

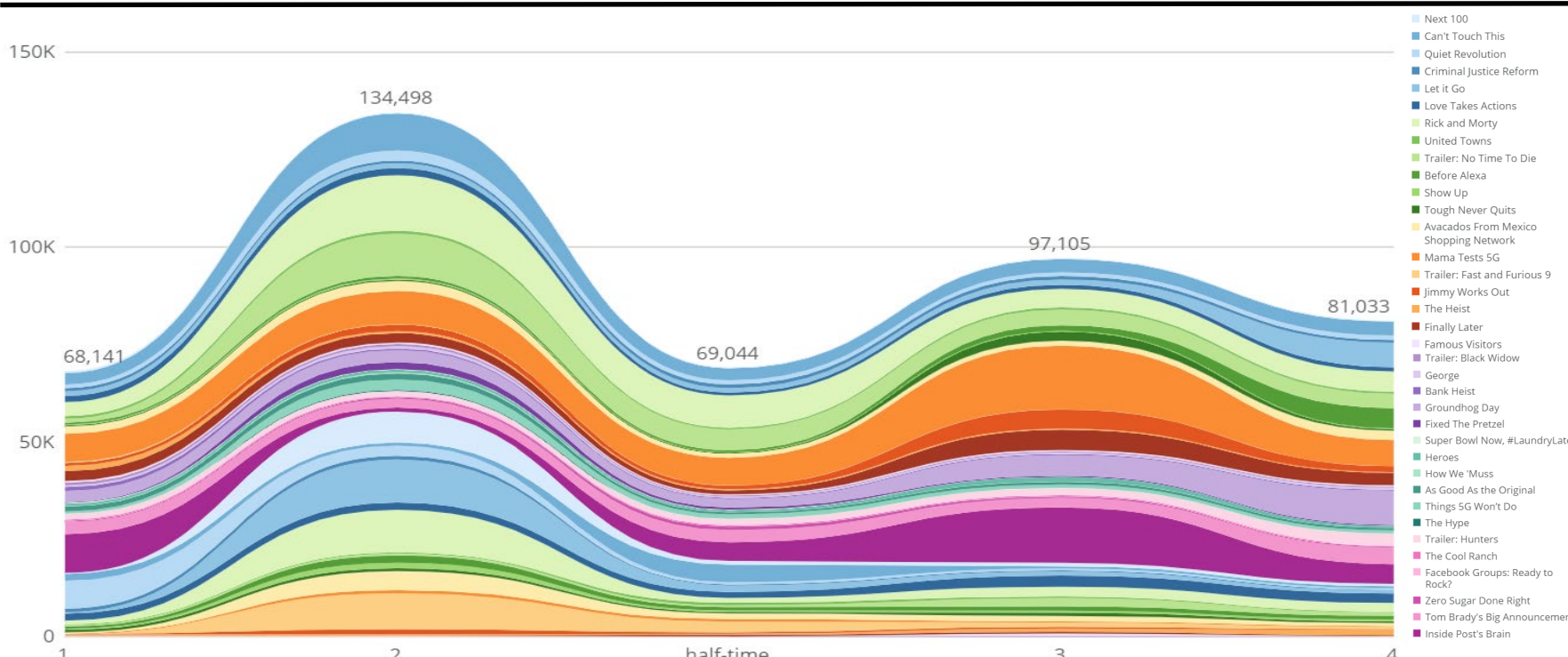


# SUPER BOWL LIV: A VICTORY IN MARKETING

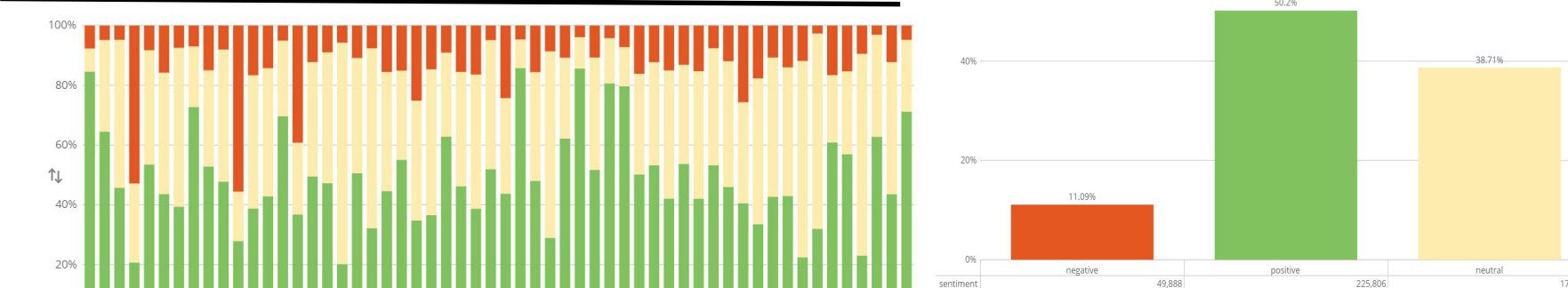
Michael Blum, Devon Christensen, Nate Nellis

**We were given only .025% (a quarter of a tenth of a percent) of the total estimated tweet volume generated. The data provided is thus very inconsistent with the statistics reported by Twitter after the Super Bowl concluded. This means that the judges should take the analysis received today with a grain of salt. Not everything that is presented is representative of the actual analysis as given by Twitter, however we have done the best we can with the data provided. The analysis is sound, even if the data is not.**

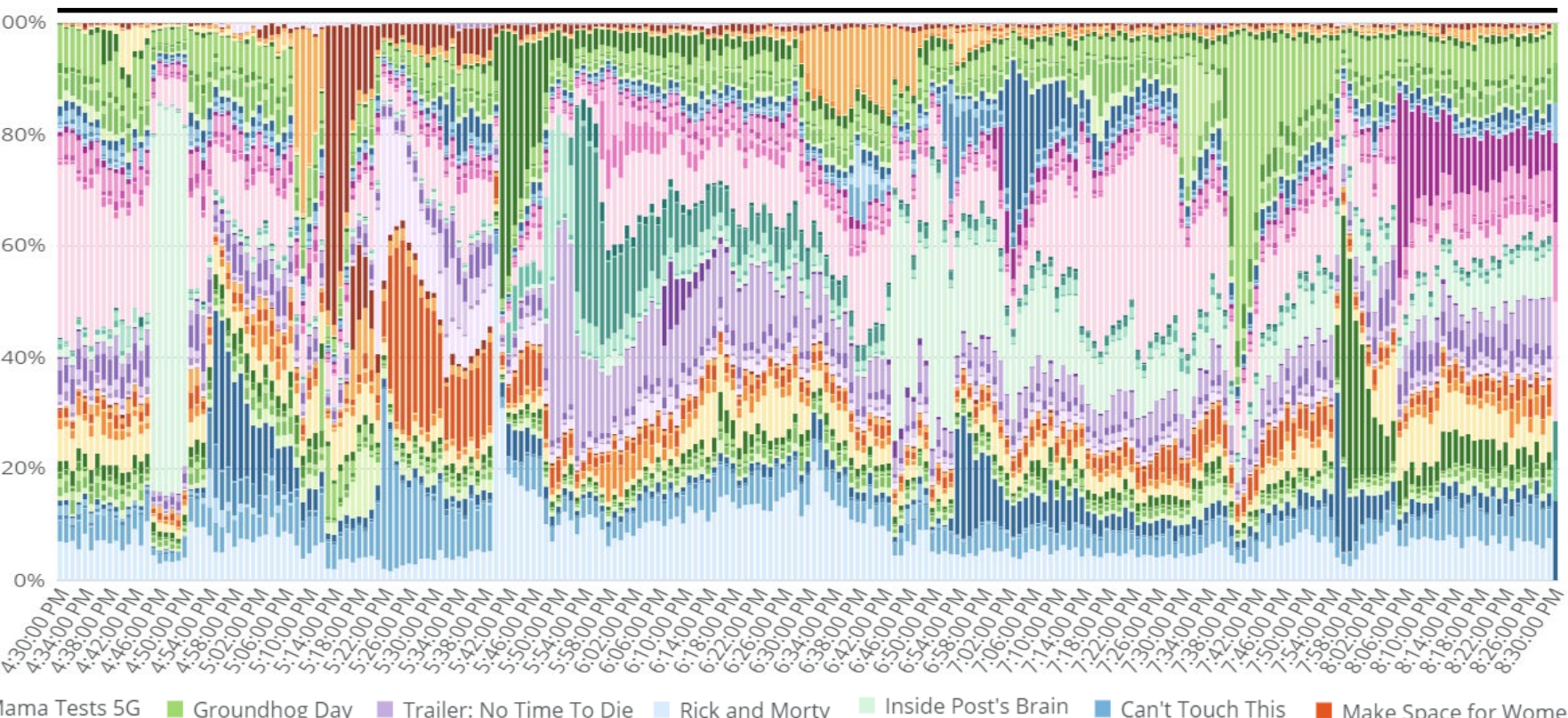
## TIMING – Second Quarter is the time when people tweet the most, likely due to viewership



## SENTIMENT – Percentage of tweets in favor or against the ad

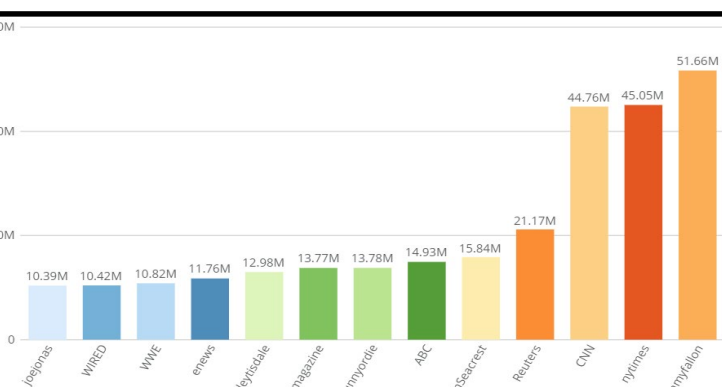


## CONVERSATION PROPORTION



## POPULARITY

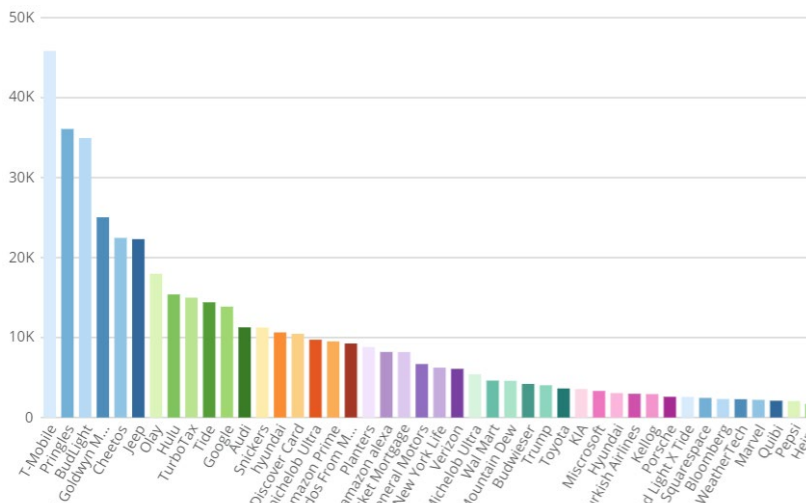
### Top Tweeters by Follower Count



### Most Popular Tweet – in both retweets and favorites

and the winner is:) @budlight <https://t.co/G9gy2r4aKe>  
**User: PostMalone**  
**Retweets: 14,645**  
**Favorited: 117,017**

### Most Popular Brands on Twitter

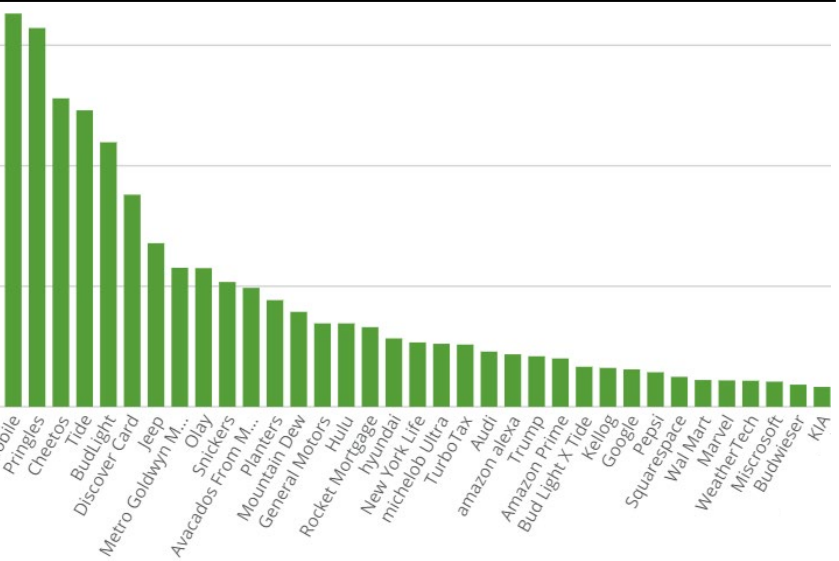


### Most Popular Brand

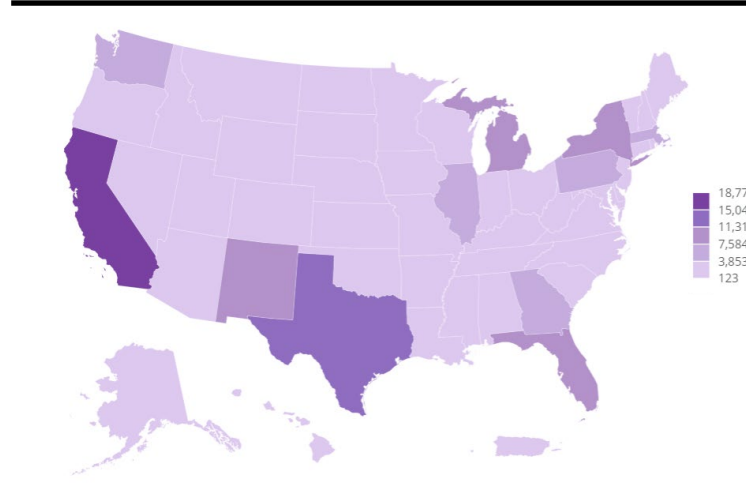


10.19% of all tweets in our dataset were about T-Mobile  
 T-Mobile accounted for 14.45% of all positive tweets.

### Best Bang for the Buck – positive tweets by commercial time



### Most Vocal States



## MARKET ANALYSIS

