



# SOCIAL INTELLIGENCE REPORT

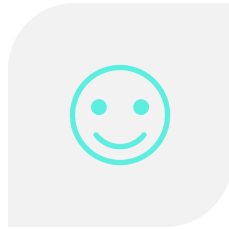
OCT 2018 – SEP 2019



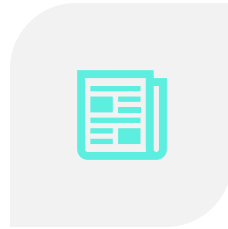
# OBJECTIVE & APPROACH



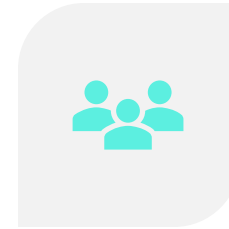
**Demand Sensing & Social Presence**



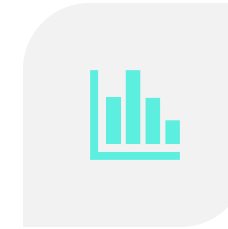
**Sentiment Analysis**



**Media Type Analysis**



**Audience Analysis**



**Content Analysis**



**Insights & Recommendations**

**Approach:** We have analyzed **32.9 K** data from social media and forum websites and for this analysis we have used tools like NetBase360 and AI based packages. We have included Demand – Sensing , Sentiment, Audience and Media-type analysis to unearth the insights which can help to understand their audiences and can implement better social media strategy as per the recommendations

**Duration :** 6 days



# TEXAS LEGENDS – DEMAND SENSING & SOCIAL PESENCE



TEXAS LEGENDS

33,631

15,908

14,103

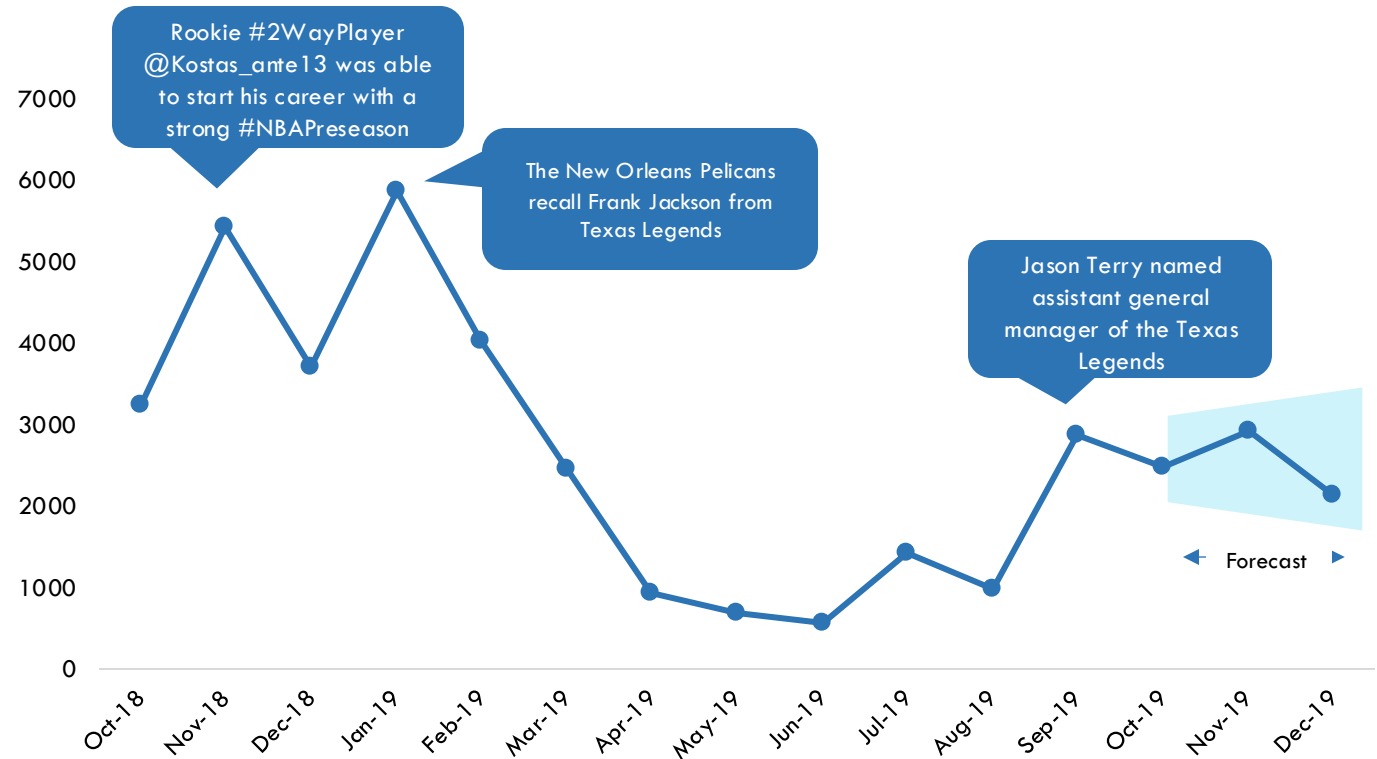
873,565 Views

There were **32.9 K** social mentions identified over the last year and the conversations were revolving around NBA preseason, Texas Legends players and Management

Texas Legends conversation spiked when people were talking about share & NBA preseason and Texas Legends Player Frank Jackson

Texas Legends mentions have been declined over the period of Jan 2019 to Aug 2019 and again peaked up in Sep 2019

Mentions





# TEXAS LEGENDS – SENTIMENT ANALYSIS

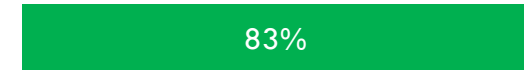
Texas Legends Net Sentiment Score was quite high at **83%** for the period of Oct 2018 to Sep 2019

Positive conversations were revolving around Players, 'Jason Terry being hired as a new Assistant General Manager of Texas Legends' and 'Legendary Luncheon' hosted on the second Wednesday of the month

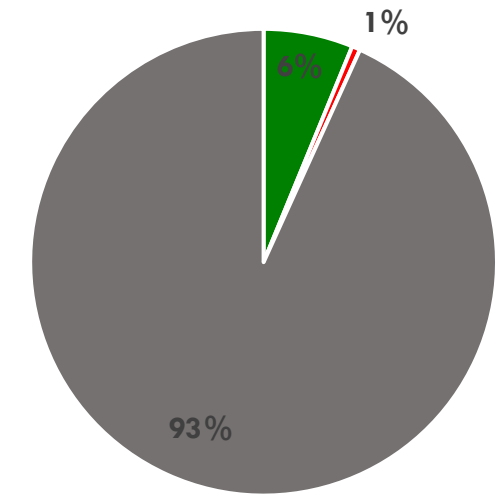
6% of total conversations were positive and only 1% mentions have been identified as negative over the last one year which shows the people strong affinity towards Texas Legend



## NET SENTIMENT SCORE



## SENTIMENT ANALYSIS



■ Positive ■ Negative ■ Neutral

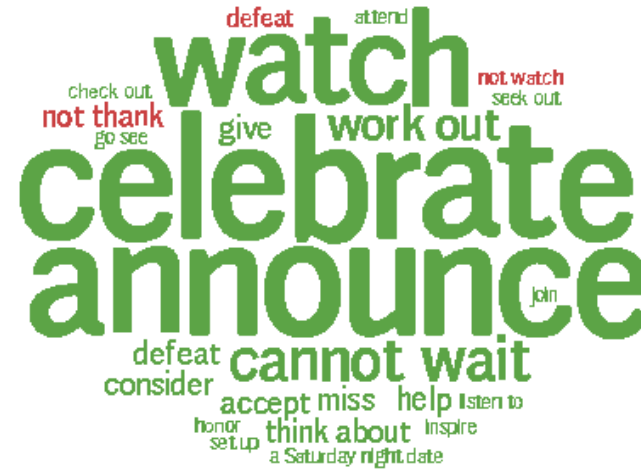


# TEXAS LEGENDS – SENTIMENT ANALYSIS

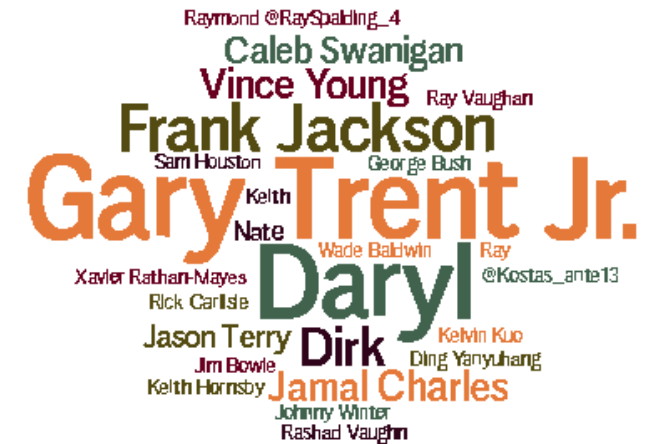
## EMOTIONS



## BEHAVIORS



## PEOPLE



3% of total conversations have been identified with 'Emotions' and people have exhibited positive emotions towards the Texas Legends team

2% conversations have been identified with 'Behaviors' and people have shown positive intent towards the Texas Legends team

'Gary Trent Jr.' and 'Frank Jackson' were the popular player who have received lot of mentions from the audiences in context of their game and team





# TEXAS LEGENDS – VERBATIMS

**Beautiful Lives Project**  
@beautylivesproj

RT @beautylivesproj: We had such a great event with the @TexasLegends #beautifulivesproject

Thanks for hosting once again! True leaders h...



**Bridget Boudreaux Tracy**  
@8boo95749242

Great luncheon @ The Texas Legends  
#Networking



**Tim Martin**  
@TimMartin\_TX

Can't thank @JaredSandler and the @TexasLegends for having me guest analysis for the game last night. Have a whole new respect for commentary and what takes place behind the scenes. Fun to watch @gtrentjr drop 37pts live in person 🍷



**Dominic G. Brown**  
@DominicGBrown

RT @DominicGBrown: Enjoyed a wonderful time watching the #Dallas #Mavs

Thank you @TexasLegends for the tickets last night, as your Legend...



**okcblue** • Follow

okcblue Familiar faces at last nights win over the Texas Legends.  
#WeAreThunder

50w

nrwolfe77 Thunder up ⚡⚡

50w 1 like Reply

peetie35 THUNDER UP  
BABY ⚡⚡⚡⚡💙💙💙💙



# TEXAS LEGENDS – CONTENT ANALYSIS

**Dallas Mavericks** has received **26%** of total Mentions along with Texas legends

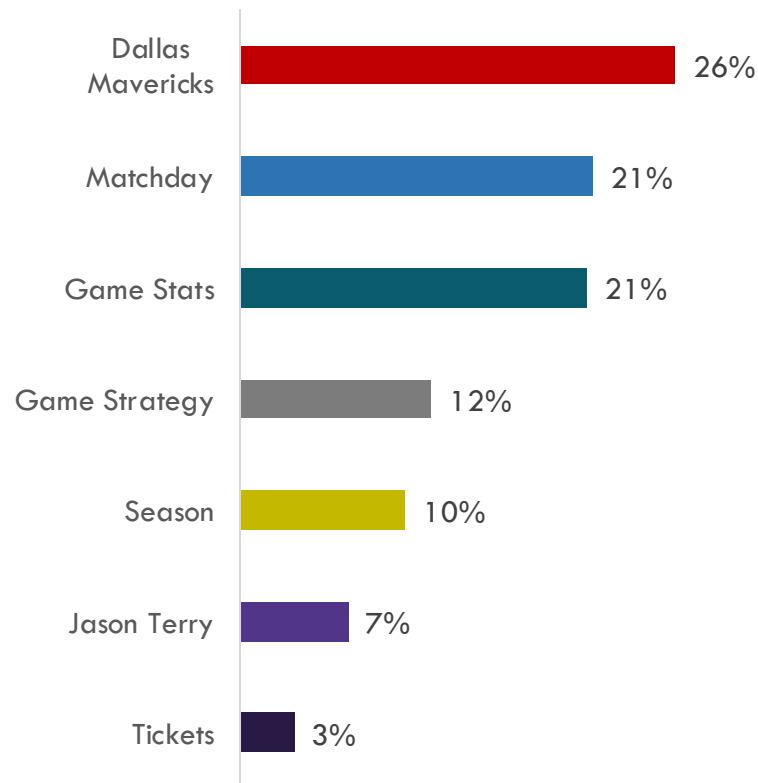
**'Kostas Antetokounmpo'** was most popular player which have received 1660 mentions when people Tagged Dallas Mavericks and Texas Legends together

**21%** Mentions have been associated with **'Matchday'** and **'Game Stats'**

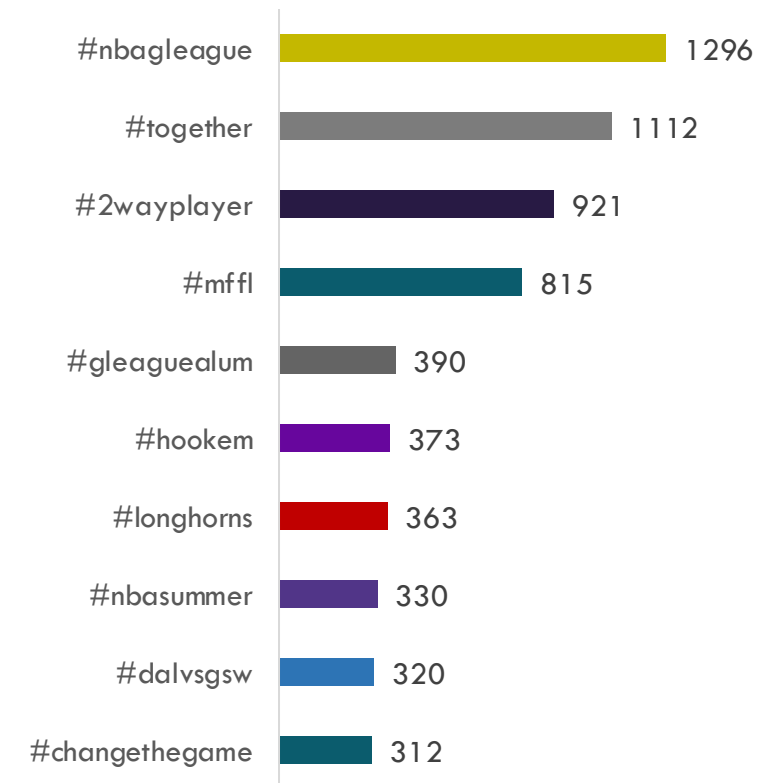
New 'Assistant General Manager' **Jason Terry** has received **7%** of total mentions and created a spike in mentions during Sep 2019

#NBAlleague, #together, #2wayplayer, #mffl were the top hashtags which have been used in the conversations related to Texas Legends

## KEY DISCUSSED TOPIC



## HASHTAGS





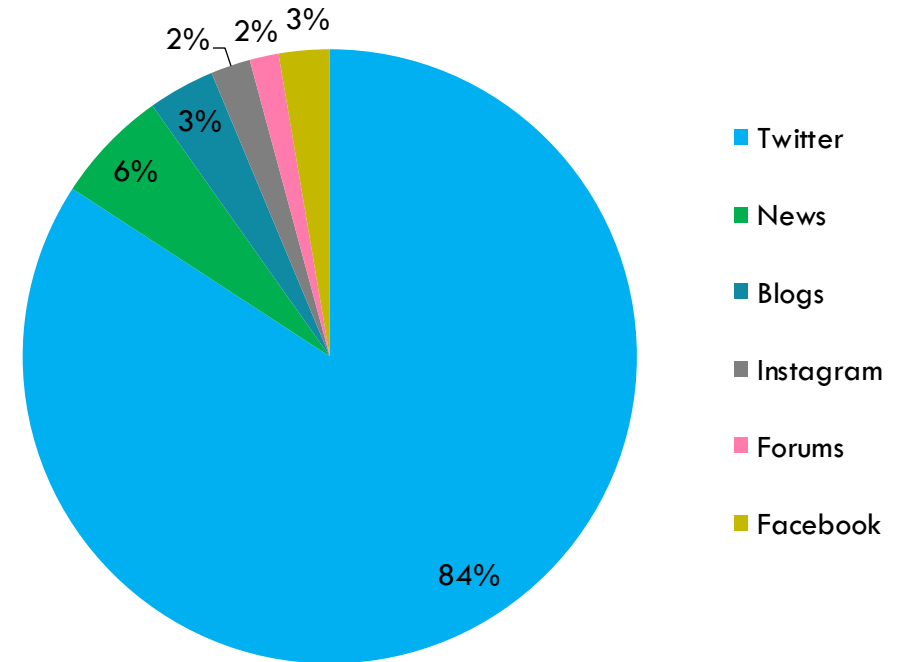
# TEXAS LEGENDS – MEDIA TYPE ANALYSIS

Texas Legends majority of conversations happening on Twitter with **84%** of total mentions

**6%** of conversations identified from News platform followed by Blogs, Facebook, Instagram and Forums

Twitter conversations were revolving around Texas legends and Dallas Mavericks games

**MEDIA TYPE**



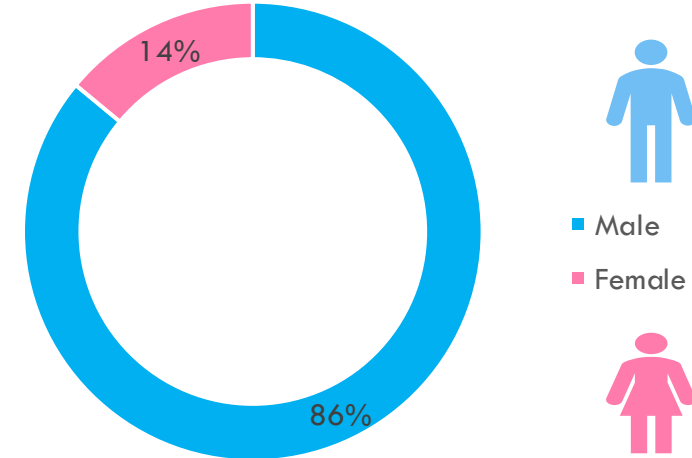




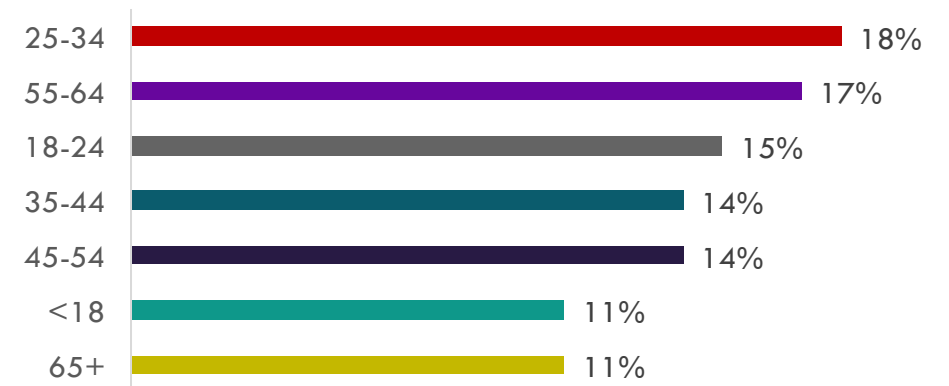
# TEXAS LEGENDS – AUDIENCE ANALYSIS

- Female: Male :: **86:14**
- There is a huge gap in the ratio of Male : Female followers who talk about the Texas Legends on social platforms
- **18%** of total mentions received by **25-34** Age group followed by **55-64** age group with **17%** of total conversations.
- Surprisingly, Texas Legend has received **17%** of mentions from the age group of **55-64** audiences

## DEMOGRAPHICS - GENDER



## AGE GROUP





# TEXAS LEGENDS – INSIGHTS & RECOMMENDATIONS

Texas Legends mentions have been declined over the period of Jan 2019 to Aug 2019 and again peaked up in Sep 2019

**R:** Need to engage audience during the period of Jan to Aug when conversations are quite low

Texas Legends Net Sentiment Score was quite high scored **83%** for the period of Oct 2018 to Sep 2019

**R:** Maintain the positive conversations and leverage this advantage in social media strategy implementation

**Dallas Mavericks** has received **26%** of total Mentions along with Texas legends

**R:** Leverage the Dallas Mavericks advantage in social media publishing

There is a huge gap in the ratio of Male : Female followers who talk about the Texas Legends on social platforms

**R:** Increase the engagement of Female audiences by tactically publishing posts from Texas Legends handles

Instagram platform reach is increasing rapidly, utilize this platform to engage audiences and in 'Texas Legends' – merchandise marketing



**THANK YOU**

