

The Great Indian Diwali Sale – Part 2

Diwali is the busiest season for Indian e-commerce stores. In part 2 of the Diwali sale analytics, powered by HyperGraf™ we analysed all Tweets for one specific retailer with hash tags #SnapdealUltimateMonday, #DiKiDeal and #snapdealdiwalisale. Presented here are the who, how many, what, when and why of conversations of Twitteratti during the week 2-9 Nov 2015.

NUMBER OF TWEETS

29165

TWEETS BY

5313

USERS

AMBASSADORS & DETRACTORS



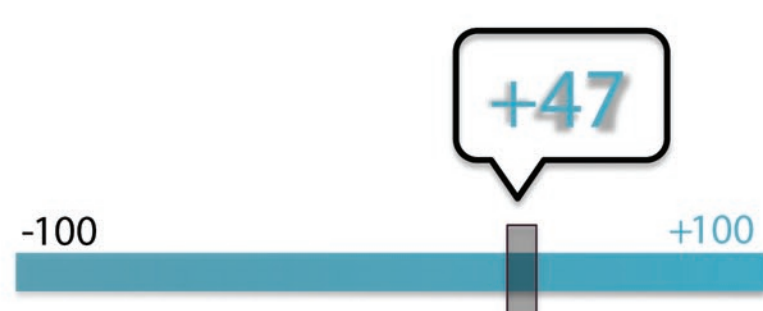
1783

Ambassadors

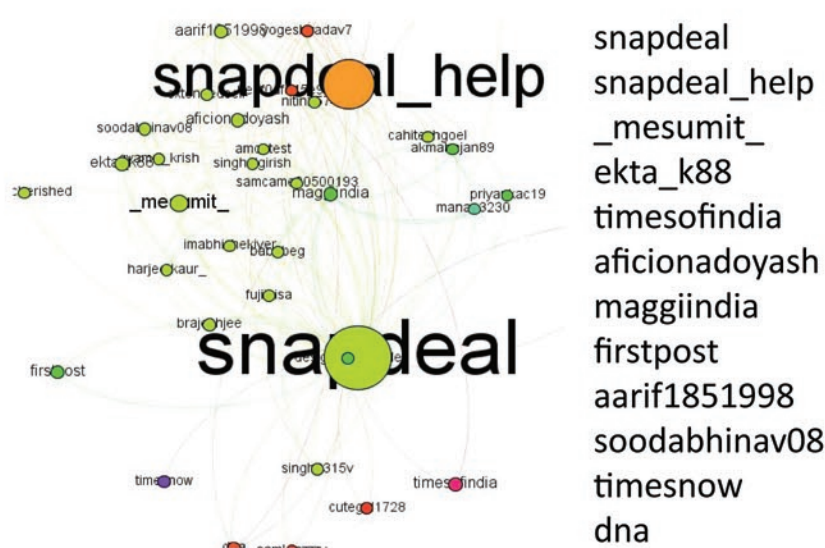
634

Detractors

SOCIAL NET PROMOTER SCORE



NETWORK CENTRALITY LEADERS



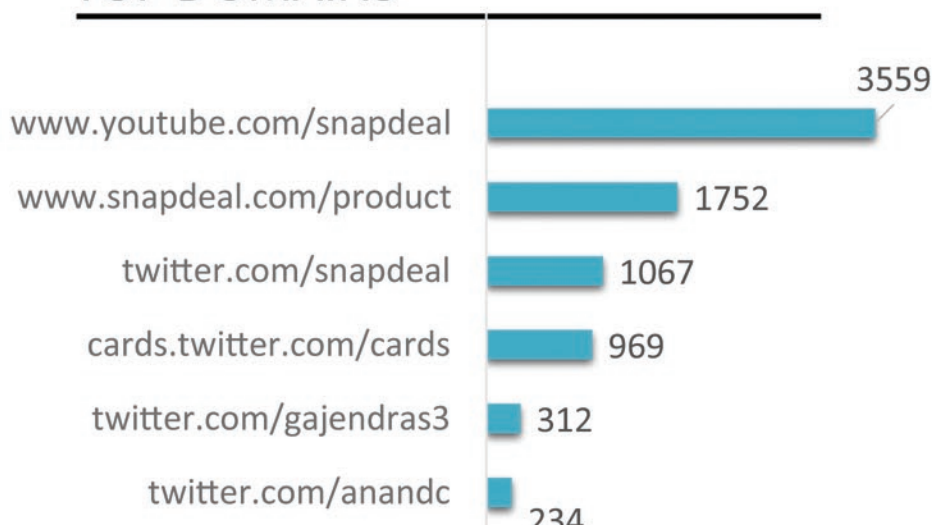
KLOUT SCORE

Min: 10
Average: 42.2
Maximum: 93

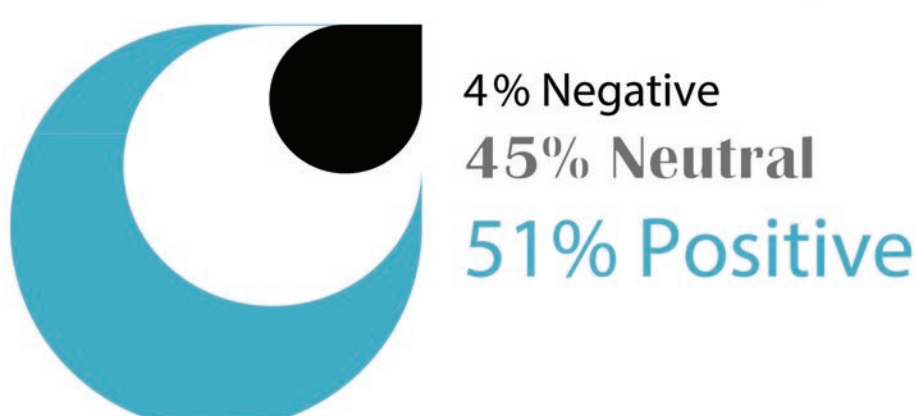
TOP HASHTAGS & THEMES



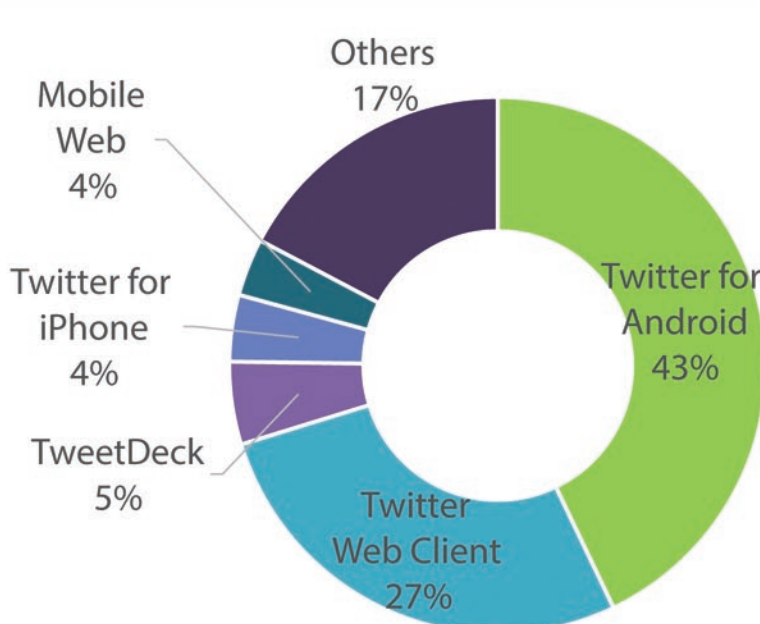
TOP DOMAINS



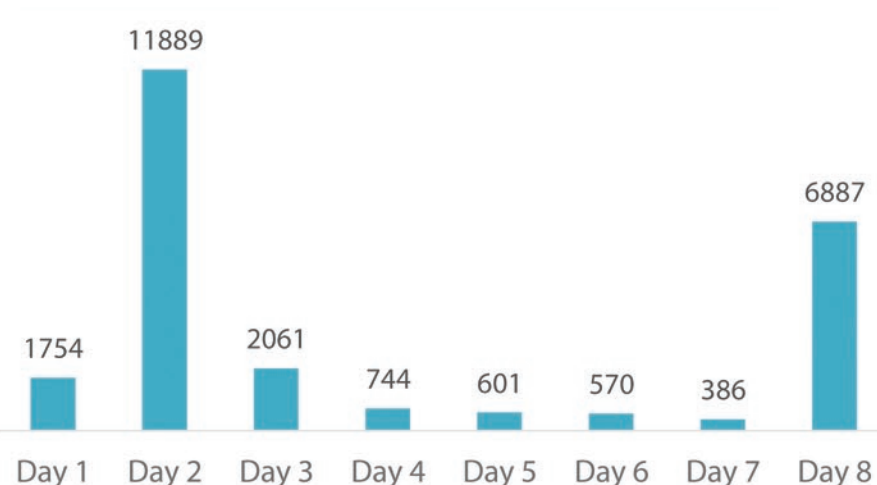
SENTIMENTS



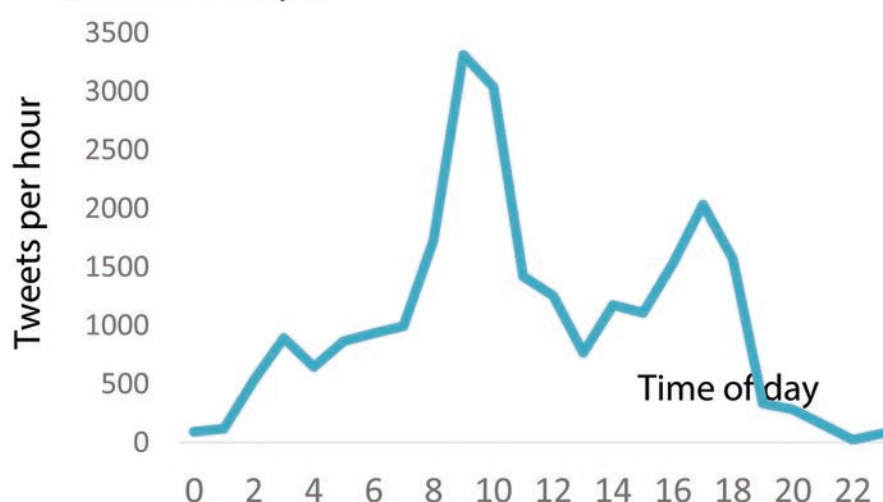
KEY CHANNELS OF INTERACTION



TWEETS BY DAYS



TWEETS BY TIME OF DAY (Across 8 Days)



TWEETS ACROSS INDIA



USER PROFILE DESCRIPTION

