The Golden Hour

Dawn of Analytics
GIVE YOU
New ray of Insights

BY - Dhwani Patel, Kalyani Joshi, Debayan Dutta, Disha Tapadiya

---

Tweet-Volume per Game Time

<table>
<thead>
<tr>
<th>Game Period</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quarter 1</td>
<td>24.98%</td>
</tr>
<tr>
<td>Quarter 2</td>
<td>19.34%</td>
</tr>
<tr>
<td>Quarter 3</td>
<td>25.42%</td>
</tr>
<tr>
<td>Half Time</td>
<td>8.71%</td>
</tr>
<tr>
<td>After Game</td>
<td>13.67%</td>
</tr>
</tbody>
</table>

Third quarter generated the highest percentage of tweets.

---

Most Mentioned Ads

- Stallone faces off Kevin Hart - Free bet
- Full Swing Gossip
- Ben Stiller - Great Acting or Great Taste
- Indiana Jones and the Dial of Destiny
- Kick of Destiny - Breaking Bad reunion

---

Average Cost Per Engagement

This bubble chart says that the entertainment industry is leading for average cost per engagement.

---

Top 10 Tweeted Brands

1. Warner Bros. (36,790)
2. Marvel (29,875)
3. Disney (23,688)
4. NBC Universal (22,726)
5. The Flash (20,712)
6. Amazon (17,925)
7. Paramount Plus (14,179)
8. Fox (11,889)
9. CBS (11,250)
10. Apple Music (11,250)

---

Top 10 Trending Hashtags

- SuperBowl: 41,133
- TheFlashMovie: 24,155
- Sweepstakes: 23,144
- EasyToFunny: 19,061
- CellySweeps: 18,298
- TimeoutForBuds: 9,555
- ULTRACLub: 8,555
- DoritosTriangleScheme: 6,531
- RealOrActing: 5,685
- AppleMusicHalfTime: 5,549

---

Dawn of Analytics
GIVE YOU
New ray of Insights

BY - Dhwani Patel, Kalyani Joshi, Debayan Dutta, Disha Tapadiya
Prime Time Play

Stock Price Changes

<table>
<thead>
<tr>
<th>Brand</th>
<th>Stock Price Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Amazon</td>
<td>$250</td>
</tr>
<tr>
<td>Disney</td>
<td>$400</td>
</tr>
<tr>
<td>foxitech</td>
<td>$300</td>
</tr>
<tr>
<td>intel-force</td>
<td>$200</td>
</tr>
<tr>
<td>michelob-ultra</td>
<td>$150</td>
</tr>
<tr>
<td>paramount-global</td>
<td>$100</td>
</tr>
<tr>
<td>Pepsi</td>
<td>$50</td>
</tr>
<tr>
<td>warnerbros</td>
<td>$0</td>
</tr>
</tbody>
</table>

Stock prices of the top 10 tweeted brands before and after Super Bowl.

Most Expressive States

The Happy Hour

Sentiment Analysis

This sentiment analysis indicates that over 50% of the tweets were neutral in nature.

World Fan Following

The Pillars of GDAC

Our Generous Sponsors