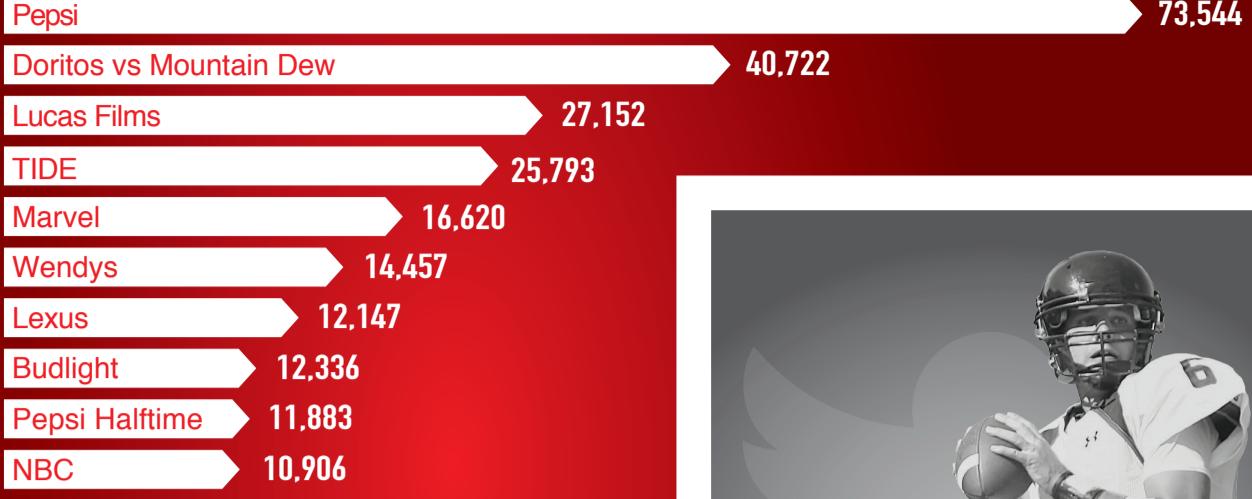


SUPERBOWL LII AD ANALYTICS

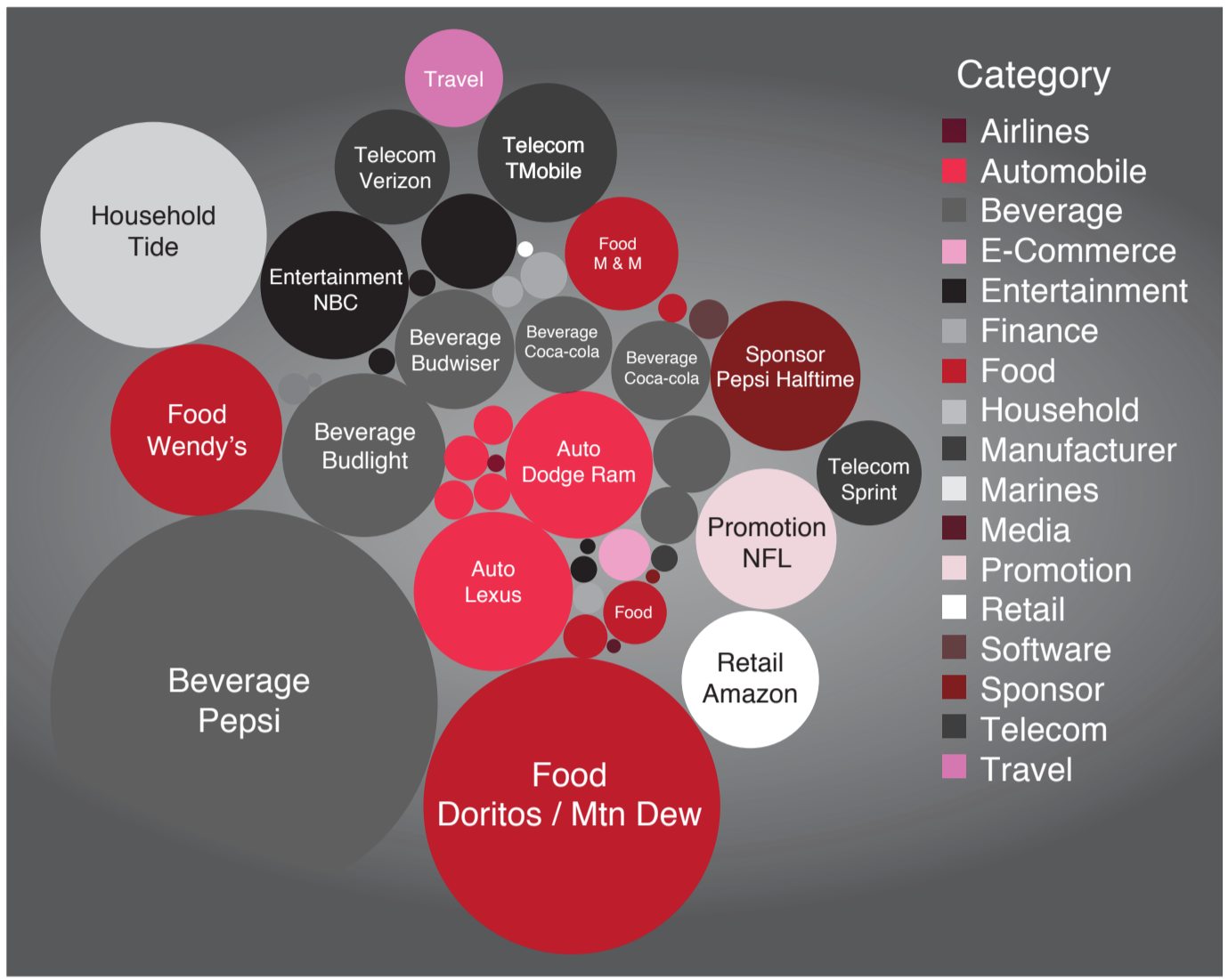
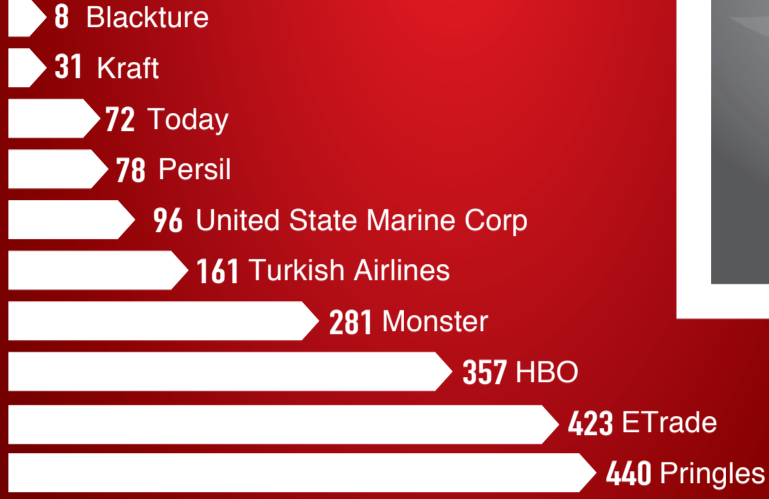
2018



TOP 10 BRANDS ON TWITTER

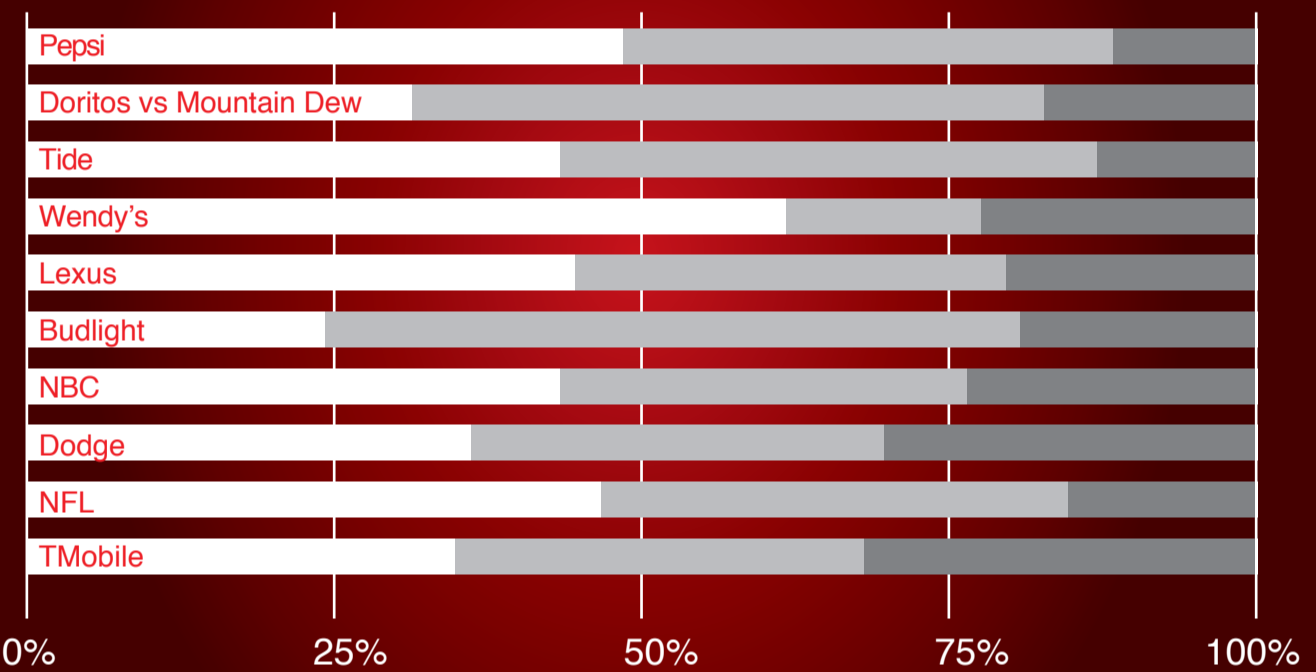


LEAST MENTIONED BRANDS



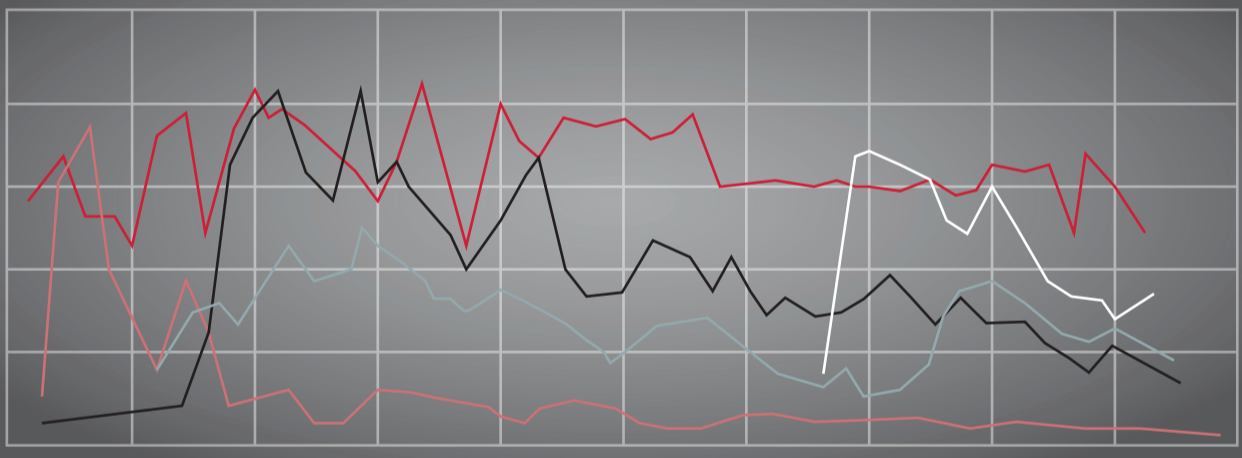
Brand Sentiment Analysis

Positive
Neutral
Negative



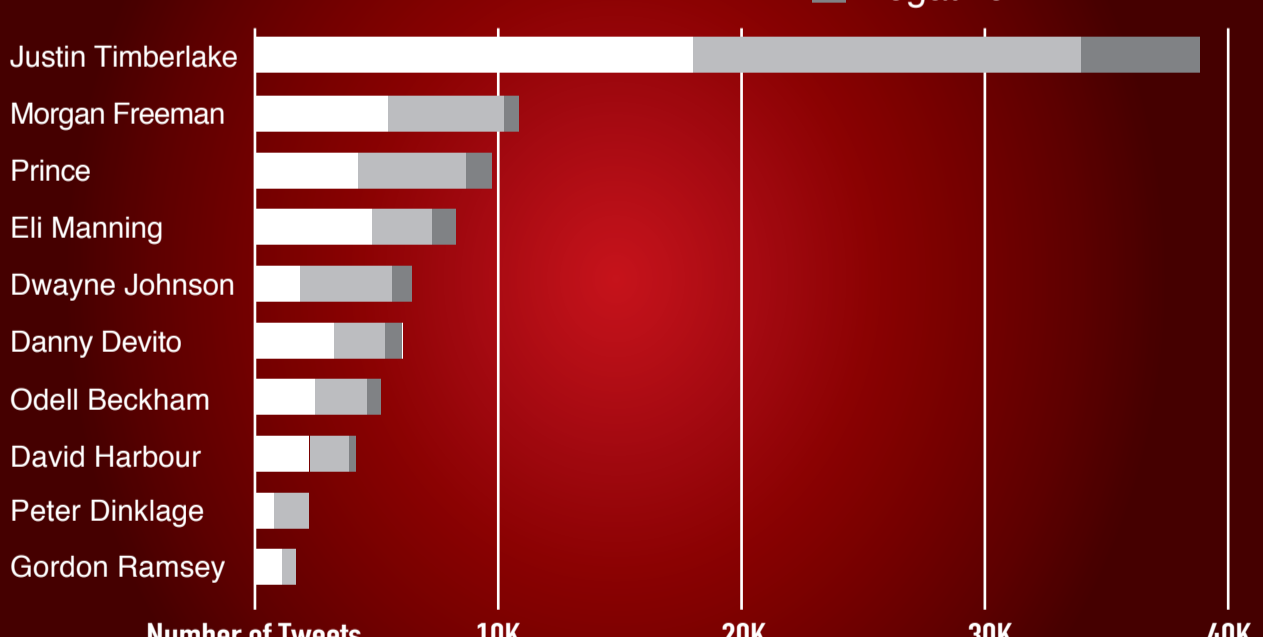
Tweet Frequency by Time Period

Pepsi
Wendy's
Avengers
Doritos Mtn Dew
Lucas Film Solo



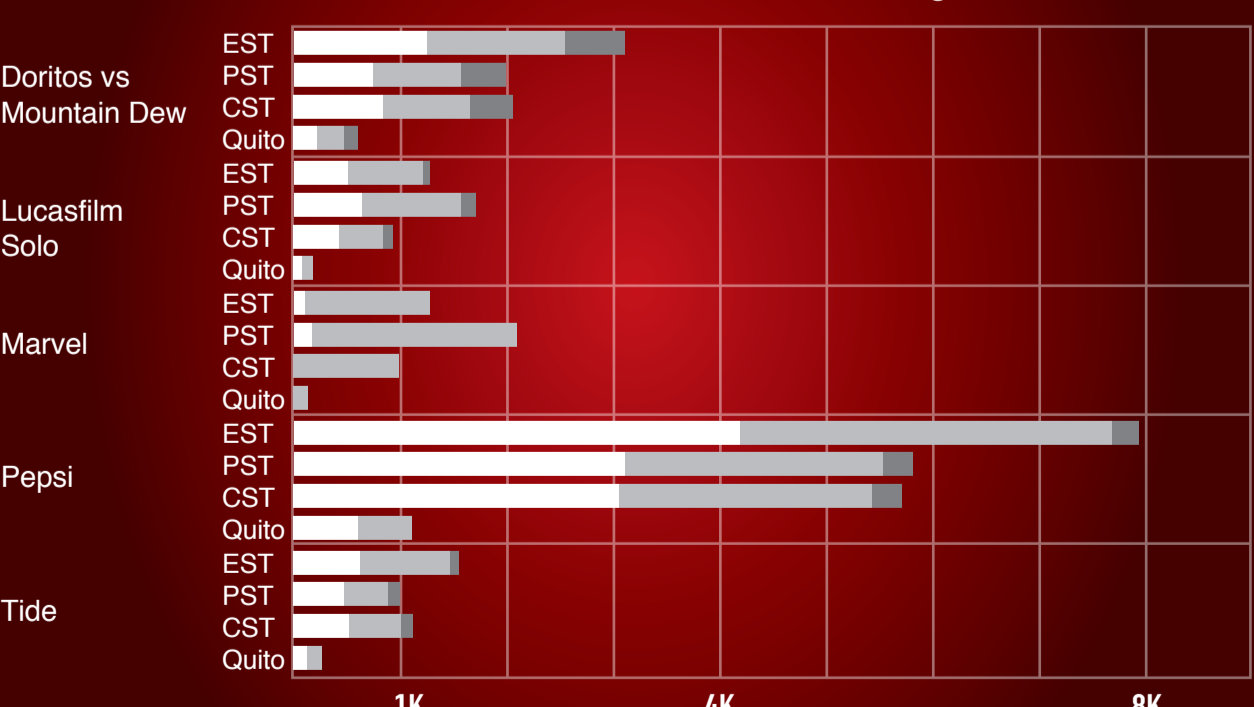
Celebrity Sentiment and Popularity

Positive
Neutral
Negative



Time Zone vs Brand

Positive
Neutral
Negative



All metrics in this chart represent data collected through twitter streaming API. The data collected does not include 100% of tweets available through the twitter. *434,766 commercial related tweets. Data and analysis by Team Aspiring Analysts:

Vineel Talupula, Harshan Nagulapally, Naveen Kumar Reddy, Gayathri Paleri Kunnathil

