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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 to 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.

Top Tweeters by Follower Count

Most Popular Brands on Twitter

Most Popular Tweet – in both retweets and favorites:

User: PostMalone
Retweets: 14,645
Favorited: 117,017

Note also that Trump’s ad was 30 seconds whereas Bloomberg’s was a full minute.

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.

SENTIMENT – Percentage of tweets in favor or against the ad

Sentiment Analysis:

Most Positive: New York Life, P&G, Mountain Dew, Rocket Mortgage, & Alexa

Most Negative: SodaStream, Hard Rock Hotel, Quibi, Budweiser, & Audi

CONVERSATION PROPORTION

Best Bang for the Buck – positive tweets by commercial time

Most Vocal States

Cell Phone Carrier

Automobile Brand

Streaming / Movie