



**GAME DAY**  
ANALYTICS CHALLENGE

Analyze tweets, report insights,  
win scholarships and prizes.



**REGISTER**

**INFO SESSION:**  
MONDAY, JAN. 26 | 5 - 6 P.M.  
Zoom

**KICKOFF:**  
MONDAY, FEB. 2 | 5 - 6 P.M.  
CRCC 215 or Zoom

**REGISTRATION DEADLINE:**  
MONDAY, FEB. 2 | 11:59 P.M.

**GAME DAY:**  
SUNDAY, FEB. 8 | 4:30 P.M.

**PRESENTATIONS AND AWARDS CEREMONY:**  
FRIDAY, FEB. 20 | Noon - 4 p.m. — 4 - 5 p.m.  
SFEBB Auditorium

[Eccles.link/GameDay](https://Eccles.link/GameDay)

1

## Agenda

- Welcome – Dave Norwood
- Committee/Sponsor Introductions
- Game Day Details – Chong Oh
- Team Formation – Stanford Pugsley
- Business Career Services – Alex Overbay
- 2025 Winners' Experiences
- Swag Give-away

2



GAME START: ~4:30 PM MOUNTAIN TIME

3

## Committee

- Founder: Chong Oh
- Chair: Dave Norwood
- Technical Leads: Matt Pecsok & David Agogo
- Judging Lead: Tony Passy
- Operations Lead: Stanford Pugsley
- Career Advising/Support: Alex Overbay
- Media & Communications: Alexandra Hughes

4

## 2025 Awards Ceremony



5

## Example Winning Infographics - 2025



6

## 2025 Super Bowl Ads



The top non-football-related Tweets during the big game

- 1 Commercials
- 2 Halftime show
- 3 Snacks



7

## Our Sponsors



Doman  
Innovation Studio



Herriman Campus



OIS & Specialty  
Masters



8



# Doman Innovation Studio

An *incubator* for product and project development in the David Eccles School of Business.

Doman Innovation Studio has operated for three full academic years. This time frame gives us extensive user feedback that allows us to iterate, while remaining a young organization that can adapt to the challenges and needs that are brought to us.



Where *projects* become companies.

Find us at [Doman.utah.edu](http://Doman.utah.edu)

9

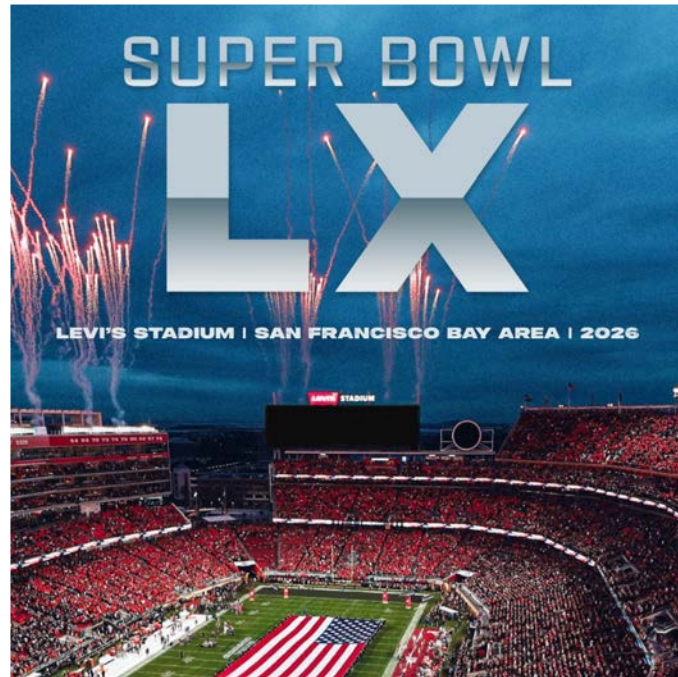
## The Founder



Chong Oh  
BSIS & MSIS Director

10

## What is the Super Bowl?



11

## What are Super Bowl Ads?

- 8 Million USD per 30 seconds slot + creative cost
- \*High viewership and wide audience (SB 2025 – 127M)

\*Super Bowl LIX, which took place on February 9, 2025, between the Philadelphia Eagles and Kansas City Chiefs, was watched by a record-breaking 127.7 million viewers, making it the most-watched television event in U.S. history.

- So what?
  - Great way to learn [data analytics](#)...

12

## What are Super Bowl Ad Tweets (“Posts”)?

- Twitter Tweets about Super Bowl Ads
- Short microblogs - pulse of the earth (vol, real-time, rapid)
- Provide metrics for consumer preferences and trends
- Billion of tweets

13

## What are Super Bowl Ad Tweets?

#LetsGoPlaces was beautiful <https://t.co/J2KRcVHV6L>

Shaggy, Kutcher, and Mila Cheetos commercial is the best thing about the [#SuperBowl](#). [pic.twitter.com/bP8RqwoWSv](https://pic.twitter.com/bP8RqwoWSv)

@MountainDew #MTNDEWMAJORMELON #MyPromotionEntry

#trailer of #SuperBowlSunday delivers a #FastAndFurious9 trailer that runs almost 4 minutes long! #VinDiesel... <https://t.co/WdJZkNpzUy>

RT @esapinchemonse: Bro, that State Farm commercial is my favorite one by far. Paul Rudd, drake, Aaron Rodgers and jake 🥰🥰🥰🥰🥰 #SuperBowl

14

## Game Day Analytics Challenge

1. Watch SB Ads, analyze tweets, create **infographics** and write **white paper**
2. Present insights to panel of judges
3. Learn data analytics skills (Python, Tableau, Alteryx, Domo), expose to context of marketing analytics, engage with sponsors and peers, resume building

15

## What's in it for you?

- Prizes/Scholarships
- Possible job/internship interviews with sponsors
- Networking with sponsors and peers
- Resume/skill building

16



## Milestones

- Register team by 11:59PM 2/2
- Attend kickoff meeting on 2/2
- Review tutorials and practice data processing and visualization on old datasets
- Plan your strategy
- Watch early release commercials and identify key phrases

- Submit Key Phrase List

- Receive your dataset of tweets
- Perform data analysis, extract insights & KPIs
- Create data story and visualizations
- Prepare infographic, white paper, and presentation

Week Before Game  
Feb 2 - Feb 8

Big Game Day  
Feb 8

After Game  
@ Midnight

GAME ON  
Feb 11 - Feb 18

Judging & Awards  
Feb 20

- Watch game and collect key phrases for each commercial during assigned period

- Present to panel of judges
- Go, fight, win!!!!

17

## Rules & Requirements

- You must register by February 2nd
- Previous year's participants can join but not winners
- Can the team seek outside help? YES - **but they cannot do any of the work**
- Can the team use other technologies? YES
- Can the team use other data sources? YES
- Do we get help? YES – online training materials and support during competition week
- Do we start from scratch? NO - you get materials from last year.

18

## I am interested...what now?

1. Form a team and **Register (NOW)** [eccles.link/gameday](https://eccles.link/gameday)
2. Review online training materials
3. Understand the processes and requirements
4. Learn the technologies - Python, MongoDB, Alteryx, Tableau, R and DOMO
5. Plan your strategy
6. Practice on 2025 dataset and explore insights
7. Prepare your infographics and white paper templates
8. Attend the **kickoff meeting (2/2)**

19

## Team Formation



Stanford Pugsley  
Associate Professor

20

## Registration

- Register Today at [Eccles.link/GameDay](https://eccles.link/GameDay)
- Team consists of 3-4 students
- Best if find your own team
  - We will do our best to team you up if not
- One student must be from one of the following programs:
  - Information Systems Major (BSIS)
  - IS or Business Analytics Minor
  - MSIS, MSBA, or MSCM programs
  - QAMO IS Emphasis
- Special invitation from other schools (UVU, BYU, Weber, SLCC)
- What if a team member quits? You must get a replacement (min 3 in a team)

21

## Support

- All available on Canvas once you register
  - Online training documents and videos
  - Past Examples (infographics & white paper)
  - 2025 tweet dataset for practice
  - Free software (Tableau, Domo, Alteryx, MongoDB, Python)
  - Email support
  - Zoom support

22



**Matt Mow**

*Career Coach, MSBA*

## Career Opportunities

23

## Business Career Services

### Engage with your IS Career Coach.

Learn how to  
articulate your skills,  
projects, and  
experiences on your  
resume, LinkedIn and  
even during



#### Job/Internship Board

Check here frequently for up-to-date employment openings.



#### Instagram

Follow @EcclesCareers to stay connected to the world of internships and career opportunities.



#### Career Studio

Have an online interview? Our Career Studio rooms are equipped with proper lighting, camera, sound, microphone, and backdrop.



#### Hey U Podcast

Made by students, for students. New episodes every month!



#### Career Corner

Watch brief video guides for tips on how to leverage career tools for best results.



#### Headshots

Get a professional headshot taken to use on your LinkedIn profile, business presentations, and more.



#### Report your Placement

Have a new internship or job offer? Share your success.



#### Career Closet

Stop by GARFF 1300 to borrow complimentary professional clothes for that important interview, career fair, etc.

24

# Utah's Thriving Technology Industry

Utah's excellent business climate and low cost-of-living have created a space for the technology industry to thrive. From Fortune 500 corporations to up-and-coming startups, technology companies are flocking to the Silicon Slopes and finding great success.

Utah's demand for technology professionals has proven beneficial for MSIS students and graduates. Whether you're seeking employment in or out of Utah, the opportunities available in the Silicon Slopes can add clout to your resume and prepare you for the next steps in your career.

The CompTIA State of the Tech Workforce 2024 report projects a 33% growth in tech occupations in Utah from 2024 to 2034, which is the highest percentage change in the U.S.. - <https://www.comptia.org/en-us/resources/research/state-of-the-tech-workforce-2024/>



25

## Eccles Average Salary

Academic Plan	Average
BSIS	\$58,626
MSIS	\$84,411
MSBA	\$77,481

26



## Advantages of Participating

- Safe place to learn (and fail)
- Utilize skills from class
- Build your resume
- Gain experience to discuss in interviews
- Networking with peers and professionals

*Sample Resume*

### Data Science Portfolio Highlights

2020 Ad Analytics Game Competition (1st place in graduate division)

- Used [Python](#) and [Domo](#) to conduct in-depth analysis of 700K Twitter tweets on 2020 Super Bowl ads in extracting valuable metrics and insights related to performance, influence and diffusion for brands to [execute advertising strategies](#).
- Presented the team's findings to a panel of judges through the use of [infographics and a detailed white paper](#).
- Conducted [statistical testing](#) post-competition to find features that explain the metrics.

27

## War Stories & Wrap Up

- Assoc Prof Dave Norwood



28

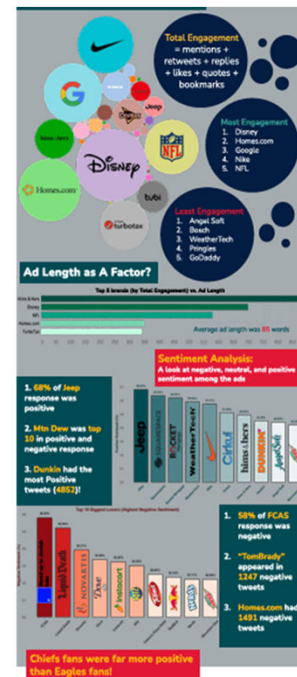
## 2025 Winning Team Interview

- Prachi Aswani
- Jack Doughty
- Tobias Lux
- Nicolaus Bayard

29

## Panel's Infographic

An infographic is a visual representation of information, data, or knowledge designed to present complex information quickly, clearly, and engagingly. By combining text, images, charts, graphs, and illustrations, infographics help make, analyze, or explain data, patterns, and processes in a digestible, memorable format.



30

## START NOW

- Register Team HERE ([eccles.link/gameday](http://eccles.link/gameday))
- QUESTIONS?
  - o Dave Norwood ([dave.norwood@utah.edu](mailto:dave.norwood@utah.edu))
  - o Chong Oh ([chong.oh@utah.edu](mailto:chong.oh@utah.edu))

31

## SWAG GIVE-AWAY



Special Thanks:



32

END

