

Marvel, Disney most talked about, yet again!
And viewers couldn't Curb their Enthusiasm
about Crypto & Bitcoin (FTX)

The Miner League – Graduate Group 24

CHARAN | RITESH | SHREYAS | SREE CHARAN

76 Ads WERE PLAYED DURING THE 2022 LVI SUPERBOWL GAME
WHICH Ads PERFORMED THE BEST on TWITTER and WHY?

PEOPLE

112 million Viewership
2,108,729 Total Tweets
6,467,162 Total Likes
723,989 Unique Users

2.1 million Tweets in 4 hours

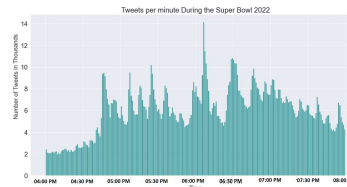


MONEY

\$690M McDonald's for 81 Ad-Spots
\$35 Lowest Cost per Tweet

Can I get high returns
On my investment **UHHH...**

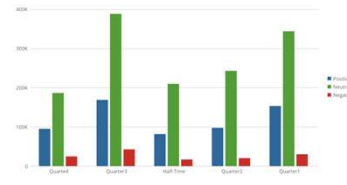
TIMELINES



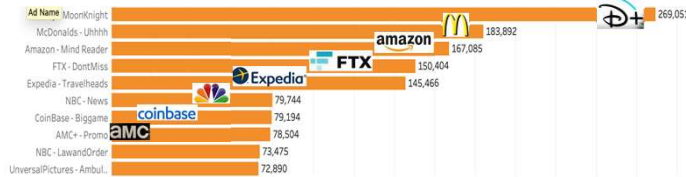
INFORMATION

1648 iPhone users
Excited About
~60% Tweets Google Pixel

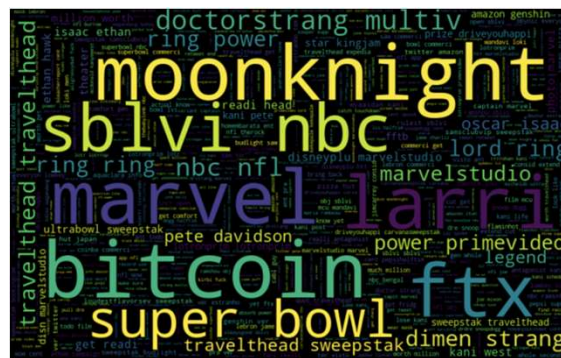
SENTIMENT ANALYSIS



Top 10 Brand Commercials based on Number of Tweets



GRAPHS



Larry David is goat... this was the funniest Super Bowl commercial this year hands down! Most Tweeted, Retweeted, Most Favorited and liked!
Tweets Passed Positive in our Sentiment Analysis.

2020 Game Day Analytics Challenge

