

Introducing: The G's



# 2022 Game Day Analytics Challenge

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THIS YEAR FOR SUPERBOWL LVI...

**1.12 m** Tweets  
in 3 hours

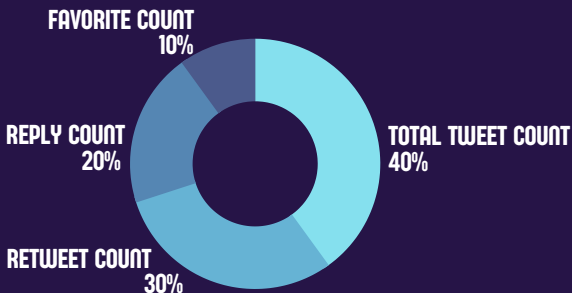
SUPERBOWL  
ADVERTISEMENT  
COSTS  
AROUND **6.5 mil**  
FOR 30 SECONDS



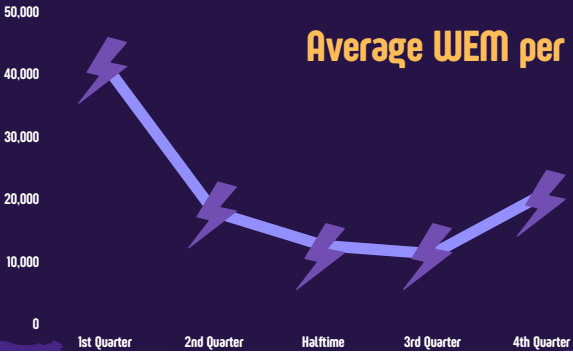
## TOP 3 PERFORMING ADVERTISEMENTS

## INTRODUCING WEM (WEIGHTED ENGAGEMENT METRICS)

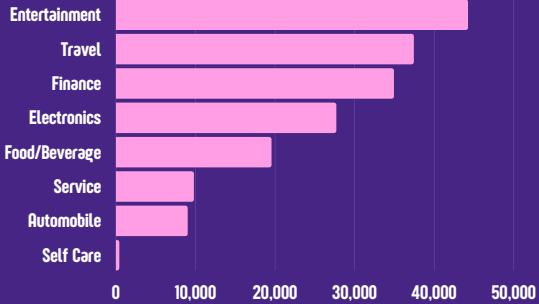
$$WEM = \text{Total tweet count} * 0.4 + \text{Retweet count} * 0.3 + \text{Reply count} * 0.2 + \text{Favorite count} * 0.1$$



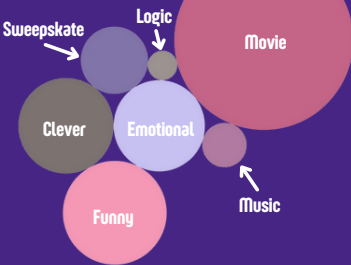
# Average WEM per Quarter



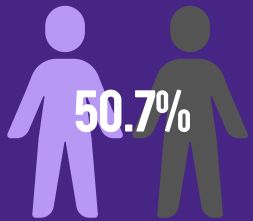
## MARKET/INDUSTRY



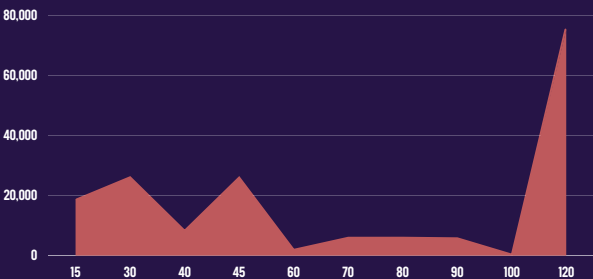
## AD CATEGORY



## Celebrity Influence



## AIR TIME Does ad length affect WEM?



## THE MOST SUCCESSFUL ADS:

1ST QUARTER

ENTERTAINMENT