TA: Gia Peduto Team: Chern Xin Liew, Noam Katzenelson, Kylie Nagel, Yizhou Hua, Leon Yee, Pranav Mettu, Stephen Kruse

MOTIVATION GOALS CONCLUSION

Social media serves as an important tool to Purdue Athletics as it allows sports accounts to grow and engage with their fan bases, create brands for themselves, and interact with other companies and sports teams via sponsorships and repostings.

- ★ Collect Purdue Athletics social media data and conduct data analysis in the form of visuals.
- ★ Collect, clean, and visualize the data and findings for each platform team.
- ★ Content is focused specifically on:
 - a. Date/time
 - b. Category type
 - c. Content type
 - d. Likes
 - e. Comments
 - f. Shares
 - g. Engagement
 - h. Engagement rate

Accounts:

- Soccer
- Sports
- Women's Basketball
- Football
- Basketball
- Softball
- Wrestling
- Volleyball
- Baseball



Future Goals: Automate data by coding an algorithm that would scrape data automatically every 2 weeks rather than doing it manually, using our tool with the Purdue Sports app and website, and develop efficient methods to categorize data while maintaining consistency.

★ Scrape the Data → Categorize the Post(s) → Clean the Files → Generate Visuals

Summary: Helped Brooke Robbins and her team gain insights about social media platform statistics and overall engagement in posts, worked to achieve the goals of growth and engagement in social media by scraping data and using it to create useful visuals to better analyze the social media data, fully automated the process of data scraping social media platforms.

Thank you to our Mentor Brooke Robbins, Kevin Amstutz, and members from the Purdue Athletics Department.

VISUALIZATION

SCRAPING

AUTOMATION











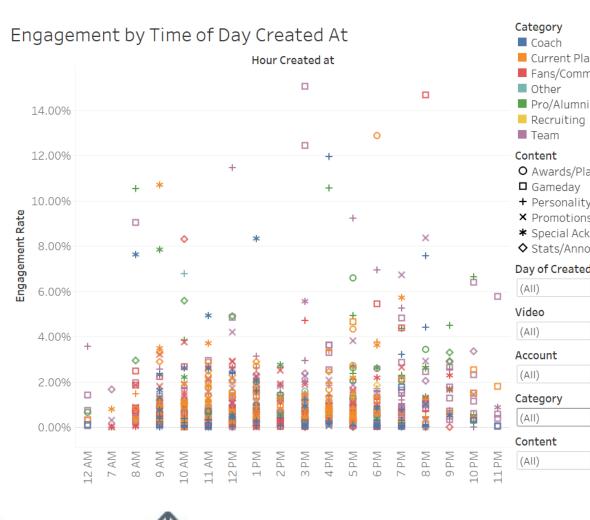
Purdue Athletics @ PurdueSports ·

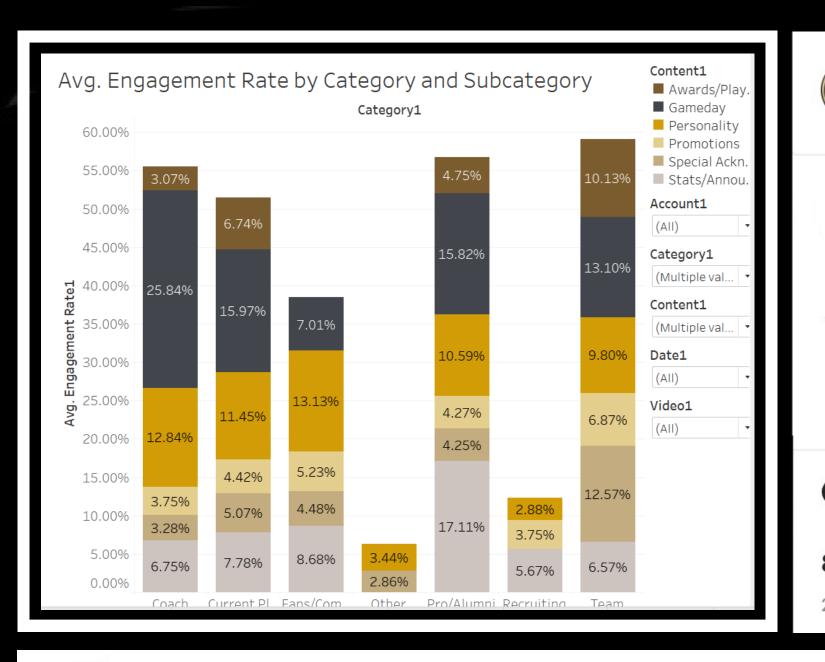
The highest engagement rates come from posts that are posted at 3pm and 8pm. After 8pm, the average engagement rates drop no matter the category and content type. Anytime between 8am to 8pm is when people are awake and active on Twitter reading the content posted.

Pic: Twitter engagement rate by time of day (all categories & all accounts)













Purdue Athletics

"Our partnership with The Data Mine has been beneficial in a number of ways, including helping us analyze engagement rates across multiple social media accounts and platforms. This project has been effective in identifying opportunities to enhance our efficiency within the content creation process, and other key performance indicators to maximize digital fan engagement." - Quote from Purdue Athletics