

GAME DAY ANALYTICS CHALLENGE SBLIX



ANSEL



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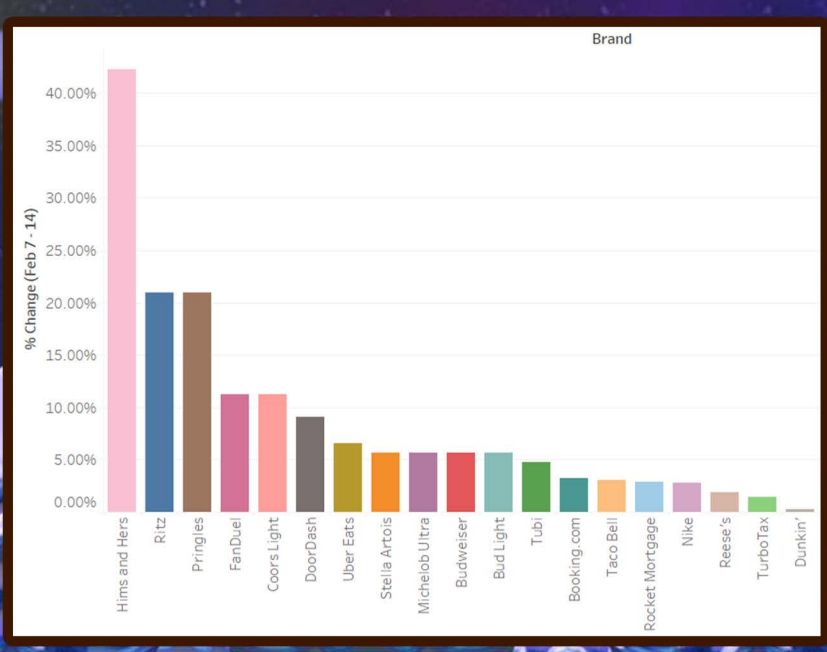
VINH

MOST ATTENTION-GRABBING SUPER BOWL BRAND

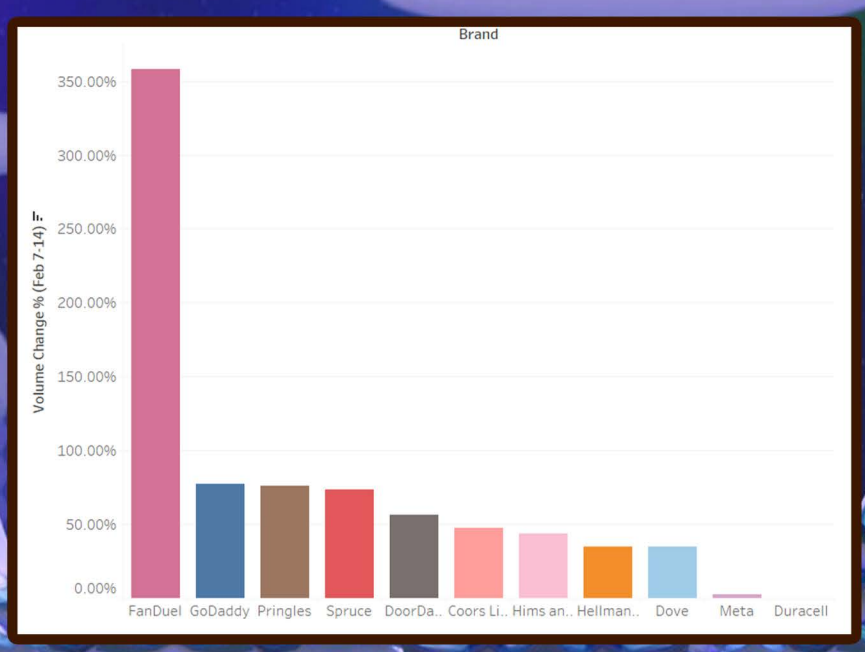


CONVERSION RATE FOR QUOTE TWEETS

MOST VALUABLE SUPER BOWL BRAND

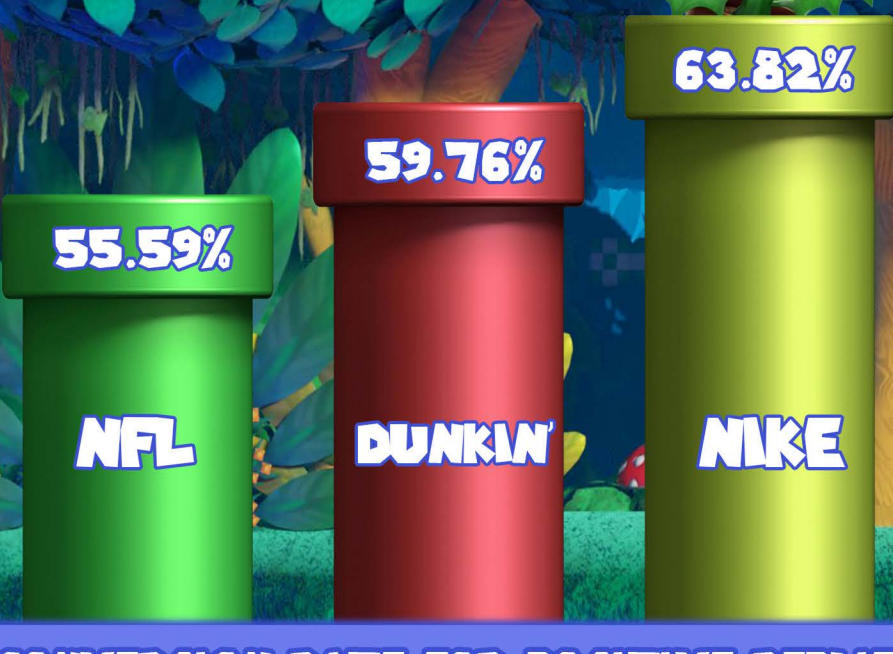


PERCENT CHANGES IN STOCK PRICE

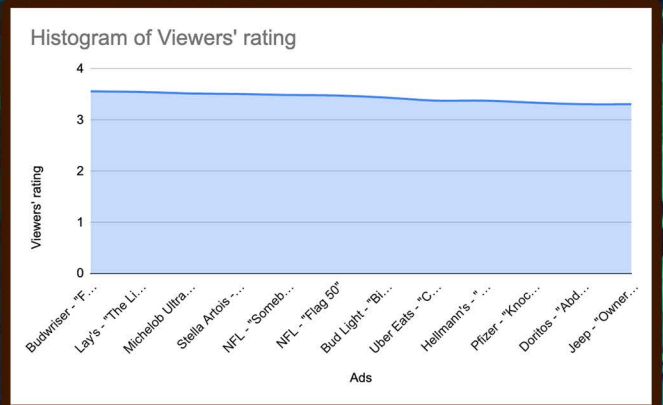


CHANGES IN STOCK VOLUME

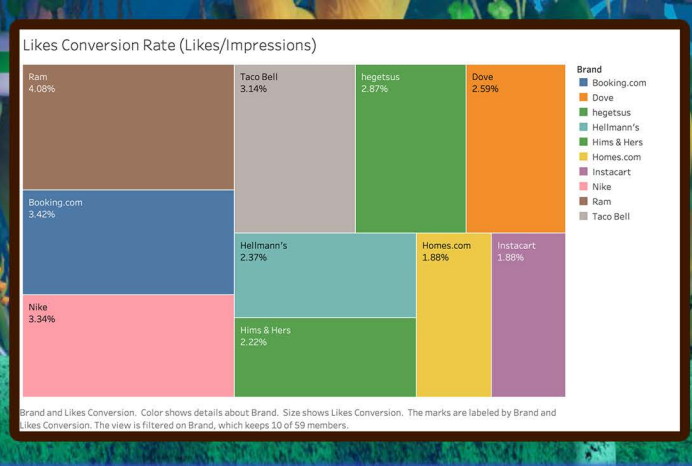
MOST ENJOYABLE SUPER BOWL BRAND



CONVERSION RATE FOR POSITIVE REPLIES



VIEWERS' RATING (USA TODAY)



CONVERSION RATE FOR LIKES

WINNERS!



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