

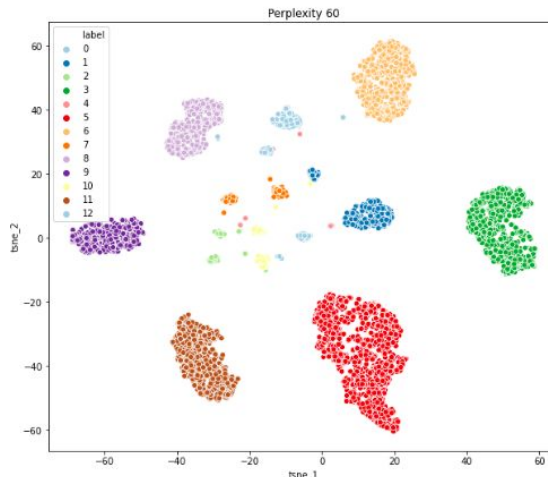
# Project Overview

We analyzed New York Islanders-related activity on Twitter to gain insights into how the Islanders can better engage with fans on social media. We used a two-pronged approach to guide our final recommendations:

1. Identify how Islanders engage with the Islanders on Twitter
2. Use Twitter activity to cluster fans into distinguishable archetypes

## Key Findings

- A. Post-game activity is much higher after wins, and favors more retweets, whereas after losses, replies are more prevalent than retweets.
- B. Since the NHL shutdown, @NYIslanders tweet mostly during evenings and nighttime, whereas overall Islanders-related twitter activity peaks over lunch.
- C. There are roughly 13 clusters that are distinguishable from one another. These clusters range in influence, Twitter activity, Islanders avidity, and locality.



## Future Opportunities

This project has just scratched the surface of what is possible with analytics in this space. While there are vast amounts of social media data to analyze, doing so is costly and timely. We believe the following represent some feasible short-term opportunities and higher value, long-term aspirational goals within this space.

### Short-term

1. Use natural language processing techniques to get a clearer picture of what users are tweeting about (sentiment analysis, etc.)
2. Overlay Islanders' Twitter content schedule to better understand how fans engage with the official account

### Long-term

1. Build out a more robust picture of each fan by linking Twitter, Facebook, Instagram, etc. data together, integrating into a customer relationship management (CRM) system to match against revenue generation. Re-run clustering algorithms with this dataset.