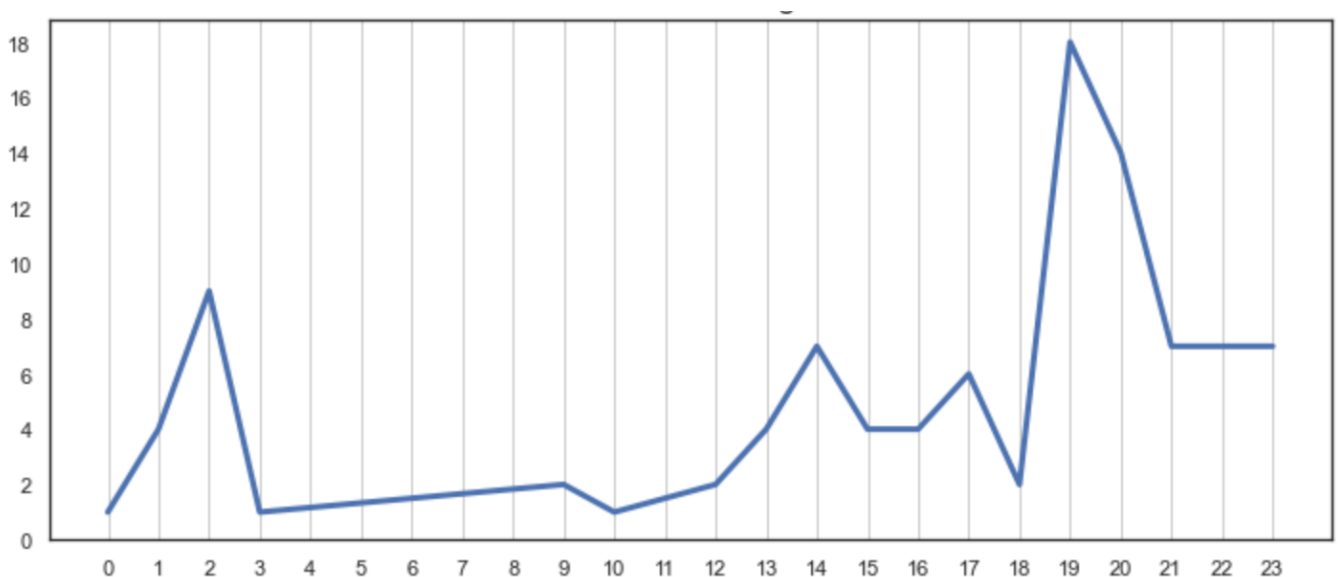


## WHAT PEOPLE ARE SAYING ABOUT FOOD LION ON TWITTER

## WHERE DO THE TWEETS COME FROM?

A map of the Eastern United States, including parts of Canada and the Caribbean. The map shows state boundaries and names. A blue circle highlights the location of Raleigh, North Carolina. Other cities marked include Toronto, Hamilton, New York, Boston, Philadelphia, Washington, Richmond, Virginia, Charlotte, Atlanta, Memphis, Kansas City, Lincoln, Dallas, Austin, and Milwaukee.

The peak times for tweets are usually around traditional meal hours, like lunch time (12-14) and dinner (19-21), what makes sense, since people tend to go to the market around those hours and will tweet about something fresh in their minds. One interesting point, though, is the peak at 2am.



## WHAT PEOPLE ARE SAYING?

After a text analysis of the tweets, the conclusion is that people are tweeting mostly about the recent purchase of 62 Bi-Lo stores by Food Lion. There are some mentions about holidays and the veteran's day in USA.

During the context analysis using Tri-grams (*three words used together and in sequence*), the top 4 results were related to the Bi-Lo stores acquisition subject.



Another analysis performed was topic modeling in order to find 4 topics of 10 words that we could use to categorize the tweets. Here they are...

FOODLION, BI, LO, PURCHASE,  
NEIGHBOR, SUPERMARKETS, TAKES,  
HARVEYS, STEP, ACQUISITION

TOPIC :

GOOD, BUSINESS, VETERANS DAY,  
VETERAN, OWNED, FOODLION,  
SUPPORT, NC, WICKEDCRISPS,  
WICKEDLY

## TOPIC 2

FOOD, LION, FOODLION, STORES, 00,  
FOODLIONNEWS, PURCHASE, 62,  
STEP, BI

## TOPIC 3

FOODLION, 2HARVESTMIDTN,  
WALMART, LOLLIDEALS, HOLIDAY,  
BUY, VISIT, MEALS, JOIN, FAMILIES

## TOPIC 4