A REPORT ON ANALYSIS OF GOVERNMENT AND NON-GOVERNMENT INFLUENCERS FOR THE MARKETING TEAM OF NIKE PRODUCT USING TWITTER

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PROBLEM INTRODUCTION:

- Influence plays a vital role in how businesses operate and how a society functions. Studying influence patterns can help us better understand why certain trends or innovations are adopted faster than others and how we could help advertisers and marketers design more effective campaigns.

- The purpose of this report is to analyse data from twitter in order to help us identify top social media influencers both in government and non-government section in Africa.

- This is to help the marketing department of NIKE boost their upcoming digital campaign and tell them which of these influencers can assist their product.

AUDIENCE:

HEADS OF MARKETING AND STRATEGY DEPARTMENT FOR NIKE SHOES.

YOUR UNDERSTANDING OF WHAT THE NIKE MARKETING DEPARTMENT IS LOOKING FOR:

They want to think about:

- **Could they try to partner with or hire some key influencers to amplify their planned digital campaign?**

- **How are the influencers endorsed by key government officials?**

- **Which topics are important for both influencers and key government officials?**

DATASET

I asked Twitter administrators to allow me to gather data from their site at scale.

WHAT ANALYSIS I PERFORMED:

- I web scraped 100 most influential Twitter users in Africa using Python.

- I web scraped African leaders respond to coronavirus on Twitter using Python to obtain the twitter account of African top government officials and Top 18 African Heads of State on Twitter.

- I used twitter API key to search and extract tweets, retweets, number of followers, number following, number of likes, number of tweets they shared, score each of the influencers and top government officials.

- I extracted the top 5 unique hashtags these influencers and government officials used in their top 10 retweets and grouped them based on their top 5 hashtags similarities.

- I created a bar plot to show the fraction of influencers and top government officials by hashtag.

RESULTS

- Based on the report, I saw that the most popular hashtag both government and non-government influencers talked about was **#covid19, # somalia, #africa.**

- I observed that government influentials have an upper hand that non-governmnent influencers in terms of retweets back to hashtags posted.

- I would advise NIKE to go for influentials with top popularity score, reach score and relevance score.

- From my analysis the top inflencers, for Non-Government Influental and Government Influential respectively is:

Screen Name	Popularity Score	Reach Score	Relevance Score
@NAkufoAddo	744289.0	1507453.0	51526.0

Screen Name	Popularity Score	Reach Score	Relevance Score
@Trevonoah	1295567.0	10806223.0	1422302.0

LIMITATIONS

- I was not able to get the total numbers of comments that a users tweet gets for each tweets in order to get the relevance score. The method for doing this is available only to premium users.

- I used the number of mentions alone to get the relevance scores which was initially supposed to be an addition of the number of mentions and the number of comments a user get per tweets.

- I tried to no avail to get the number of retweets for each user. So for popularty_score of each user, I will only be using number_of_likes instead of number_of_likes + number_of_retweets for each user.

REFERENCES:

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RECOMMENDATIONS

- I recommend that government influencers should be given a higher priority over non-government influencers.

- I recommend to NIKE that an hashtags should be adapted by the government and non-government influencers in each tweets relating to the brand as they tweet to the outside world.