

# The Great Indian Diwali Sale – Part 2

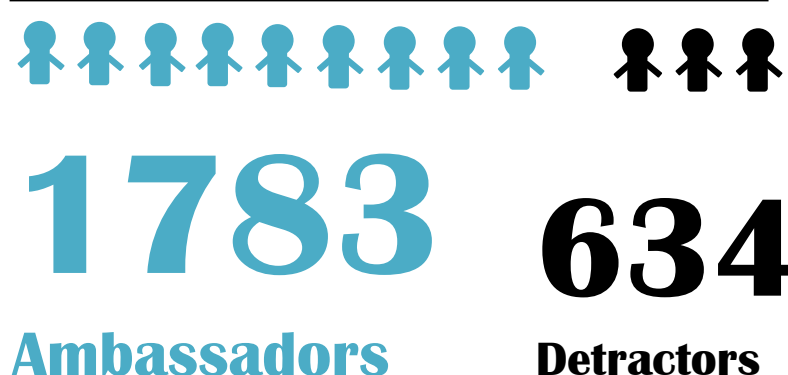
Diwali is the busiest season for Indian e-commerce stores. In part 2 of the Diwali sale analytics, powered by HyperGraf™ we analysed all Tweets for one specific retailer with hash tags #SnapdealUltimateMonday, #DiKiDeal and #snapdealdiwalisale. Presented here are the who, how many, what, when and why of conversations of Twitteratti during the week 2-9 Nov 2015.

## NUMBER OF TWEETS

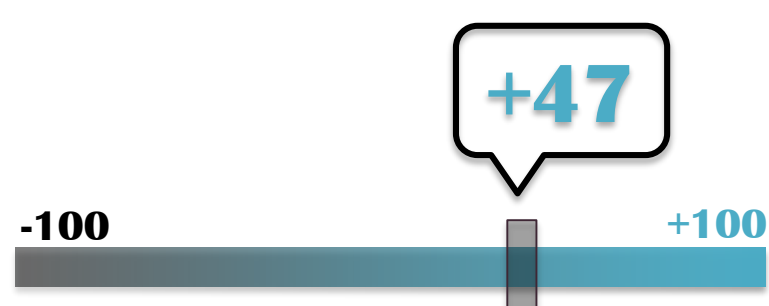
**29165**

**TWEETS BY**  
**5313** **USERS**

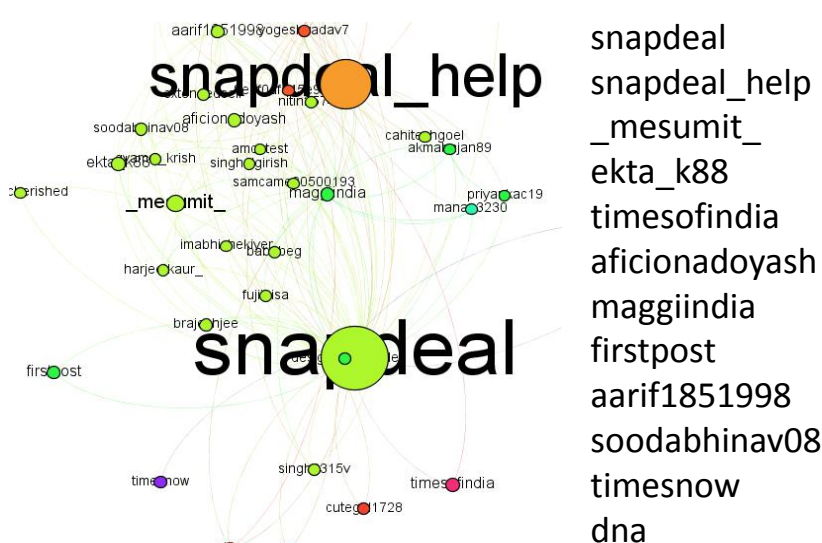
## AMBASSADORS & DETRACTORS



## SOCIAL NET PROMOTER SCORE



## NETWORK CENTRALITY LEADERS



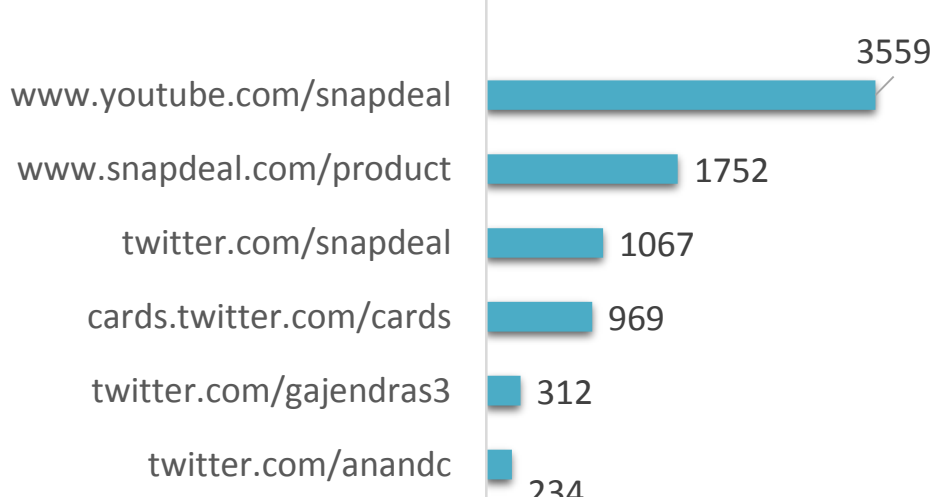
## KLOUT SCORE

**Min: 10**  
**Average: 42.2**  
**Maximum: 93**

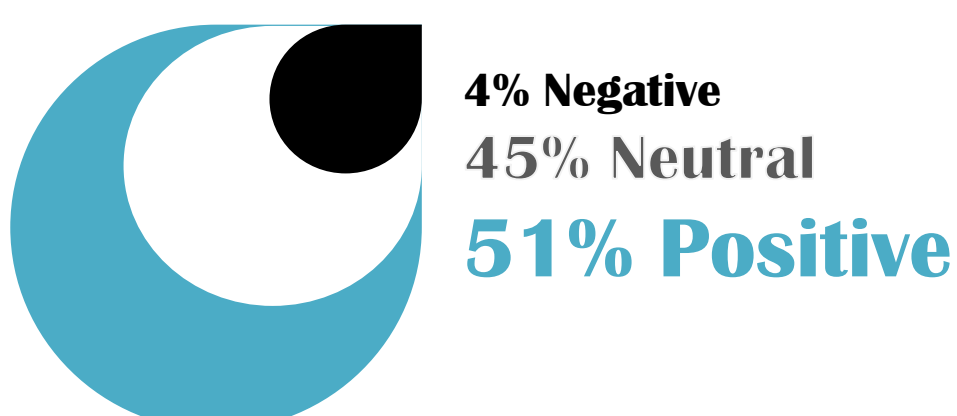
## TOP HASHTAGS & THEMES



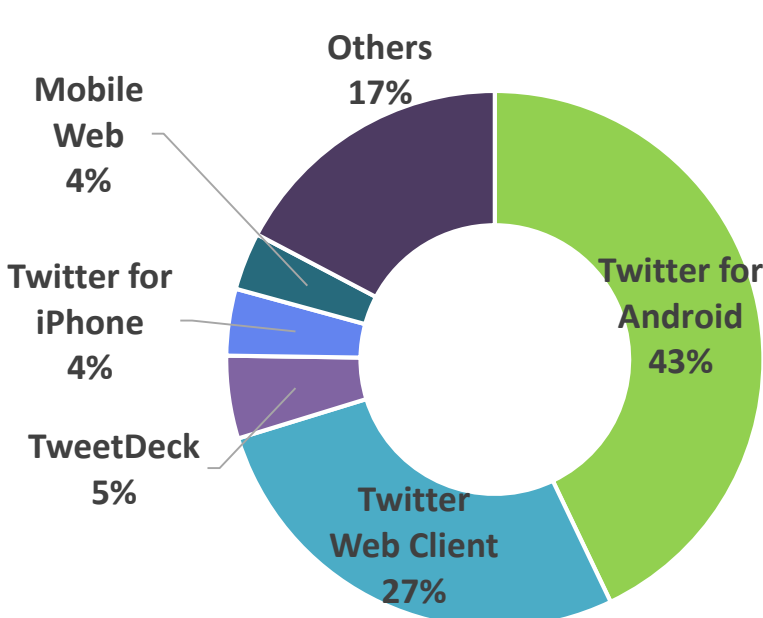
## TOP DOMAINS



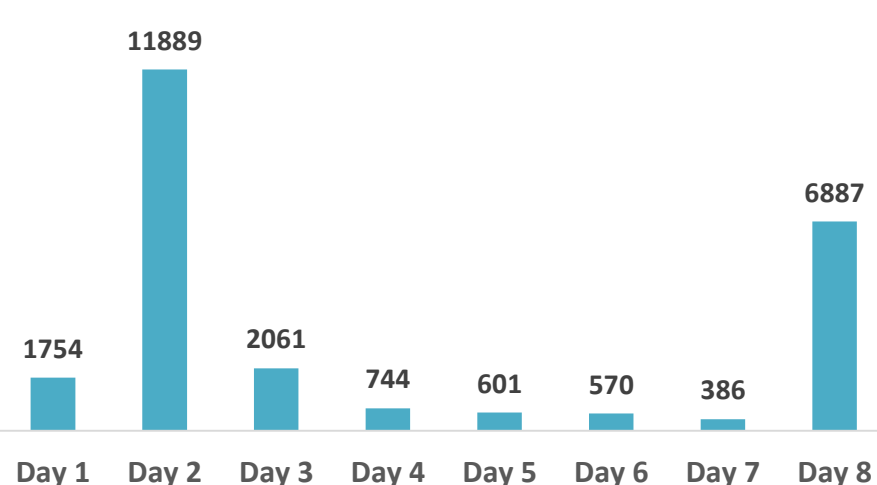
## SENTIMENTS



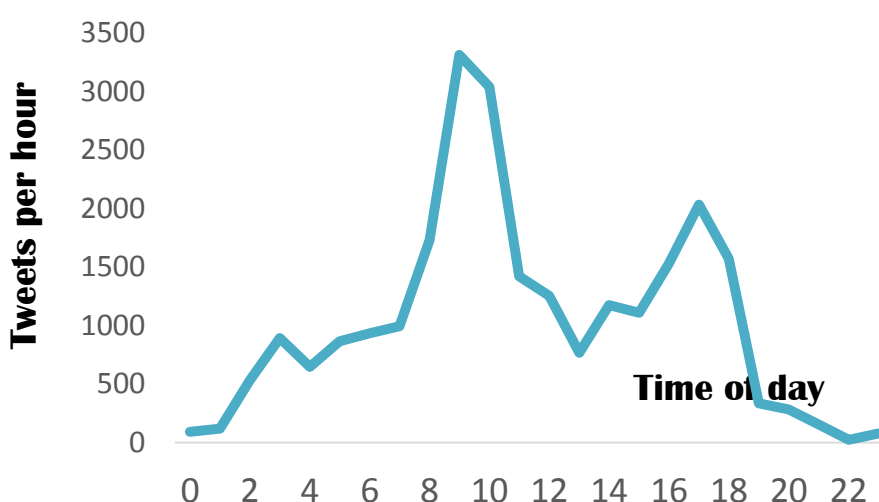
## KEY CHANNELS OF INTERACTION



## TWEETS BY DAYS



## TWEETS BY TIME OF DAY (Across 8 Days)



## TWEETS ACROSS INDIA



## USER PROFILE DESCRIPTION

