



GAME DAY ANAYLTICS

WITH QUANTUM MIND

LOGAN, EMILIE, JEB, AND PRATYUSH

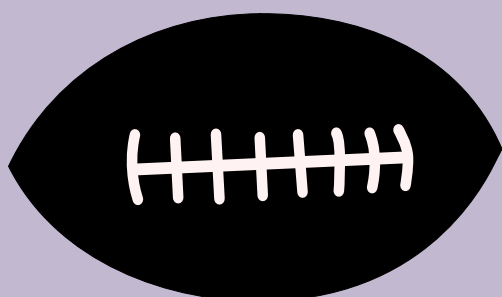
TOUCHDOWNS



BUILDING A BASIC UNDERSTANDING

PUBLIC METRICS CORRELATION

THIS IS AN EXPLORATORY ANALYSIS THAT SHOWS THE RELATIONSHIPS BETWEEN THE KEY METRICS



THERE IS A HIGH CORRELATION BETWEEN LIKE AND BOOKMARK COUNT!

RETWEETS HAVE NO ASSOCIATION WITH ANY OTHER METRIC!

Hashtag	Count
SuperBowl	58197
SuperBowl2024	4438
SuperBowlLVIII	3702
NFL	2734
Usher	2327
TravisKelce	1602
TaylorSwift	1563
49ers	1523
SBLVIII	1511
superbowl	1507

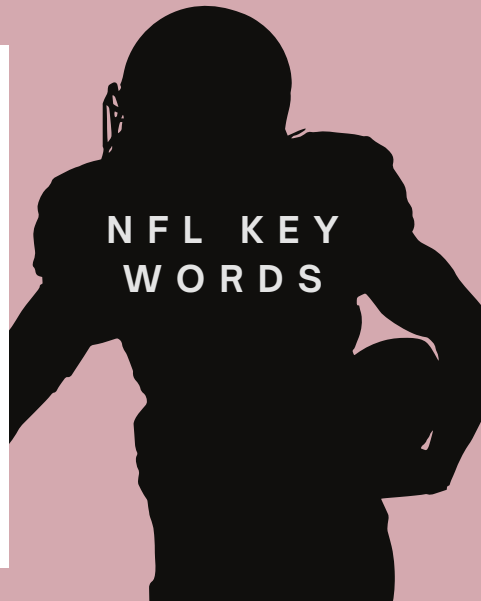
TOP HASHTAGS



WORD CLOUDS



NFL KEY WORDS

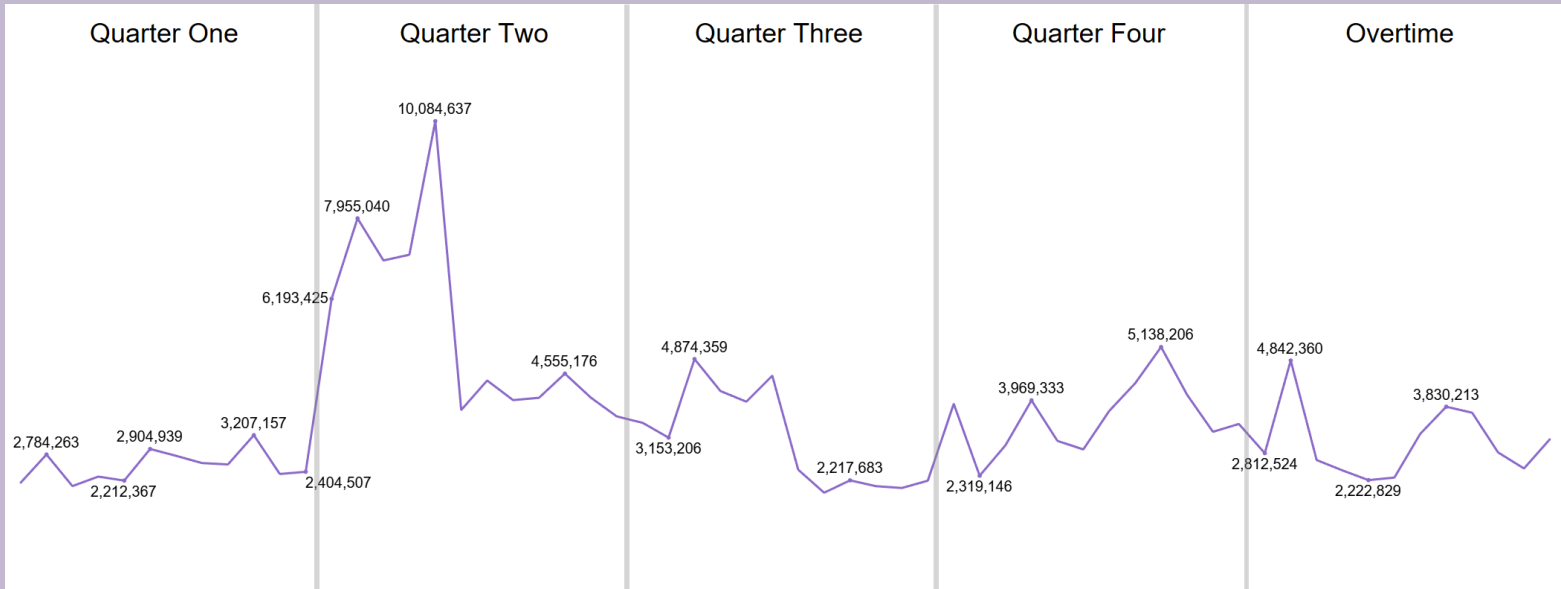


BRAND KEY WORDS



ENGAGEMENT ASSESSMENT

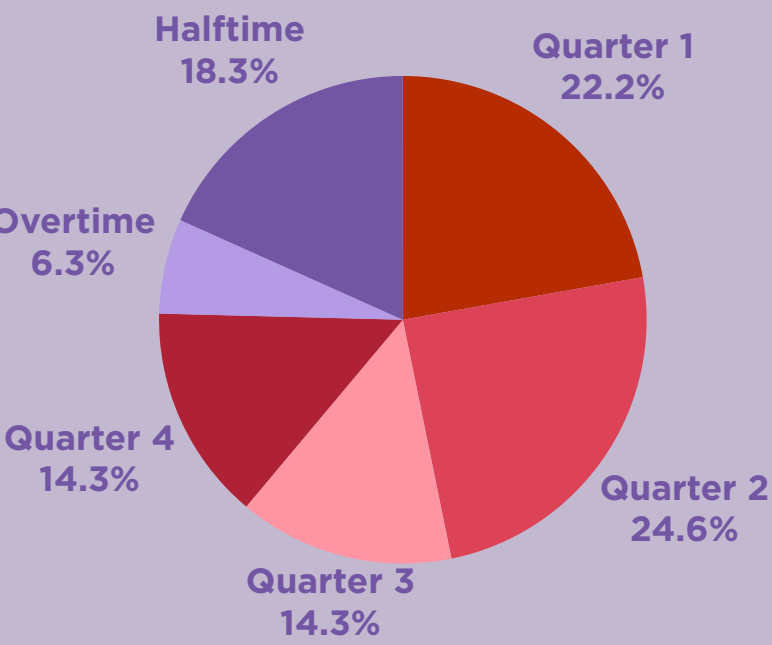
ENGAGEMENT PER QUARTER



TOTAL ENGAGEMENT IS AN AGGREGATE NUMBER OF THE IMPRESSIONS, BOOKMARKS, LIKES, RETWEETS, QUOTES, AND REPLIES.

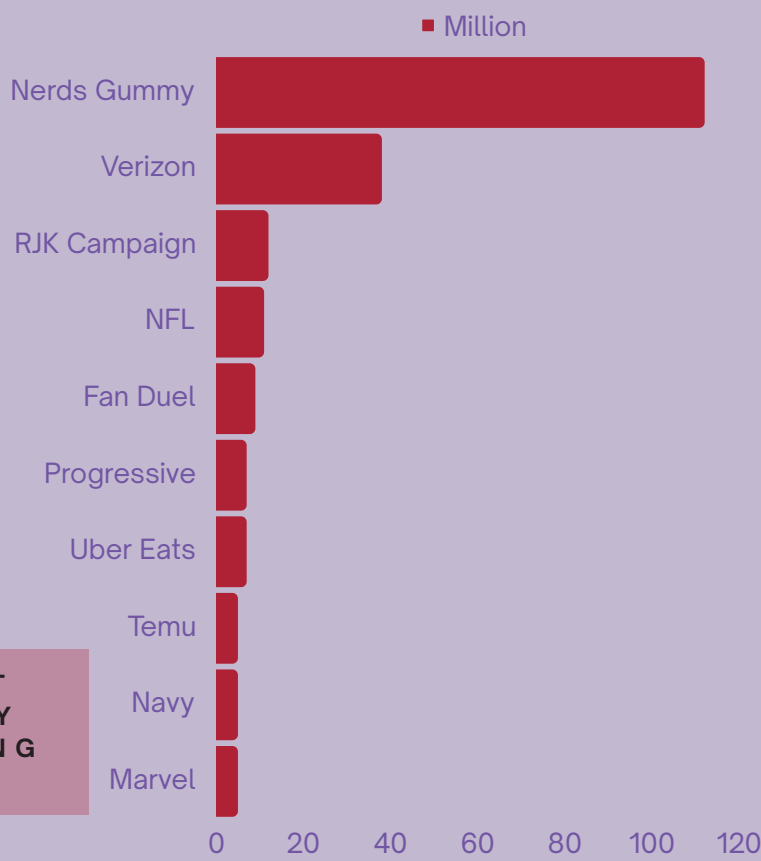
HERE WE CAN SEE HOW TOTAL ENGAGEMENTS SHIFTS DURING THE GAME!

AD DISTRIBUTION

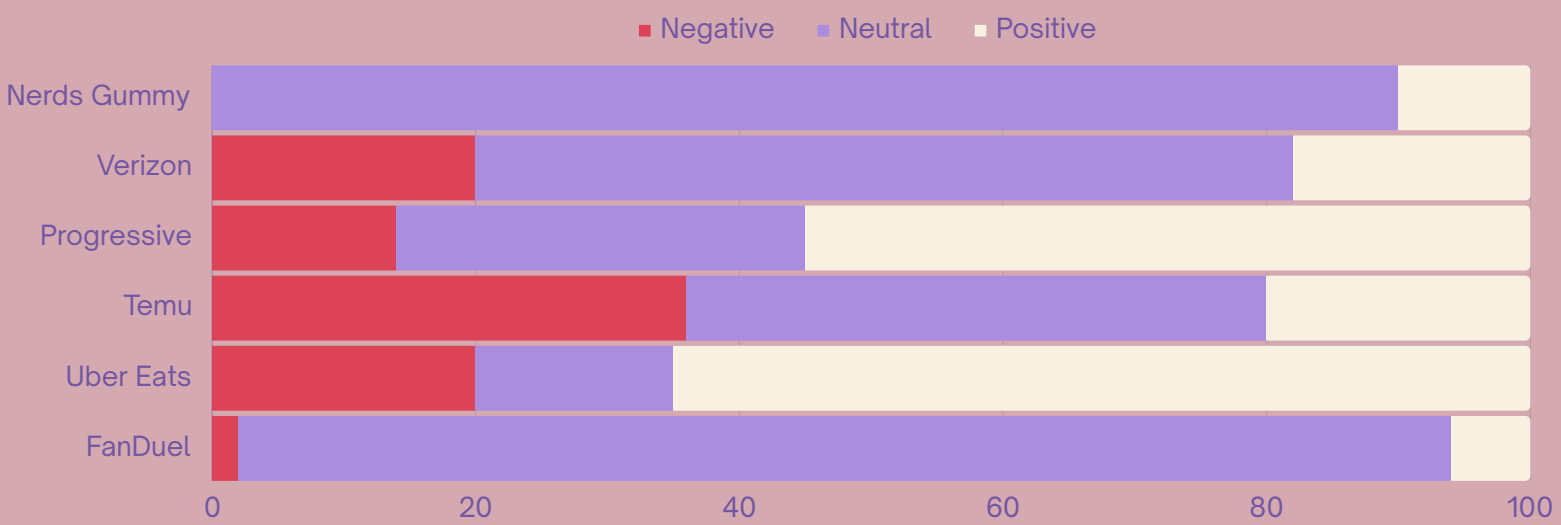


MOST ADS AIRED DURING THE FIRST AND SECOND QUARTERS, WITH MANY TOP-ENGAGED BRANDS PLAYED DURING THE SECOND QUARTER.

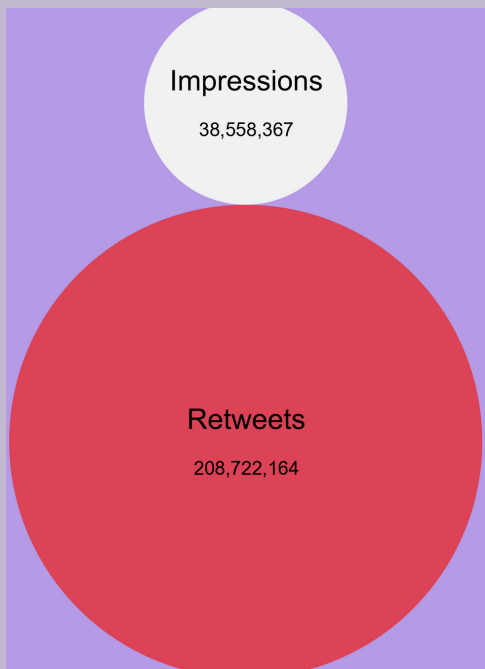
MOST ENGAGED BRANDS



SENTIMENT ANALYSIS

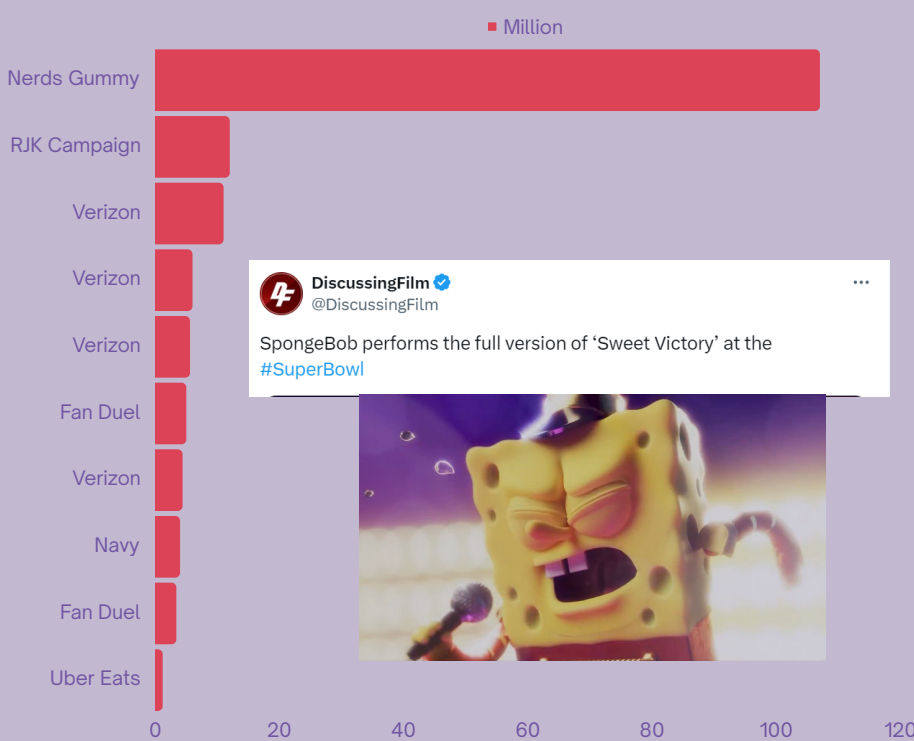


KEY PERFORMANCE METRICS



RETWEETS AND IMPRESSIONS HAD THE LARGEST IMPACT ON A BRANDS ENGAGEMENT SCORE!

TOP POSTS



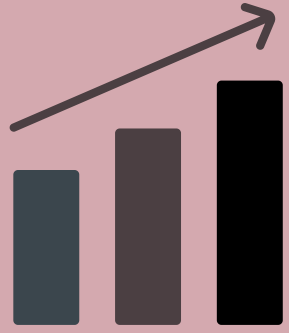
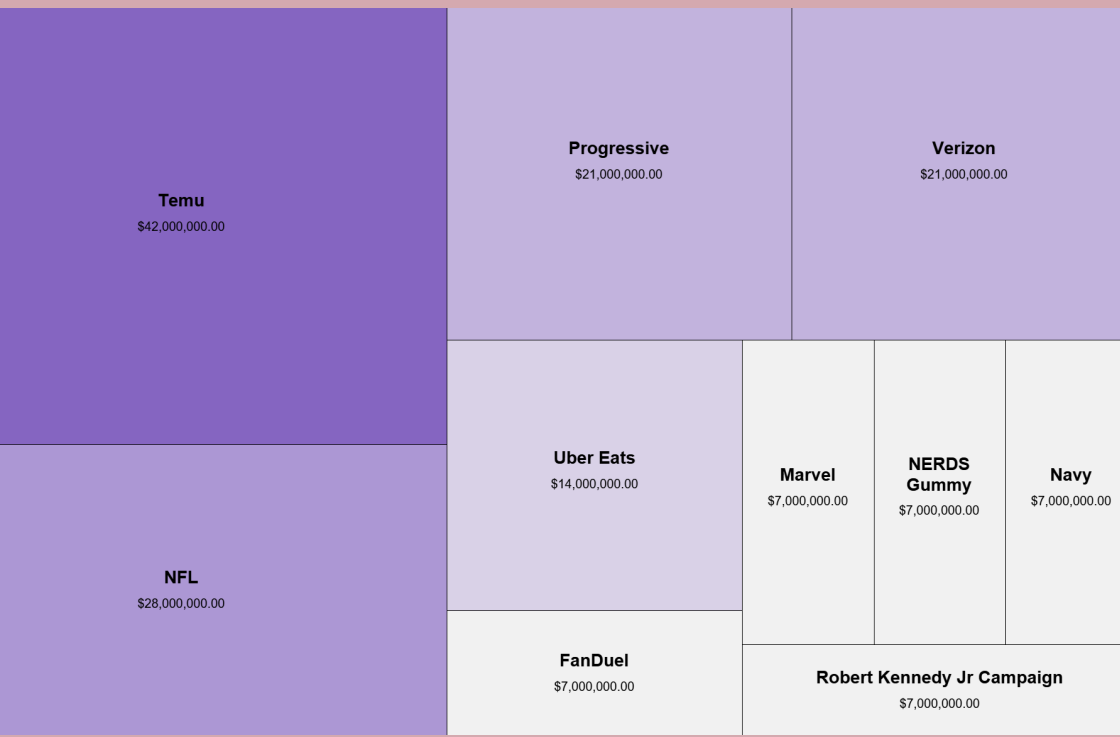
NERDS GUMMY (7,413 POSTS) HAD THE MOST ENGAGEMENTS DESPITE NOT HAVING AS MANY POSTS AS VERIZON (9,525 POSTS) FOR EXAMPLE.

ONE SINGLE POST GAVE NERDS GUMMY HIGH LEVELS OF ENGAGEMENT, DESPITE THE CONTENT BEING RELATED TO SPONGBOB.



FINAL ASSESSMENTS

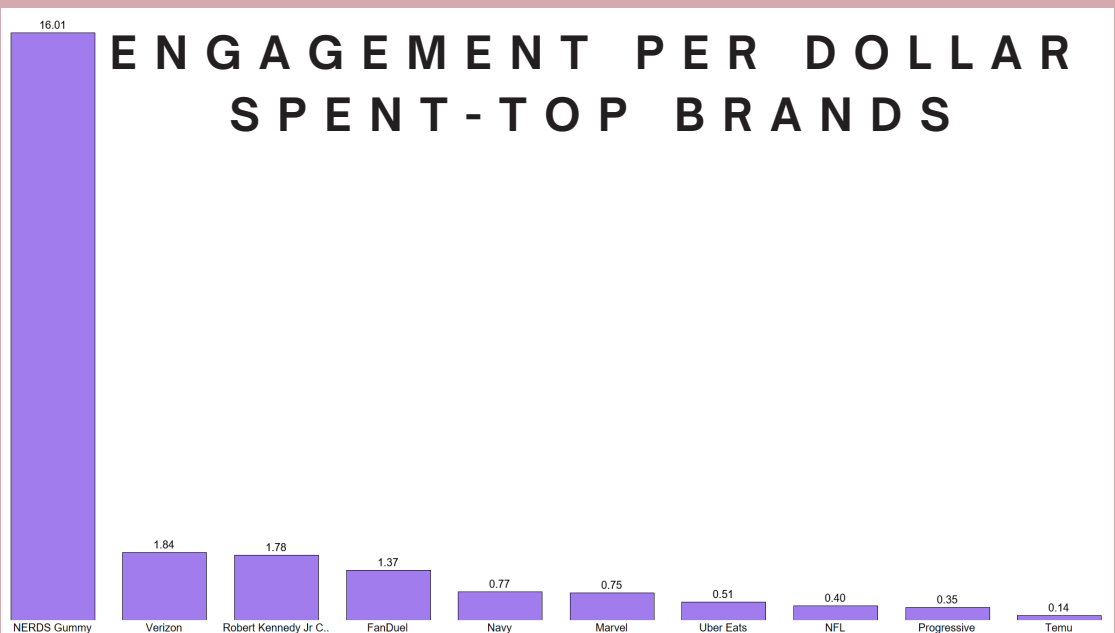
THE EXPIDENTURES OF THE MOST ENGAGED BRANDS



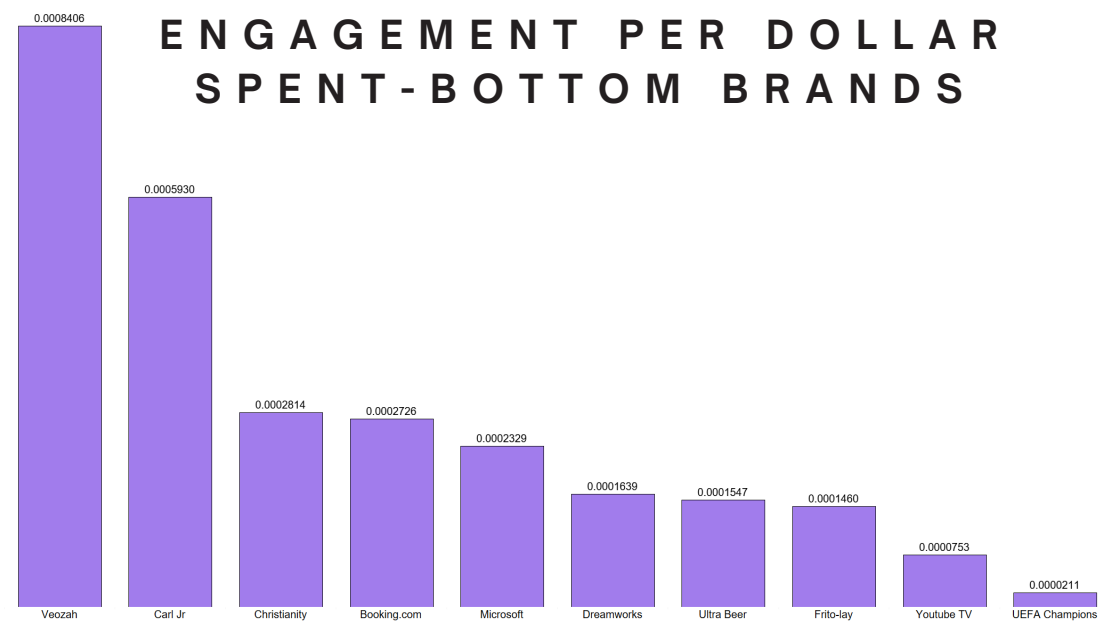
BETTER-PERFORMING BRANDS SPENT MORE ON AD TIME ON AVERAGE THAN OTHER BRANDS.

THE TOP BRANDS HAVE A HIGHER YIELD RATIO OF ENGAGEMENT PER DOLLAR SPENT.

ENGAGEMENT PER DOLLAR SPENT-TOP BRANDS



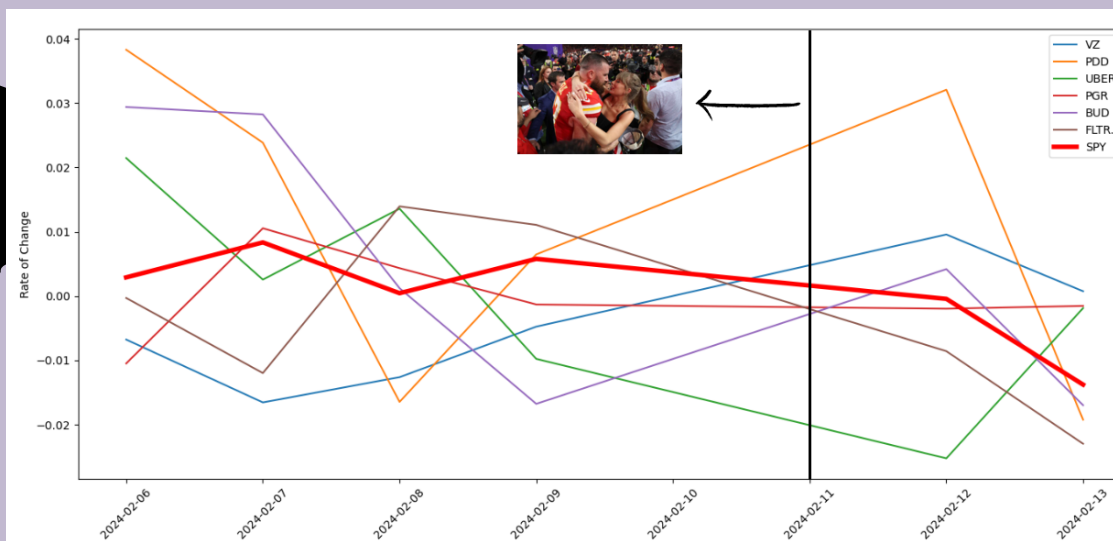
ENGAGEMENT PER DOLLAR SPENT-BOTTOM BRANDS



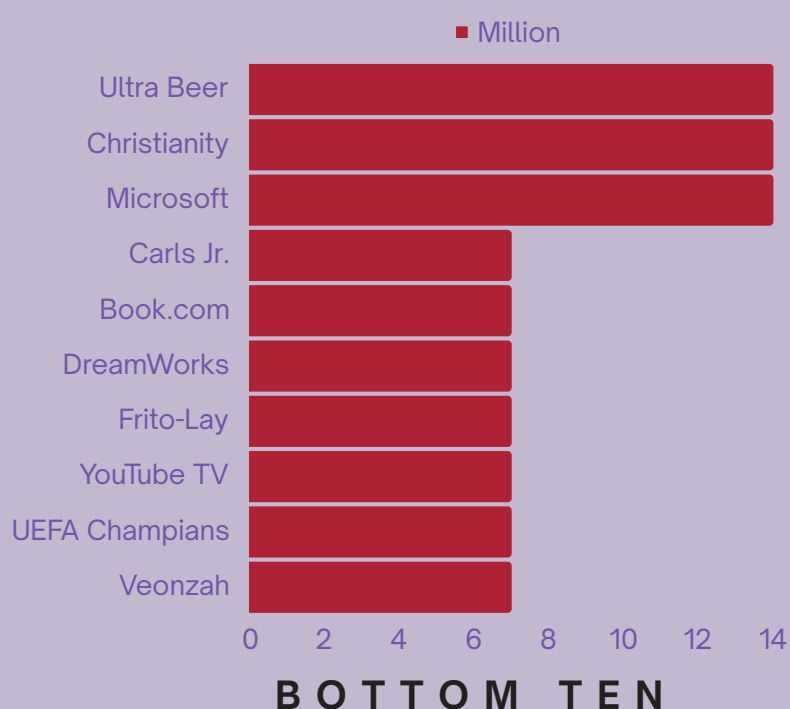
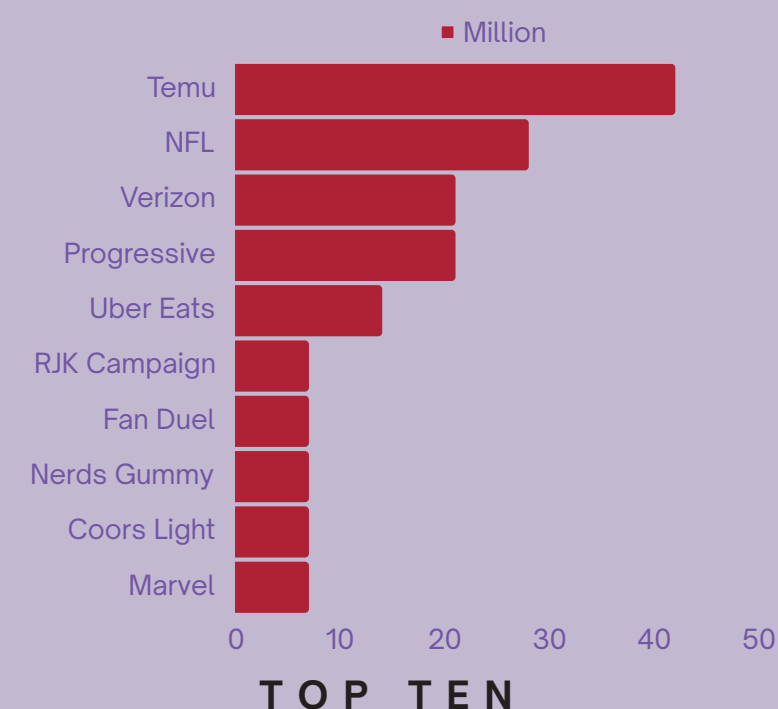
THE MOST ENGAGED BRANDS ON AVERAGE SPENT MORE THAN THE LEAST ENGAGED BRANDS.

STOCK'S RATE OF CHANGE OVER TIME

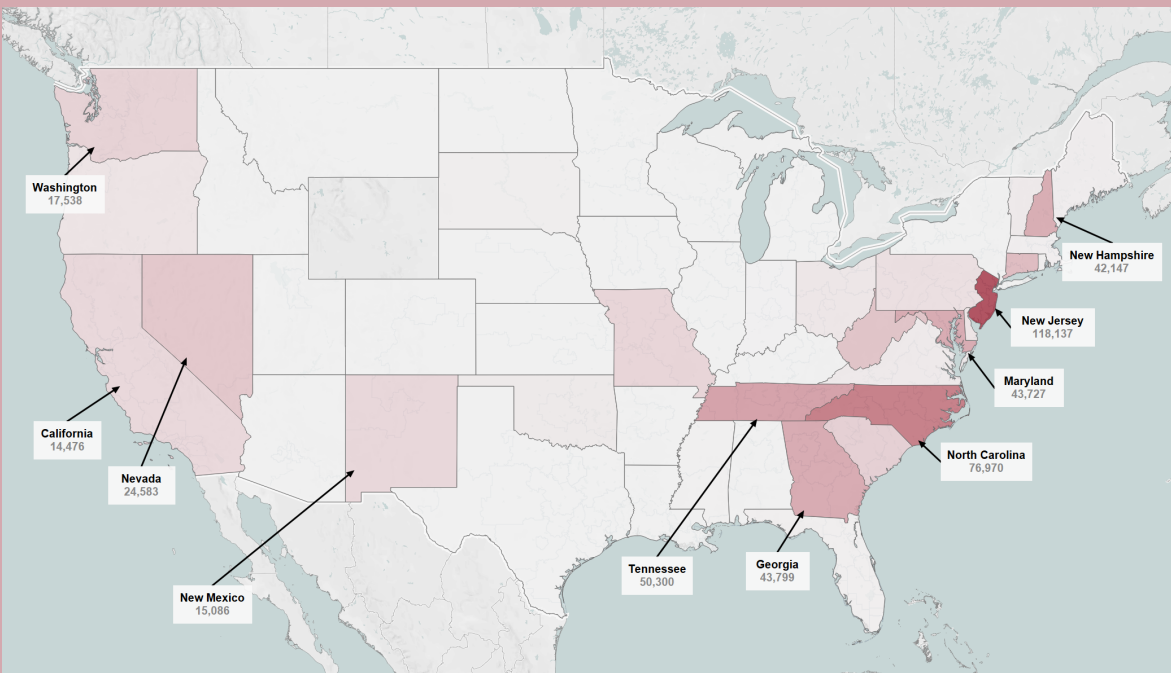
THERE'S NOT A HIGH CORRELATION BETWEEN CAPITAL EXPENDITURE ON ADVERTISEMENTS AND STOCK MARKET PERFORMANCE



COST OF TOP AND BOTTOM ADS



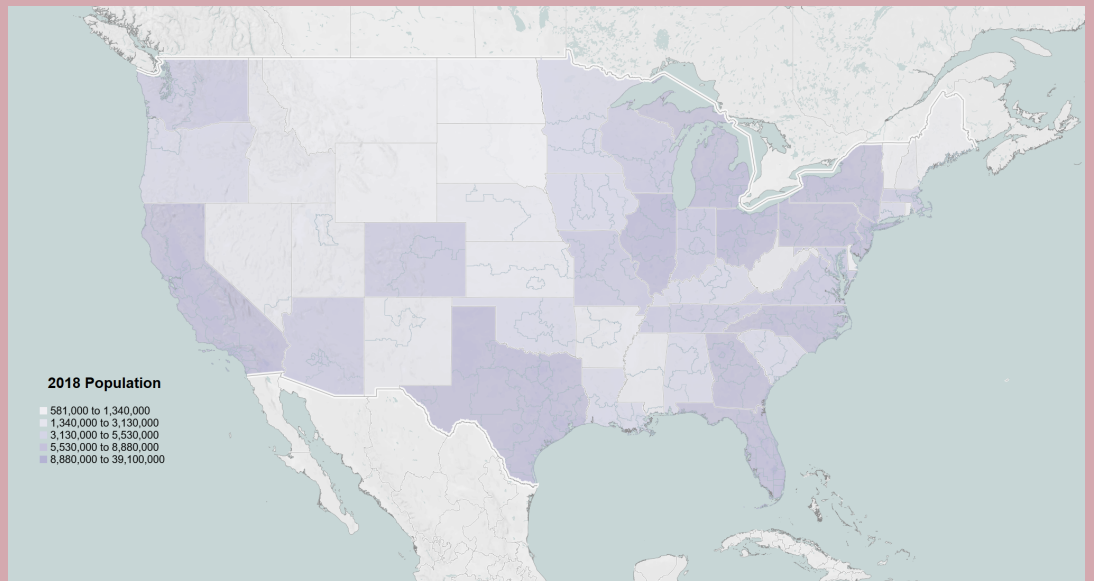
LOCATION DISTRIBUTIONS



THE COASTLINES HAD THE MOST ENGAGEMENT, DESPITE NOT BEING IN THE SUPER BOWL!

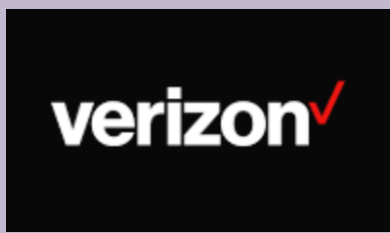


POPULATION DENSITY



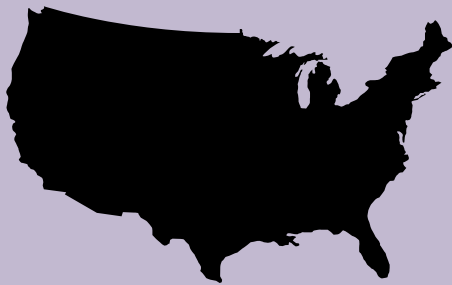
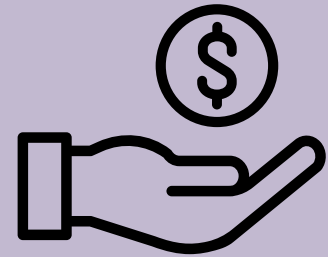
1/3 OF THE POPULATION LIVES 100 MILES WITHIN THE COASTLINE.

FINAL ASSESSMENTS



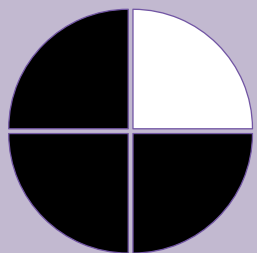
VERIZON HAD THE LARGEST RETURN ON THEIR INVESTMENT!

BRANDS THAT SPENT MORE RECEIVED MORE ENGAGEMENT PER DOLLAR SPENT.



IT'S IMPORTANT TO FOCUS ADVERTISING TO AUDIENCES IN THE UNITED STATES AND IN COASTLINE.

PURCHASING MORE AD TIME WILL PAY OFF, REPETITION IS IMPORTANT.



THE SECOND QUARTER HAD THE MOST ENGAGEMENTS MAKING IT OPTIMAL FOR DISPLAYING ADVERTISEMENTS.

SUCCESSFUL BRANDS FOCUSED ON QUALITY OVER QUANTITY.



X DATA ISN'T A GOOD BENCHMARK DATASET FOR ADDRESSING ROI, BUT PROVIDES INSIGHTS ON PUBLIC ENGAGEMENT!

THANK YOU TO OUR SPONSORS!



Along with being diligent students in the David Eccles School of Business, our team is proud to represent the Kahlert Initiative on Technology as the Vice-President and Outreach Coordinator.