Data Analysis on



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Overview

The #KalyppoChallenge took off after the presidential candidate of the New Patriotic Party, Nana Akuffo-Addo, was spotted sipping the Kalyppo fruit drink.

This document is an analysis of the traffic it generated on Facebook.

Data

Posts included text, images and videos. The text alongside the metadata (post date and time, video links, image links, number of comments, number of likes, etc.) of the posts were collected.

2203

Posts analysed

04.10.16

Earliest post



Some Images





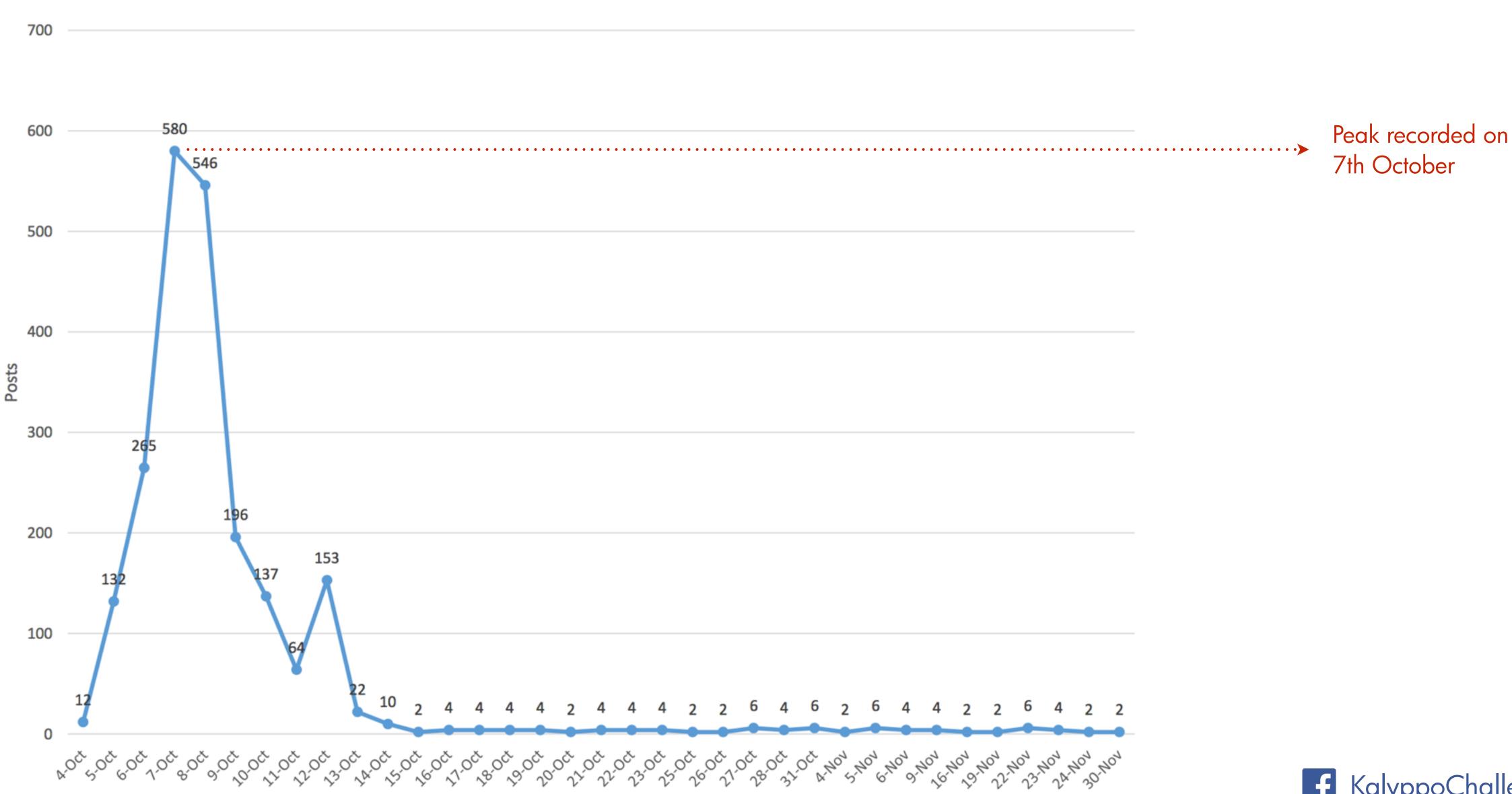


1 Nana Akuffo-Addo sipping Kalyppo drink

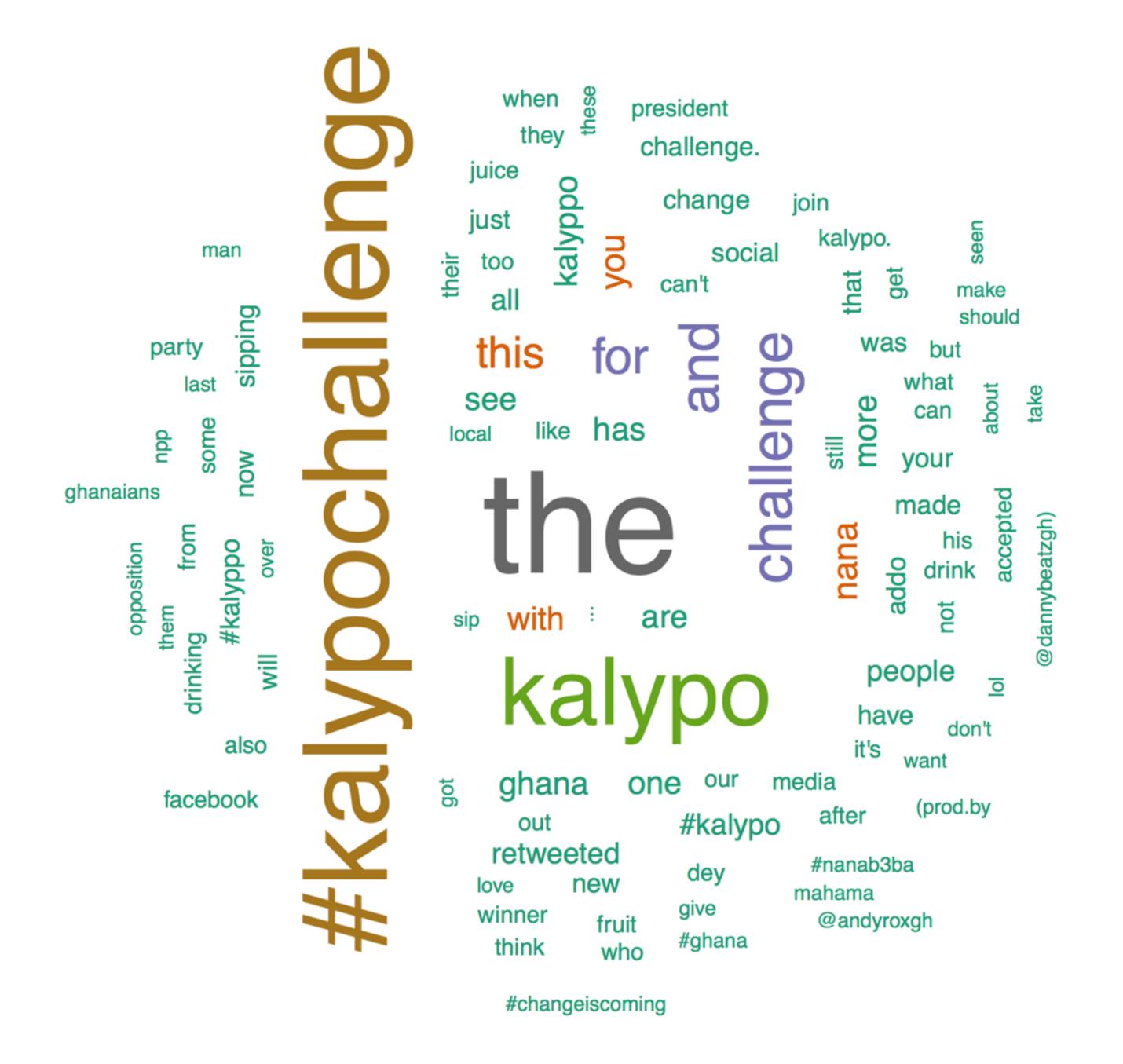
2 Kalyppo as a power bank

President John Mahama's poster being fed with Kalyppo

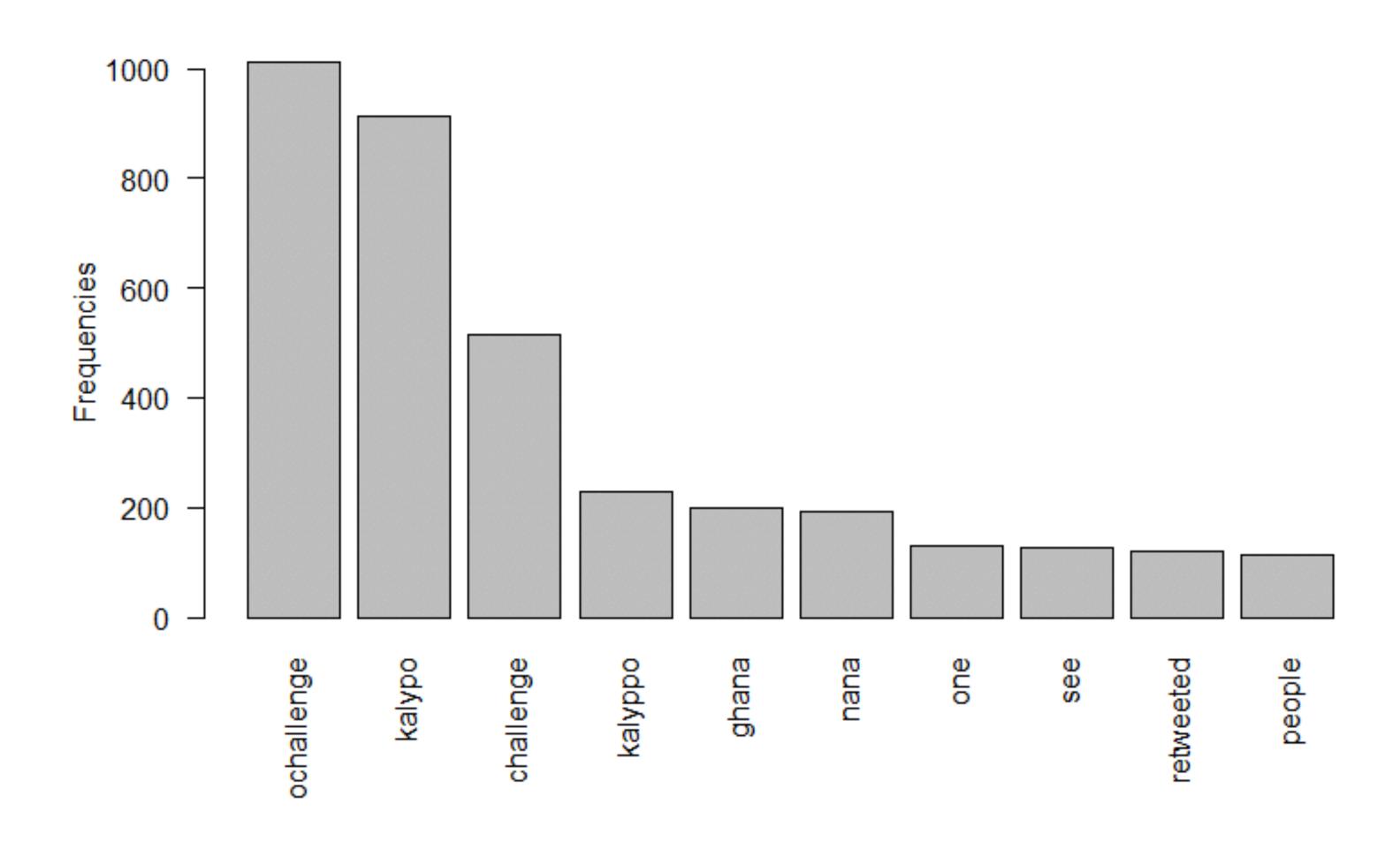
Time Series Graph



Day



Word Cloud - Top 10 words



- 1. ochallenge
- 2. kalypo
- 3. challenge
- 4. kalyppo
- 5. ghana
- 6. nana
- 7. one
- 8. see
- 9. retweeted
- 10.people