that played based on Quarter. Since the Favorite Count was not included in the findings of the most and least popular brands, the team decided to include both the Retweet Count and the Favorite Count, to see if the addition of the Favorite Count would make a difference. The Ad Name was assigned to the Rows section instead to make the visualization easier. The Favorite Count and Retweet Count were assigned to the Columns section, and was then organized in descending order. 4 data sheets were created in order to assign each quarter to one data sheet. Then the view was narrowed by going in and manually selecting which ads would display on each data sheet based on the quarter they were played in. Once the winner from each quarter was determined, a 5th data sheet was made to reflect the top ad from each quarter, along with their associated Retweet and Favorite Count.

Question 13: most liked tweets

When it came to figuring out the most popular tweet from an individual user, we wanted to have the results based on the ‘Favorite Count’ since a majority of our study has been focused around ‘Retweet Count’. That, and consumers are more likely to like/favorite a friend or family member’s tweet then they are to retweet it. To focus on the tweets made by individual users, and to also prevent the program from crashing, we decided to stick with the ‘Text’ of the tweet, instead of trying to find the unique id associated with the tweet. This way, we could pull the content of the successful tweets directly, and see what they have in common right on the spot. We then narrowed our search to include tweets that had a minimum of 10,000 favorites. This would make it easier to view the top tweets, but also most companies only want to look at the most successful of the tweets. Anything below 10,000 favorite would not be worth analyzing, and would take too much time.

Question 14: ads by categories

Since there were a lot of ads all consisting of various categories, the team thought it would be a good idea to break the ads up into categories, and find out which ad was the most successful in its designated category based on Retweet count. To make sure everything single ad was included in a category, we determined there would be 4 groups. These groups are: Food/Beverage, Streaming/Movies, Physical Product, Service. With the rise of streaming services being offered in this year alone, we thought it best that Streaming Services be placed in the same category as Movies. While Streaming in itself is a service, it is also a digital medium offering various Tv shows and movies to the public. It is for this reason we group Streaming and Movies together instead of having Streaming in the Services group. For Service, we wanted this group to specifically involve the provision of a service not digital media related. For example Tmobile is offering to it’s customers the capability of upgrading their phones to 5g network towers. This is not media provision service, but rather an overall phone upgrade. This category also includes services offered through mobile applications and web browsers.

MOST EFFICIENT ADS BY MONEY SPENT

We collected the length of each ad, then calculated the amount of $ spent on each. We then collected the number of retweets each ad got to measure popularity of the ad, then calculated the cost of each retweet by dividing the amount of $ invested by the number of retweets. The top ads that went viral by spending the least money are

1. Disney - Falcon and Winter SoldierStatefarm - Drake | $40
2. CBS - Equalizer
3. T-mobile Rockstar
4. Cheetos - It Wasn’t Me