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 HyperGea™, analysed all Tweets for one specific retailer with hashtag #TheGreatIndianDiwaliSale and #DiwaliOnAmazon. Presented here are the who, how, many, what, when and why of conversations of Twittereratti during the 3 Day sale held from 23rd to 25th Oct 2015.

**NUMBER OF TWEETS**
14,233

**TWEETS BY USERS**
2,475

**AMBASSADORS & DETRACTORS**
654 Ambassadors
378 Detractors

**SOCIAL NET PROMOTER SCORE**
+26

**NETWORK CENTRALITY LEADERS**
- Amazon
- Snapdeal
- Paytm
- Myntra
- Flipkart
- Ebay
- Walmart
- DressLily
- DH Gate

**KLOUT SCORE**

- Min: 10
- Average: 46.6
- Maximum: 83

**TOP HASHTAGS & THEMES**
- #AmazonDiwali
- #DiwaliSale
- #EbayIndia
- #Flipkart
- #Snapdeal
- #Paytm
- #Myntra
- #Walmart
- #DressLily
- #DHGate

**TOP DOMAINS**
twitter.com/Amazon IN
amazon.com
snapdeal.com
myntra.com
paytm.com
flipkart.com
indiatimes.com
timesofindia.indiatimes.com
ndtv.com

**SENTIMENTS**
- 25% Negative
- 75% Positive

**KEY CHANNELS OF INTERACTION**
- Mobile Web: 38%
- Twitter for iPhone: 25%
- Twitter for iPad: 17%
- Twitter for Android: 16%
- Twitter for PC: 6%

**TWEETS BY DAYS**
- Day 1: 1,727
- Day 2: 8,522
- Day 3: 3,984

**TWEETS BY TIME OF DAY**
(Across 3 Days)

**TWEETS ACROSS INDIA**

**USER PROFILE DESCRIPTION**

- Big fan of WWE
- Social media enthusiast
- Loves fitness
- Enjoys cooking

**MOST RETWEETED**
@sonakshishinha: Going crazy making room for all that I’m buying on the Great Indian Diwali Sale on @amazon @DiwaliOnAmazon @ImRo45: its time to shop till you drop