Diwali is the busiest season for Indian e-commerce stores. In part 2 of the Diwali sale analytics, powered by HyperGrowth we analysed all Tweets for one specific retailer with hashtag #SnapdealUltimateMonday, #DIRIDeal and #SnapdealWallRate. Presented here are the who, how many, what, when and why of conversations of Tweetactivity 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
-100 to +100

NETWORK CENTRALITY LEADERS

SENTIMENTS
4% Negative 45% Neutral 51% Positive

KEY CHANNELS OF INTERACTION

TWEETS BY DAYS

TWEETS BY TIME OF DAY (Across 8 Days)

KLOUT SCORE
Min: 10 Average: 42.2 Maximum: 93

TOP HASHTAGS & THEMES

TOP DOMAINS

USER PROFILE DESCRIPTION