

The Great Indian Diwali Sale – Part 1

Diwali, the festival of lights is the busiest season for Indian e-commerce stores. This analytics, powered by HyperGraf™ analysed all Tweets for one specific retailer with hash tags #TheGreatIndianDiwaliSale and #DiwaliOnAmazon. Presented here are the who, how many, what, when and why of conversations of Twitteratti during the 3 Day sale held from 23rd-25th Oct 2015.

NUMBER OF TWEETS

14233

TWEETS BY

2475 **USERS**

AMBASSADORS & DETRACTORS



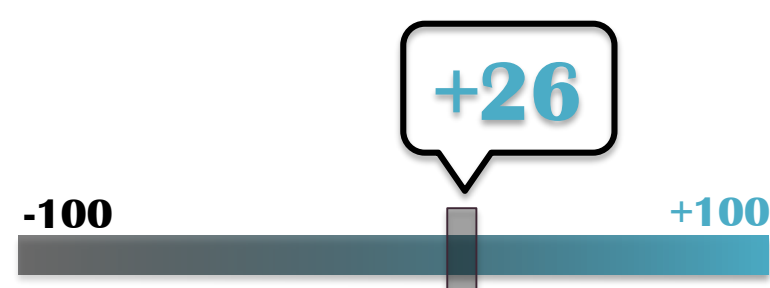
654

Ambassadors

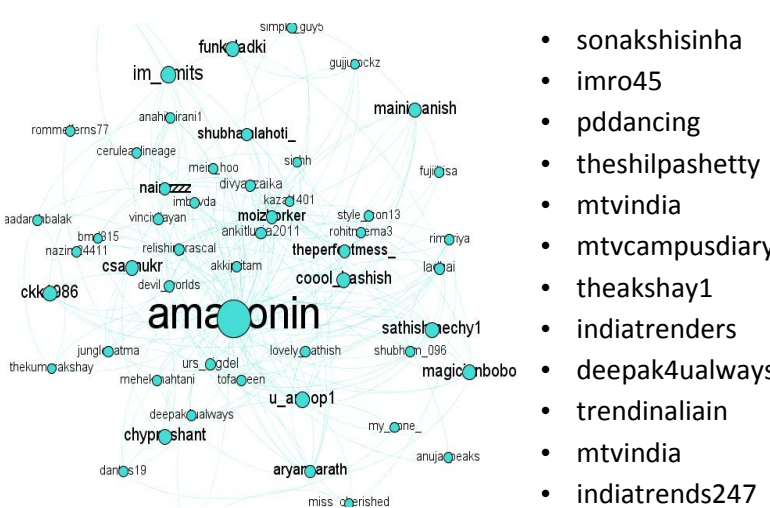
378

Detractors

SOCIAL NET PROMOTER SCORE



NETWORK CENTRALITY LEADERS



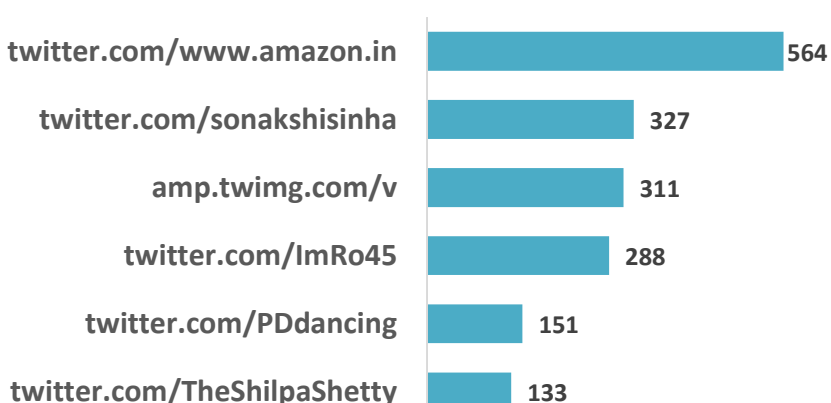
KLOUT SCORE

Min: 10
Average: 46.6
Maximum: 83

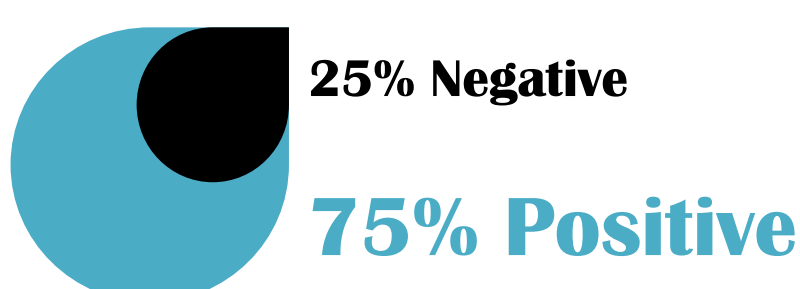
TOP HASHTAGS & THEMES



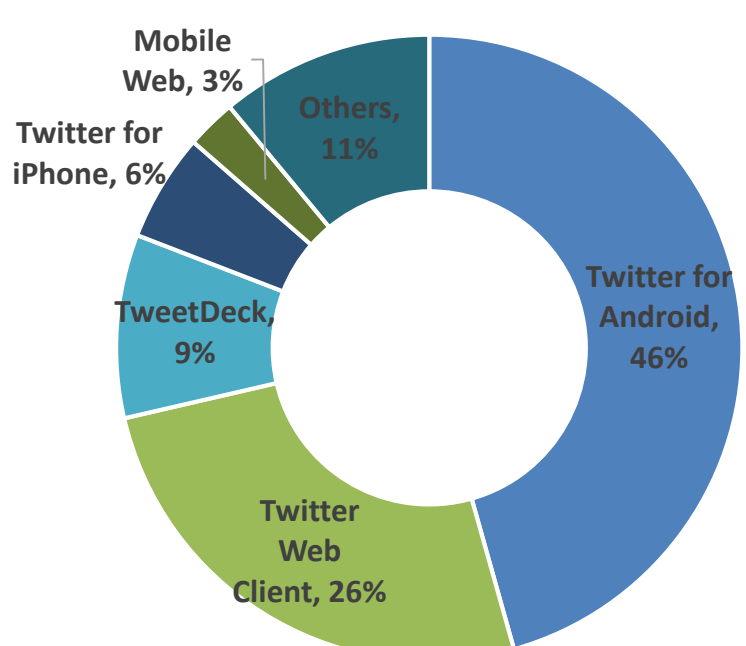
TOP DOMAINS



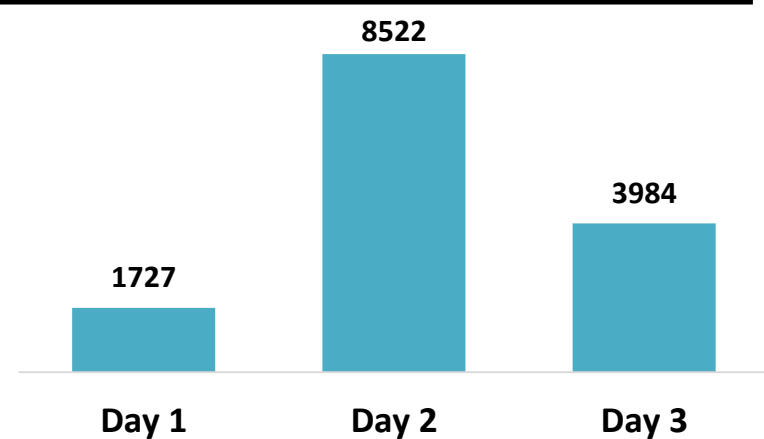
SENTIMENTS



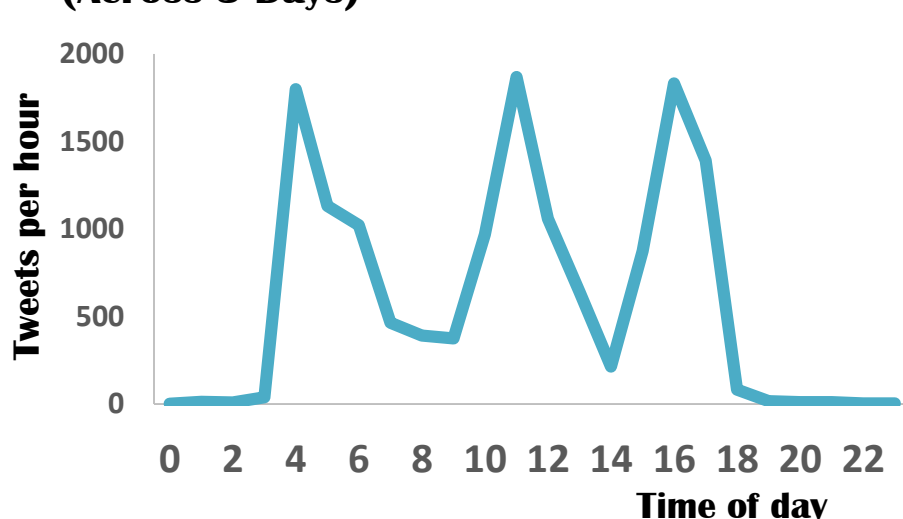
KEY CHANNELS OF INTERACTION



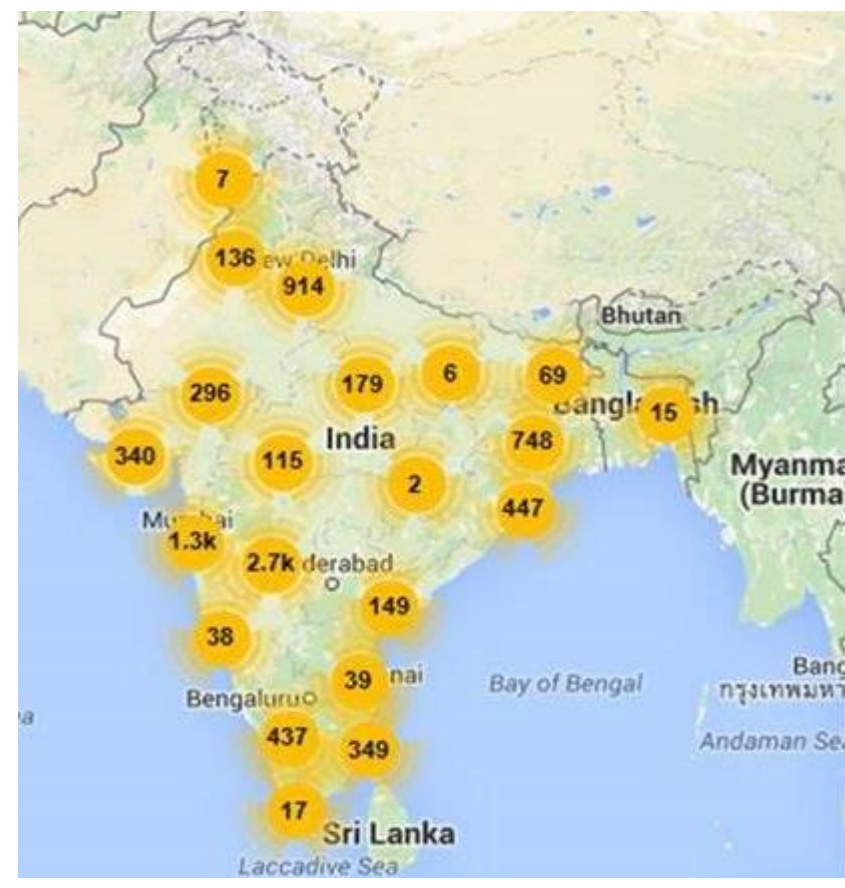
TWEETS BY DAYS



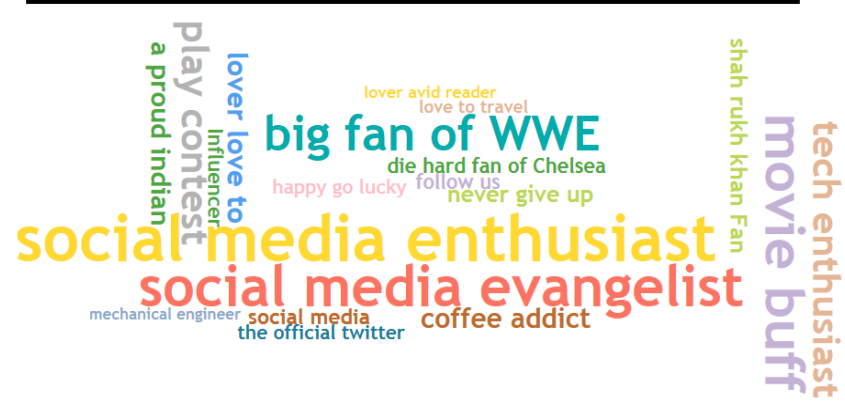
TWEETS BY TIME OF DAY (Across 3 Days)



TWEETS ACROSS INDIA



USER PROFILE DESCRIPTION



MOST RETWEETED

@sonakshisinha: Going crazy making room for all that I'm buying on the Great Indian Diwali Sale on @amazonin #DiwalionAmazon

@ImRo45: It's time to shop till you drop!