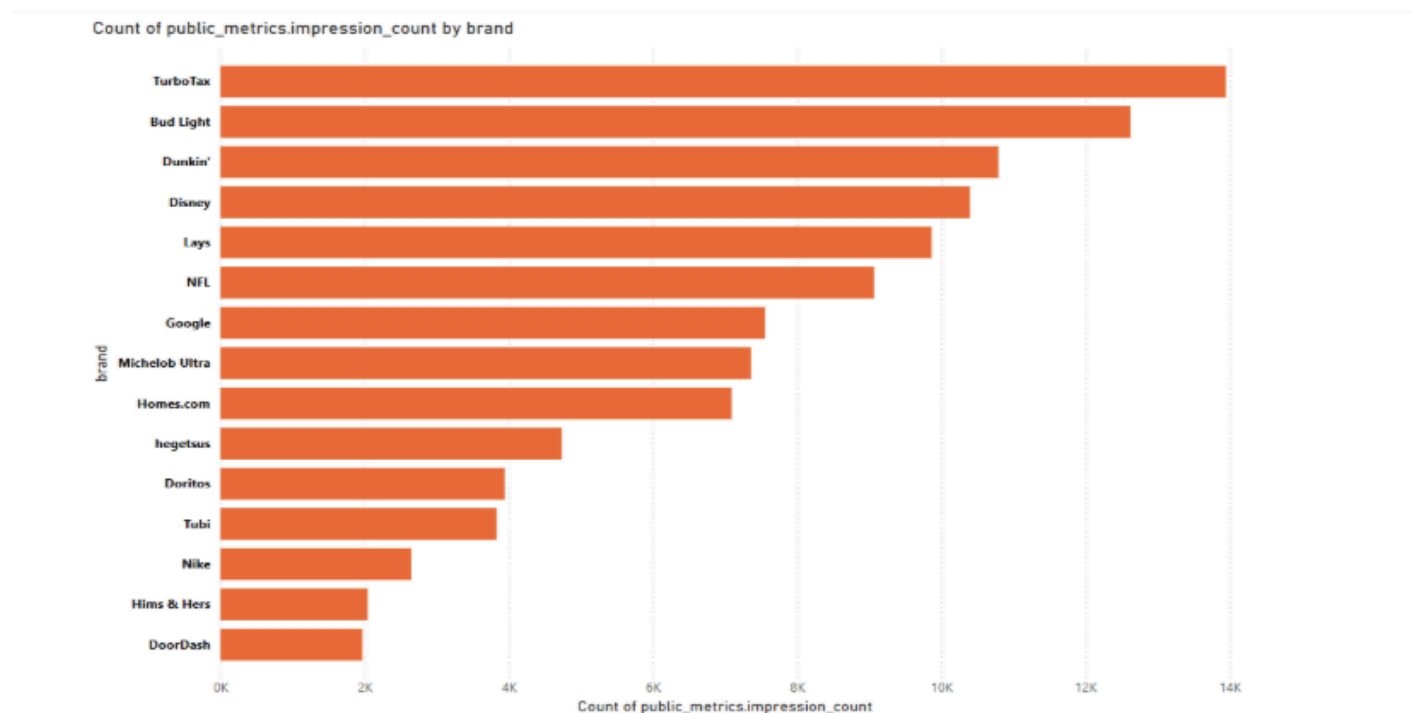# 2025 Game Day Analytics Challenge

## Team 27 – Junghawn Lee, Jongmin Lee, Sooyoung Lee

Number of Impressions per TOP 15 brand

Here is a graph analyzing the top 15 brands based on impressions. The brand with the highest number of impressions is TurboTax. Many brands, including Bud Light, Dunkin', and Disney, have benefited significantly from Super Bowl advertisements.

Number of Likes per TOP 15 brand

Count of public_metrics.like_count by brand
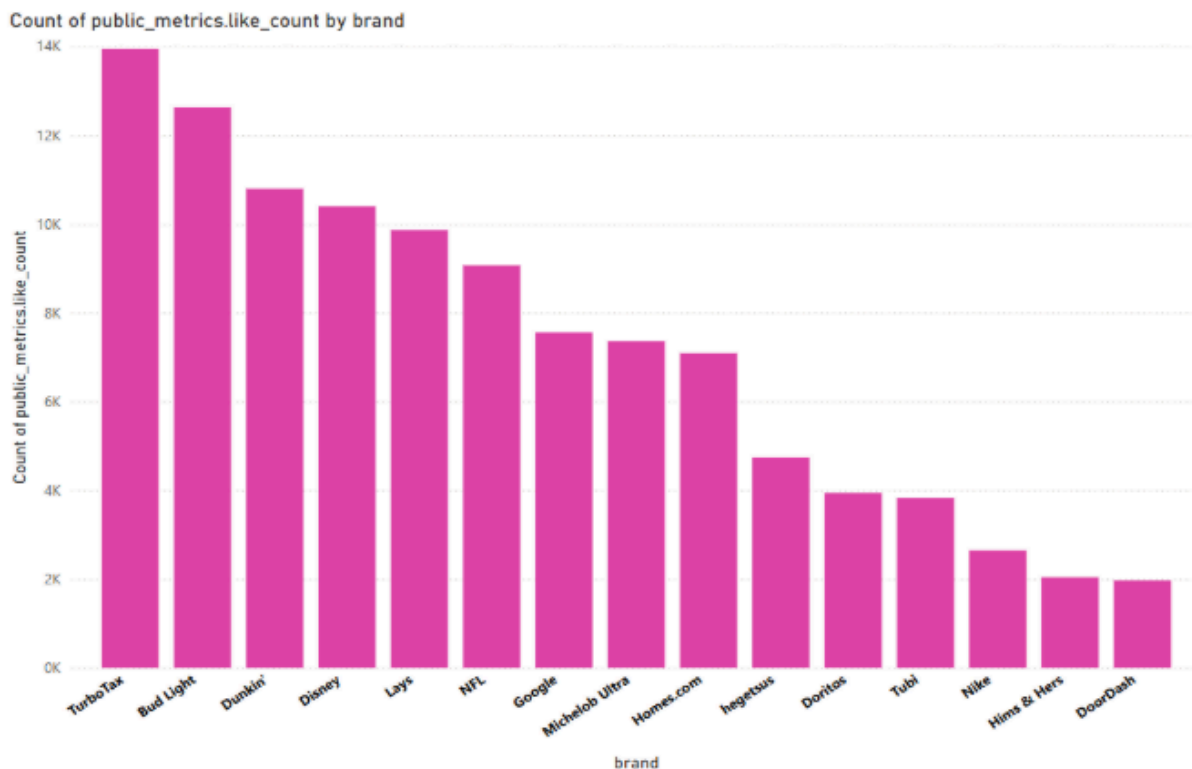
Here is a graph analyzing the top 15 brands based on likes. The brand with the highest number of likes is TurboTax. Many brands, including Bud Light, Dunkin', and Disney, have benefited significantly from Super Bowl advertisements. The brands that received high impressions and likes generally show similar trends.

Number of Retweets per Half Hour
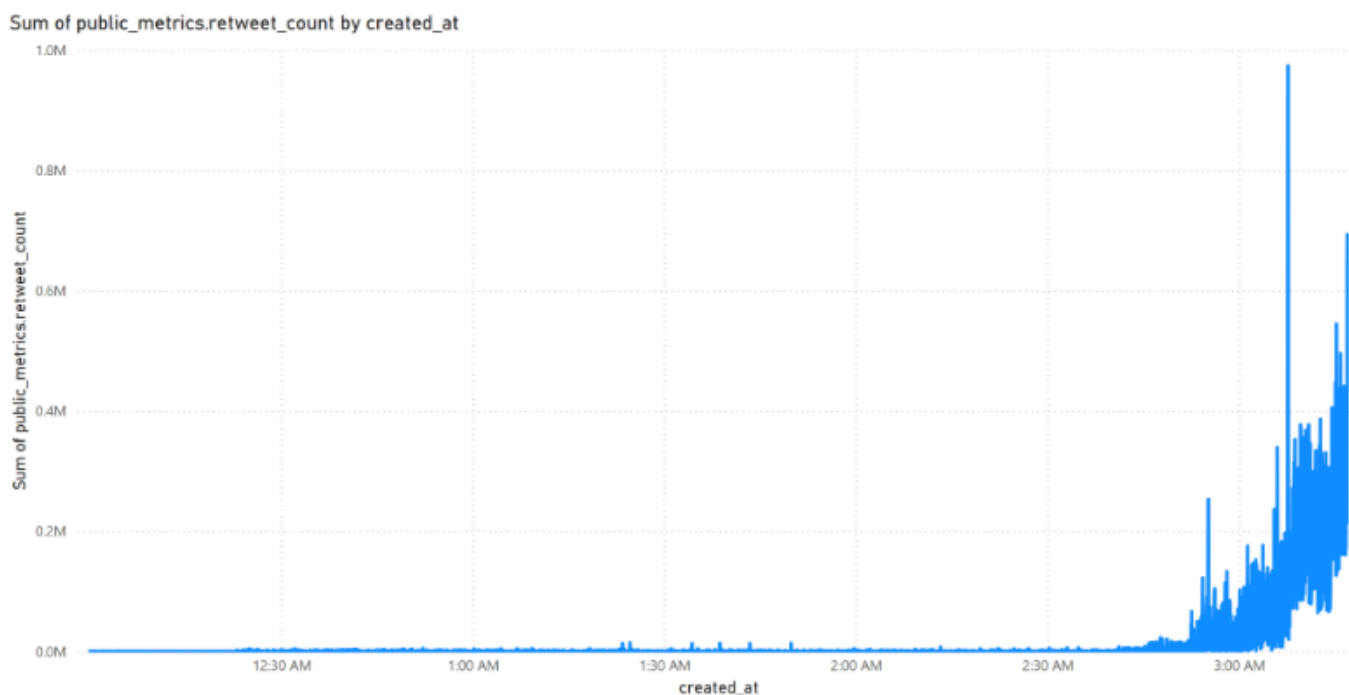
Here is an analysis of the graph showing the number of retweets in 30-minute intervals. From 12:30 AM to 2:30 AM, the number of retweets remained relatively low and stable. However, starting at 3:00 AM, there was a sharp increase in retweet activity. This trend suggests that

people tend to use their phones more during the early morning hours, leading to a higher number of retweets.

Number of Languages by Language

Count of lang by lang

Here is a graph showing the most commonly used languages in Super Bowl-related media. The top 10 languages are analyzed in order of frequency. Since the Super Bowl is held in the United States, English is the most dominant language, accounting for 70.25% of the total usage.

Here is a graph visualizing the most searched terms based on the dataset. The analysis shows that NFL, FOX, and Tubi are the most frequently searched terms.

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