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1. INTRODUCTION:

This is a report to help NIKE further their brand by using twitter to get the top twitter influencers and government officials.

By getting the top officials, the marketing department of NIKE product will know if they could they try to partner with or hire some key influencers to amplify their planned digital campaign.

1. AUDIENCE:

* Heads of marketing and strategy for the [EMEA](https://en.wikipedia.org/wiki/Europe,_the_Middle_East_and_Africa) area.

1. METHODOLOGY:
   * I used python to get the top influencers for both government and non-government officials.
2. State how you did your research/enquiry and the methods you used. ...
3. Findings/results. Give the results of your research. ...
4. Discussion. Interpret your findings. ...
5. Conclusions and recommendations. ...
6. References.

**Your understanding of what the client is looking for**

* + What analysis you performed.  Be sure to highlight limitations of the analysis.
  + Key outcomes (incl. graphics) that are relevant to the questions the client wants to answer.  This may include highlighting particular users, hashtags and/or trends that could be relevant to your client.  This may also include topics to be avoided.
  + Bonus: Suggest a course of action - who to partner with and which hashtags they could align with.  Even better would be to look for new trends and dimensions that may provide actionable insight in how to segment