

2025 Game Day Analytics Challenge

White Paper

Group 27

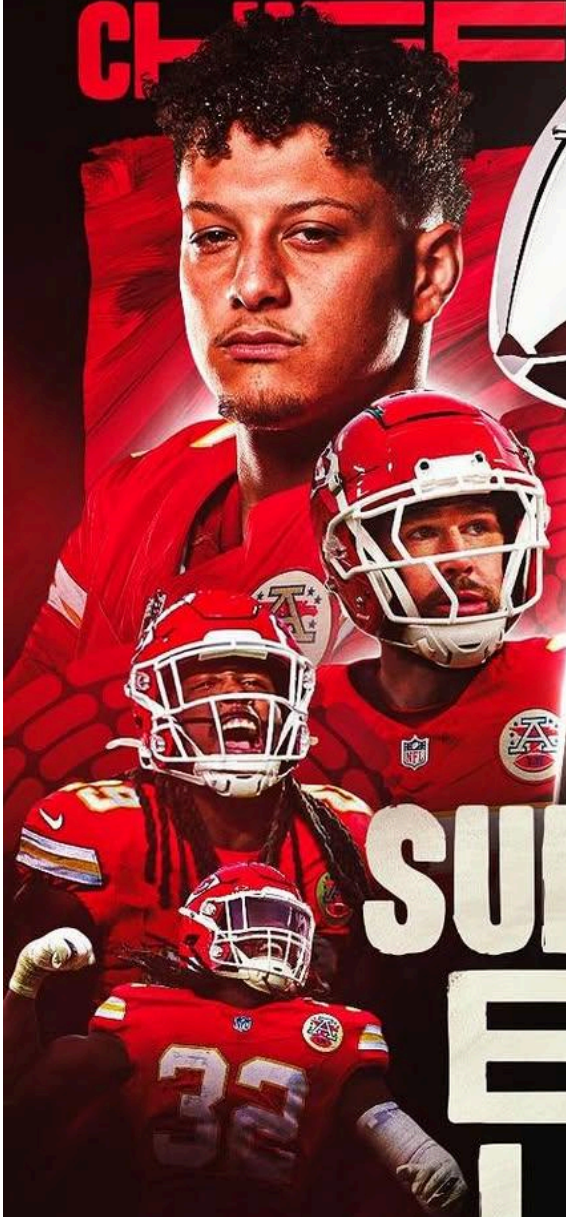
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KANSAS CITY

PHILADELPHIA

CHIEFS

EAGLES



SUPER BOWL LIX

New Orleans

Introduction

The Super Bowl is the most-watched sporting event in the United States, as it draws millions of viewers and makes it a prime opportunity for brands to display their advertisements. In 2025, companies spent \$8 million for a 30-second ad slot. It capitalized on an audience of around 24 million to more than 115 million, which is roughly one-third of the U.S. population.

Our Study

The analysis, conducted by the David Eccles School of Business at the University of Utah, was sponsored by Doman Innovation Studio, Layton Construction, OptConnect, Pepsi, SLCC Herriman Campus, Alteryx Sparked, and Shoreline. Using Microsoft Excel, the Power BI tool, we examined how viewers reacted to 2025 Super Bowl commercials.

Our Approach

We implemented a comprehensive analysis using X data to measure the impact of Super Bowl commercials. Our methodology included:

- Data Collection: Using X's Streaming and Query APIs, we tracked relevant keywords, mentions, and hashtags to isolate tweets specifically discussing Super Bowl commercials.
- Advertisement Trends: By examining recurring themes and audience reactions, we identified what differentiates high-impact ads from those that fail to resonate.

Key Insights

Interactive and Social-First Strategies Perform Best –

Advertisers who integrate their campaigns with social media trends and user participation see higher levels of online discussion.

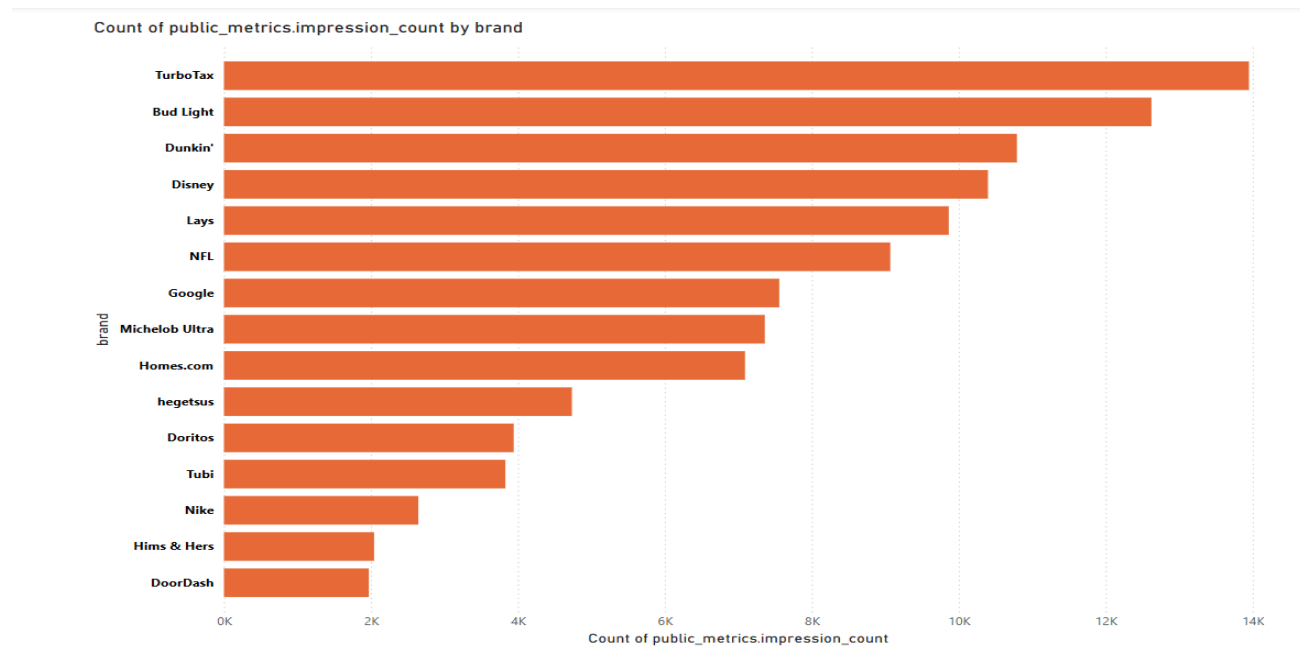
Storytelling Over Sales Pitches –

Viewers respond better to commercials that tell a compelling story rather than focusing solely on product promotion.

Brand Consistency Matters – Companies with a clear and recognizable advertising style tend to create more memorable and effective Super Bowl ads.

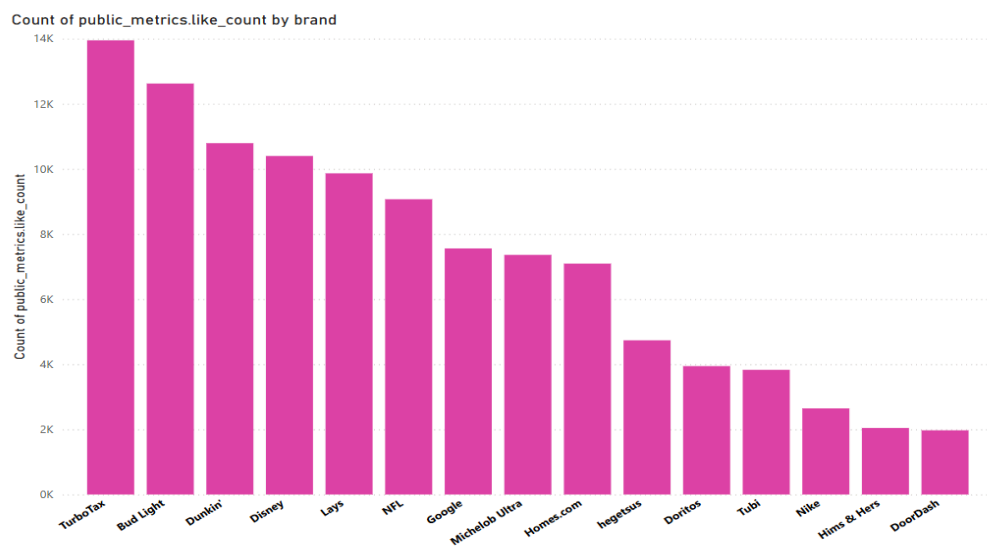
Number of Impressions per TOP 15 brand

TurboTax's advertisement featuring Issa Rae had the highest impressions during the Super Bowl, making it the most engaging commercial of the night. TurboTax is a software package developed by Intuit designed to assist with income tax preparation for individuals and businesses in the United States and Canada. The timing aligns perfectly with tax season, making it a cornerstone of TurboTax's marketing strategy.



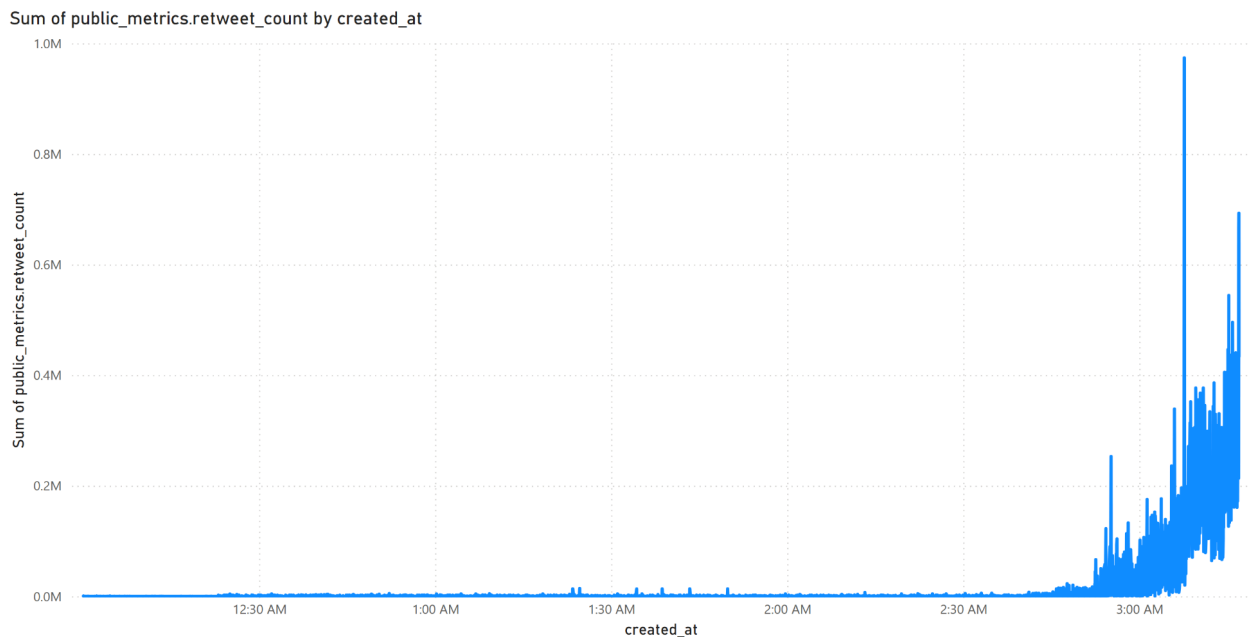
Number of Likes per TOP 15 brand

TurboTax acquired the most number of likes among TOP 15 brands. TurboTax's latest Super Bowl ad highlights how tax filing in 2025 should be effortless. Part of the **"Now This is Taxes"** campaign showcases how TurboTax helps users file easily, get refunds faster, and save money. Its convenience sparked enthusiasm among audiences, demonstrating that TurboTax can make it a key pillar when executed strategically with perfect timing.



Number of Retweets per Half Hour

The below graph displays the number of retweets per half an hour. Accordingly, the most retweeted time is 3 AM on the next Super Bowl game day, revealing a steady, low engagement between **12:30 AM and 2:30 AM**. This pattern suggests increased phone usage during the early morning hours, driving higher engagement and retweet activity.



Number of Languages by Language

This graph illustrates the most commonly used languages in Super Bowl-related media, analyzing the top 10 languages by frequency. Since the Super Bowl takes place in the United States, it's no surprise that English dominates the conversation, making up 70.25% of the total language usage.

However, the presence of other languages in notable proportions underscores the event's global reach. Media outlets and social media platforms contribute to this multilingual discussion, with languages like QME, JA, and ES among the most frequently used. This trend highlights the Super Bowl's widespread international appeal, as fans from around the world engage with the event in their native languages, further amplifying its global impact.

lang	Count	Percentage
en	84.52K	70.25%
qme	18.72K	15.56%
ja	3.7K	3.07%
es	3.55K	2.95%
th	2.21K	1.84%
pt	1.86K	1.54%
und	1.44K	1.19%
qht	1.44K	1.19%
in	1.44K	1.19%
ko	1.44K	1.19%

Here is a graph analyzing the most searched terms based on the dataset. The results show that NFL, FOX, and Tubi were the most frequently searched terms, highlighting their strong connection to the Super Bowl.

Since the NFL is the league that hosts the Super Bowl, it naturally saw the highest search volume. FOX, as the official broadcaster, attracted a large number of searches from people looking for ways to watch the game. Tubi, in particular, experienced a surge in searches due to its highly talked-about Super Bowl commercial. These trends demonstrate how media coverage and advertisements play a major role in shaping audience interest and online search behavior.

