Memo - Analysis Exercise
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5/27/2022

Introduction: Walmart is interested in better understanding how its response to the Black Lives Matter movement in June 2020 compared to one of its main competitors, Amazon. To provide Walmart with the most holistic view possible we have chosen to use the readership metric as our main KPI. Readership is key to understand because it measures the size of the audience seeing a piece of coverage, which in-turn influences impact on the community and potential customers. To explore readership further and provide Walmart with the most comprehensive view of the media landscape in June 2020, we have chosen to answer 3 main questions each from a different area:

1. What specific topics drove the highest levels of readership during June 2020?
2. Did content with the Walmart brand name in the title have higher readership levels for Walmart? Did the Bezos name impact readership for Amazon?
3. Which source categories, sources, and authors had the highest levels of readership during the month?

Specific Topics Driving Readership:
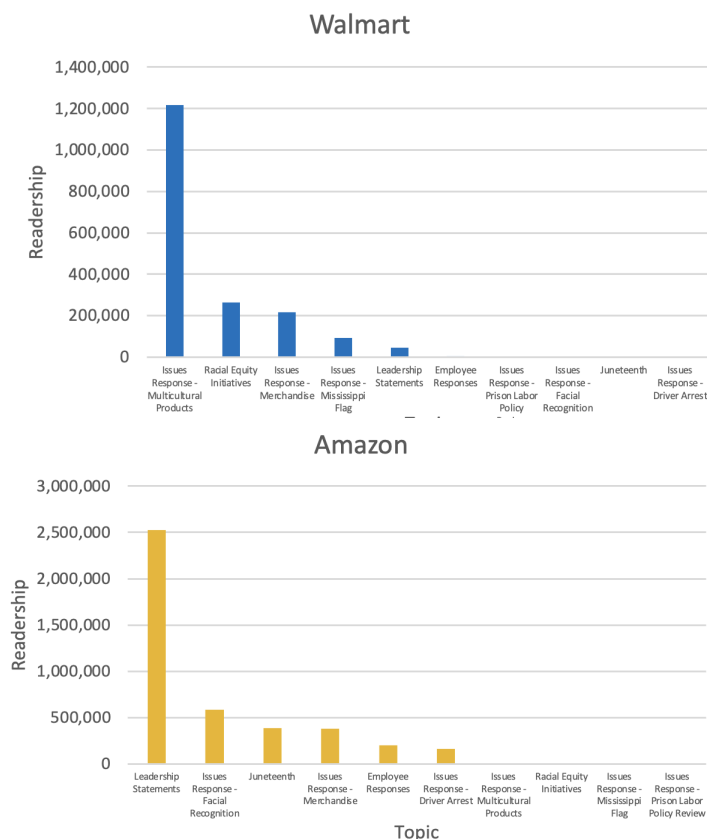
When examining Walmart we observe that Issues Response - Multicultural Products was the outlier in terms of readership. Upon closer examination of this topic there is one article producing nearly 65% of all readership: an article from *NBC* titled [Walmart will stop putting 'multicultural' products in locked cases](). Racial Equality Initiatives and Issues Response - Merchandise are also seen.

In the case of Amazon, it too has a single issue driving the bulk of readership: Leadership Statements. Similar to Walmart, this issue is also driven mostly by a single story that contributes almost 70% of readership. For Amazon, it comes from a *MarketWatch* article entitled [This is one Amazon customer that Jeff Bezos is 'happy to lose'](). Facial Recognition and Juneteenth also appear for Amazon.

**Readership Levels in Branded Vs. Non-Branded Article Headlines:**

Walmart Readership per Article
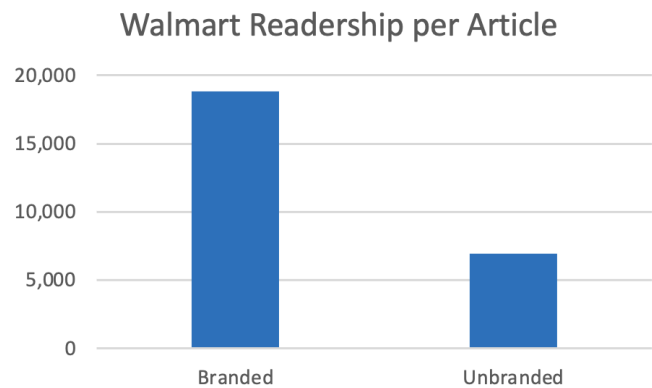
When Walmart is mentioned in the article headline it has, on average, a higher level of readership per article by almost 3x.

Amazon Readership per Article
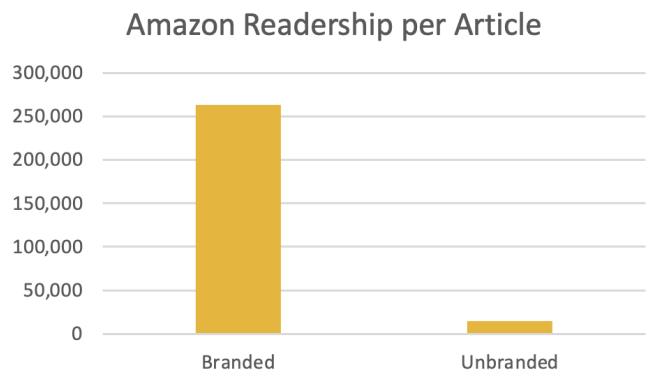
Similar to Walmart, Amazon experiences a higher level, on average, of readership per Article when CEO Jeff Bezos is mentioned by almost 17x.

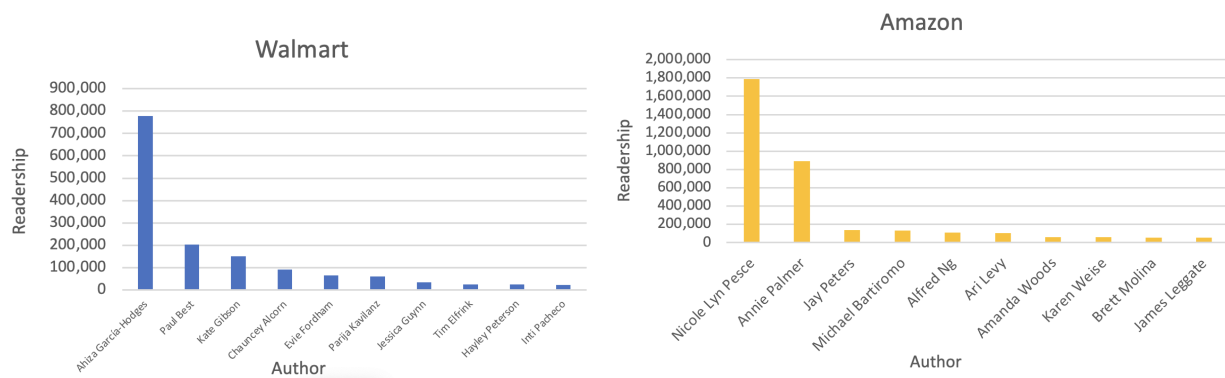**Readership Levels in Branded Vs. Non-Branded Article Headlines:**

Source Categories
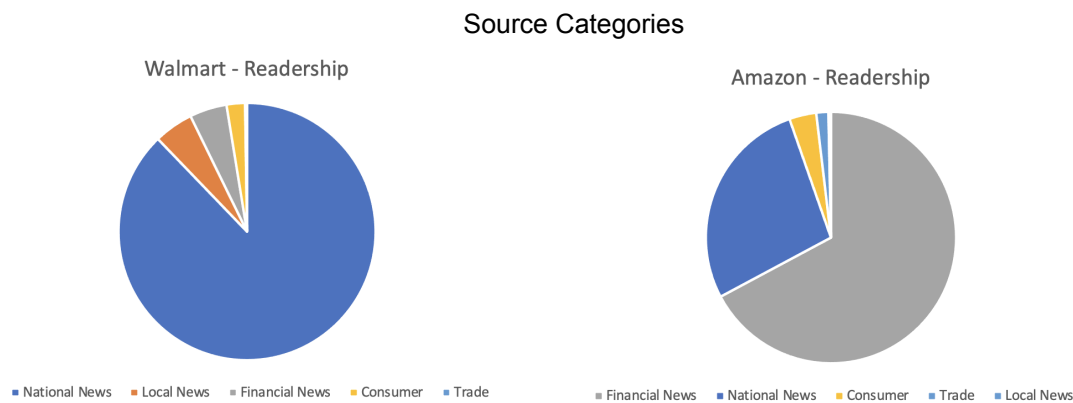
Walmart's readership mostly comes from National News sources whereas Amazon's is mostly in Financial News.

Sources
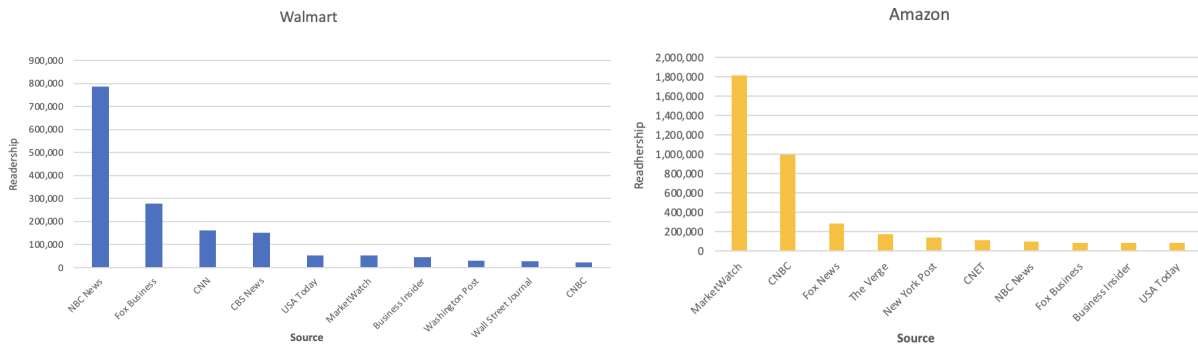
NBC News and *MarketWatch* are the two most read sources for Walmart and Amazon, respectively.

Authors

Ahiza García-Hodges and Nicole Lyn Pesce drive the most readership for Walmart and Amazon Respectively

Conclusions and Key Takeaways

Both Amazon and Walmart garnered significant readership in articles speaking to their response to the Black Lives Matter Movement in June 2020. There are two key articles that heavily influence and shape the media landscape explored in this analysis. For Walmart it is the previously mentioned Walmart will stop putting 'multicultural' products in locked cases on *NBC* written by Ahiza García-Hodges and for Amazon it is This is one Amazon customer that Jeff Bezos is 'happy to lose' on *MarketWatch* by Nicole Lyn Pesce. These two articles individually produce over 40% of readership among their respective companies. These two sources and authors must be top of mind and closely monitored and measured as they have the ability to produce massive readership that can shape the entire media environment.