

**TO  
THE  
NEW**<sup>TM</sup>



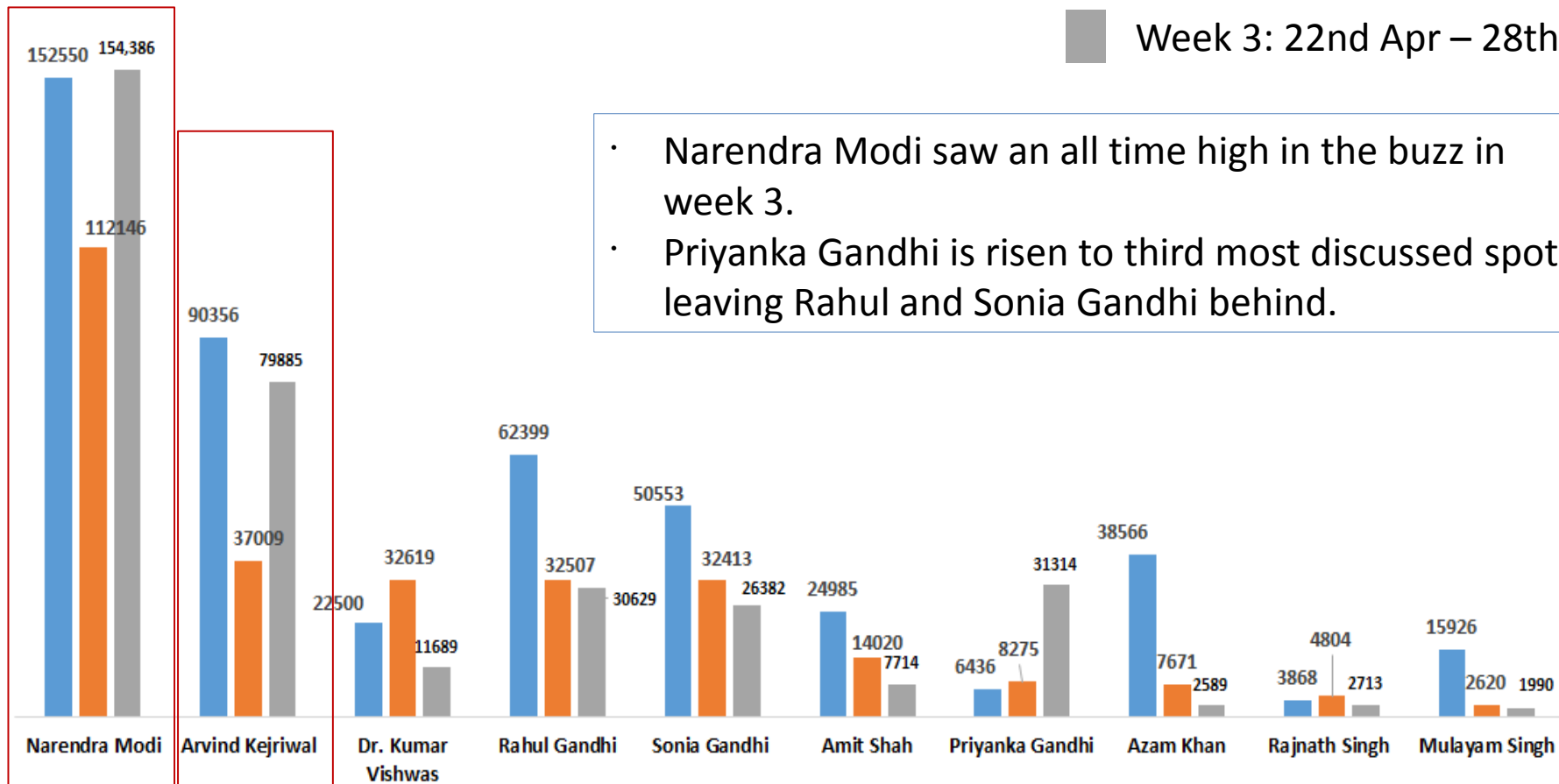
Three Week Analysis  
8th Apr – 28th Apr



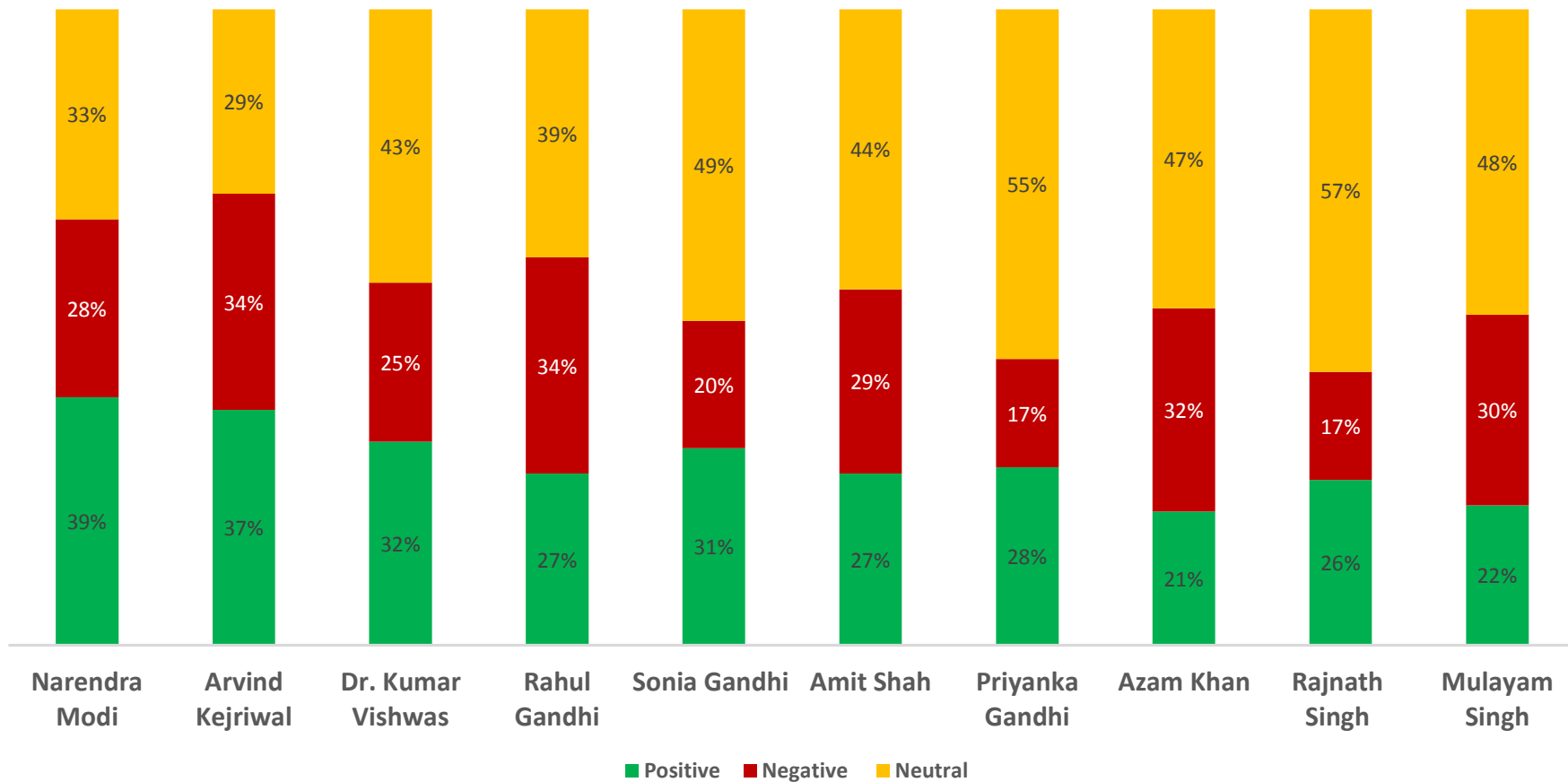
# Top Ten Personalities – Week Over Week

■ Week 1: 8th Apr - 14th Apr  
■ Week 2: 15th Apr - 21st Apr  
■ Week 3: 22nd Apr – 28th Apr

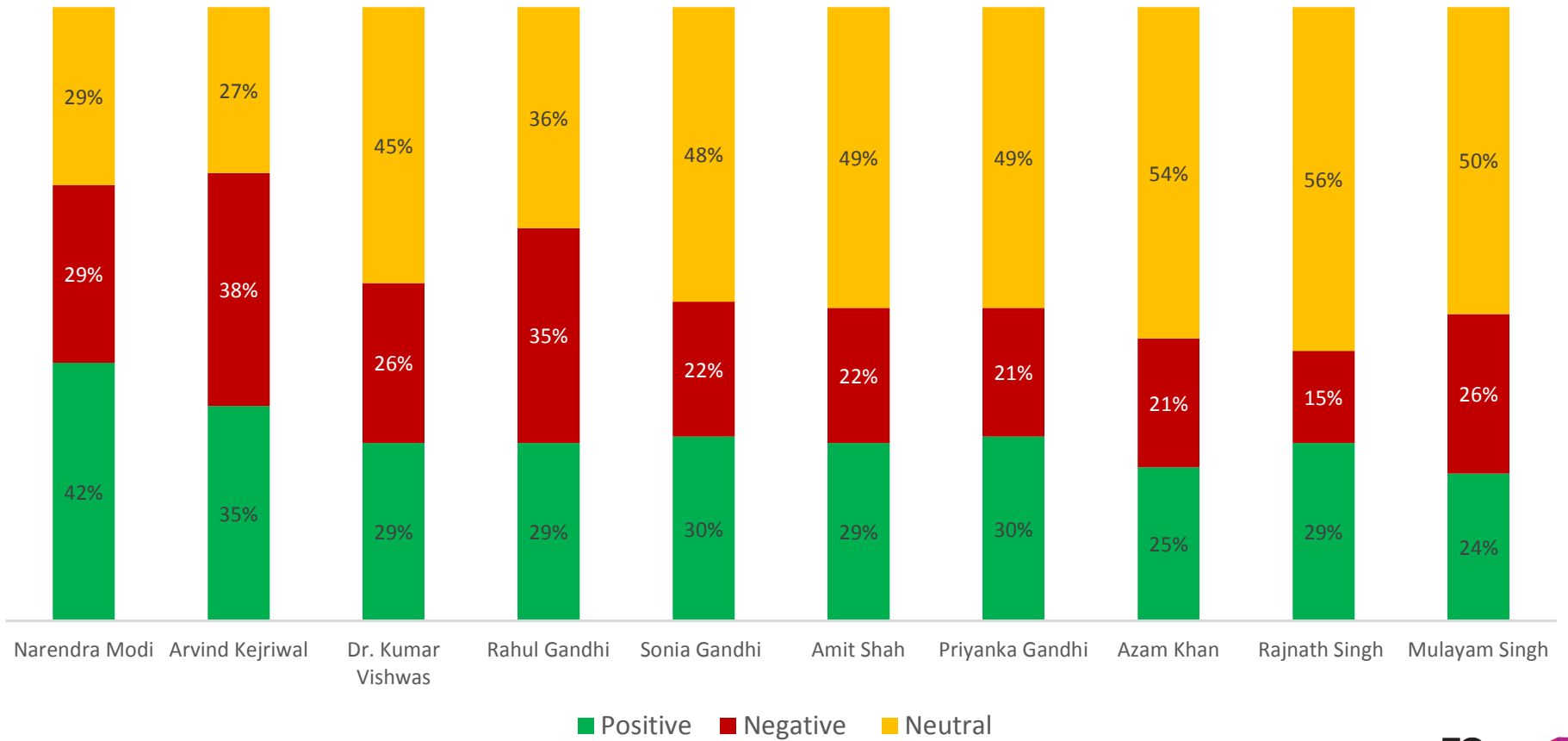
- Narendra Modi saw an all time high in the buzz in week 3.
- Priyanka Gandhi is risen to third most discussed spot leaving Rahul and Sonia Gandhi behind.



# Sentiment Analysis – Week 1 (8th Apr - 14th Apr)



# Sentiment Analysis – Week 2 (15th Apr - 21st Apr)

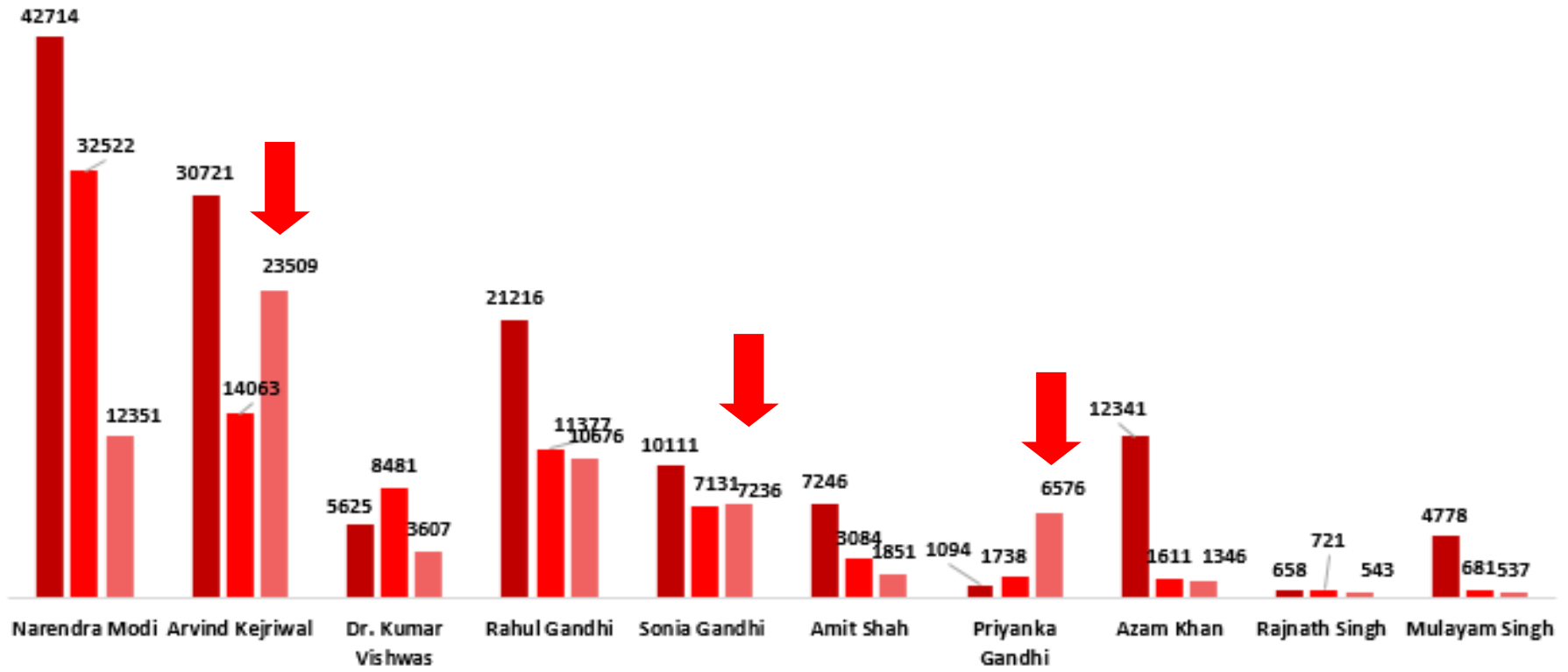


■ Positive ■ Negative ■ Neutral

# Sentiment Analysis – Week 3 (22nd Apr – 28th Apr)

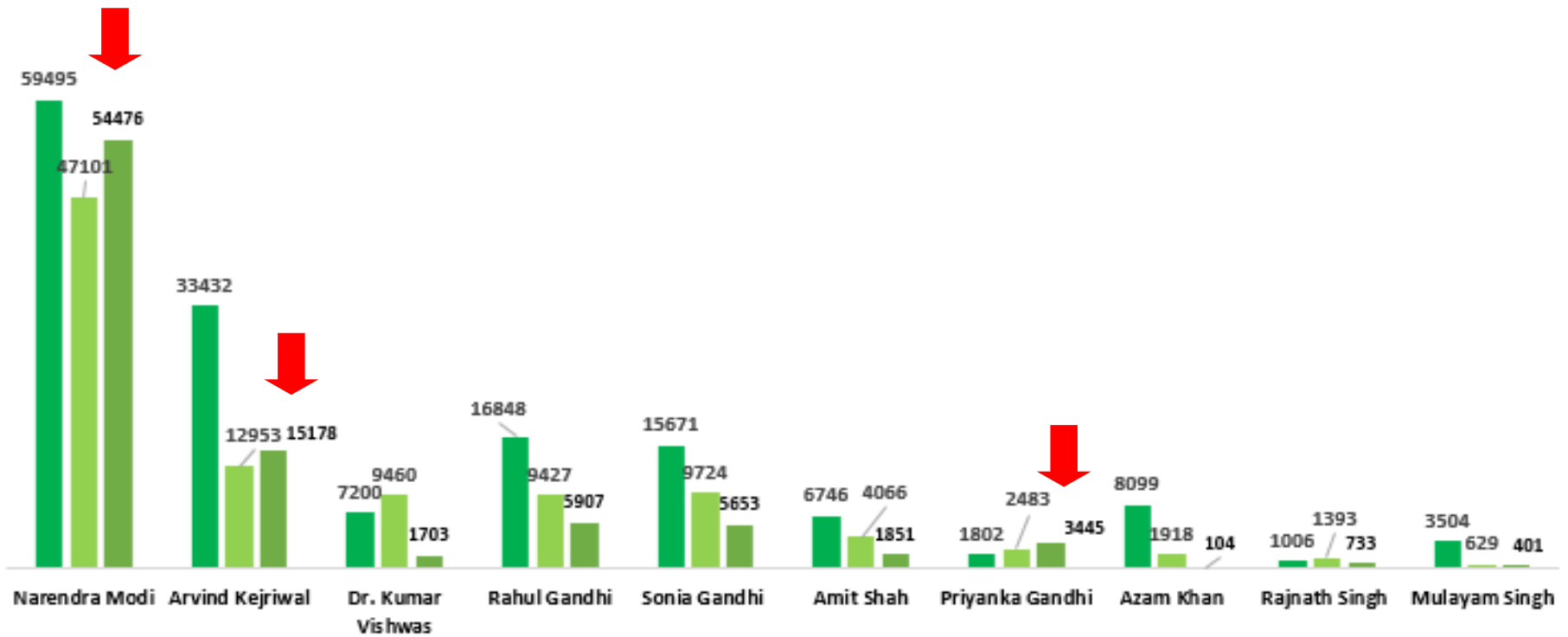
# Negative Sentiment Comparison - WoW

- Week 1: 8th Apr - 14th Apr
- Week 2: 15th Apr - 21st Apr
- Week 3: 22nd Apr – 28th Apr

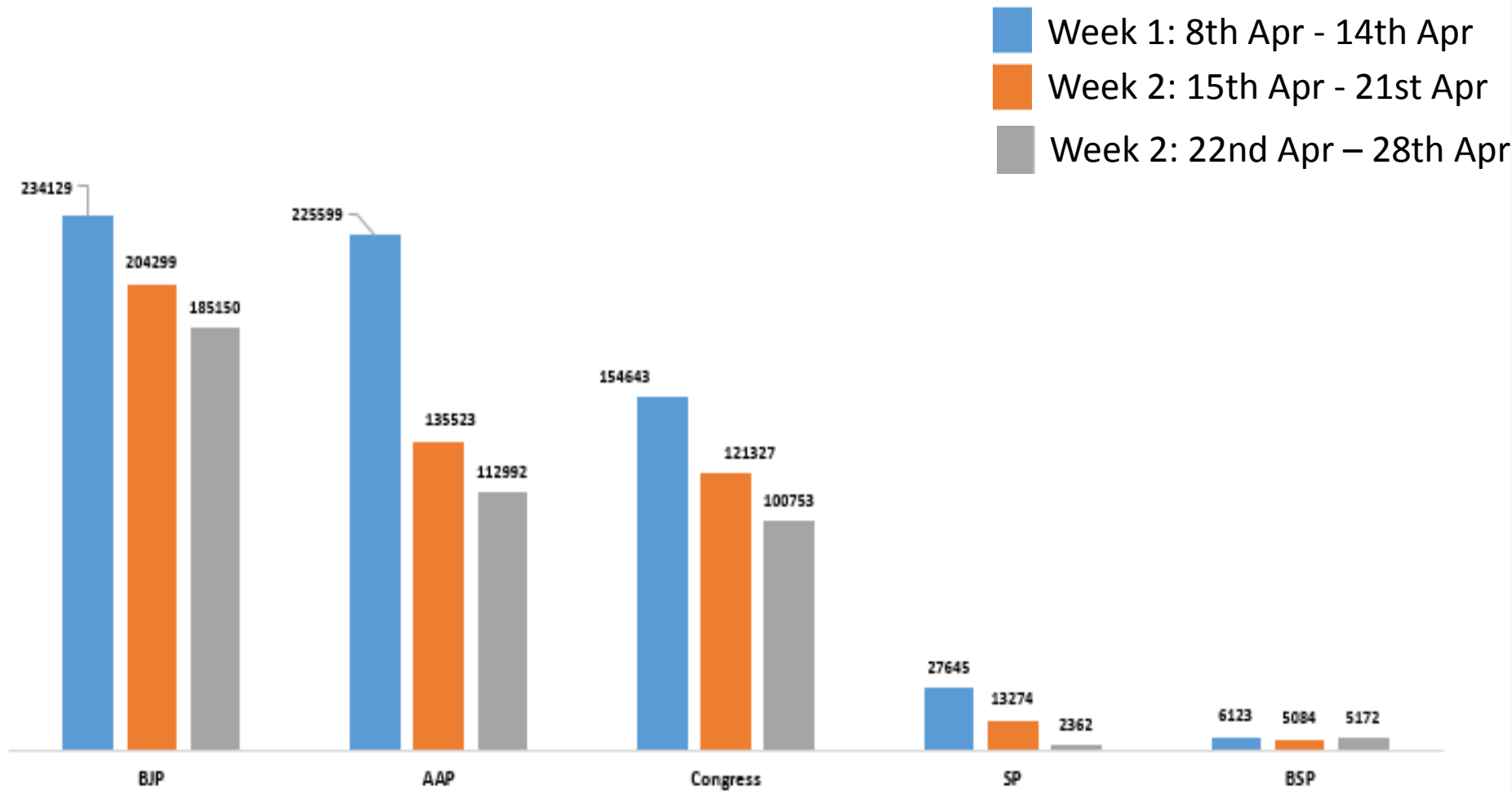


# Positive Sentiments- WoW Comparison

- Week 1: 8th Apr - 14th Apr
- Week 2: 15th Apr - 21st Apr
- Week 2: 22nd Apr – 28th Apr

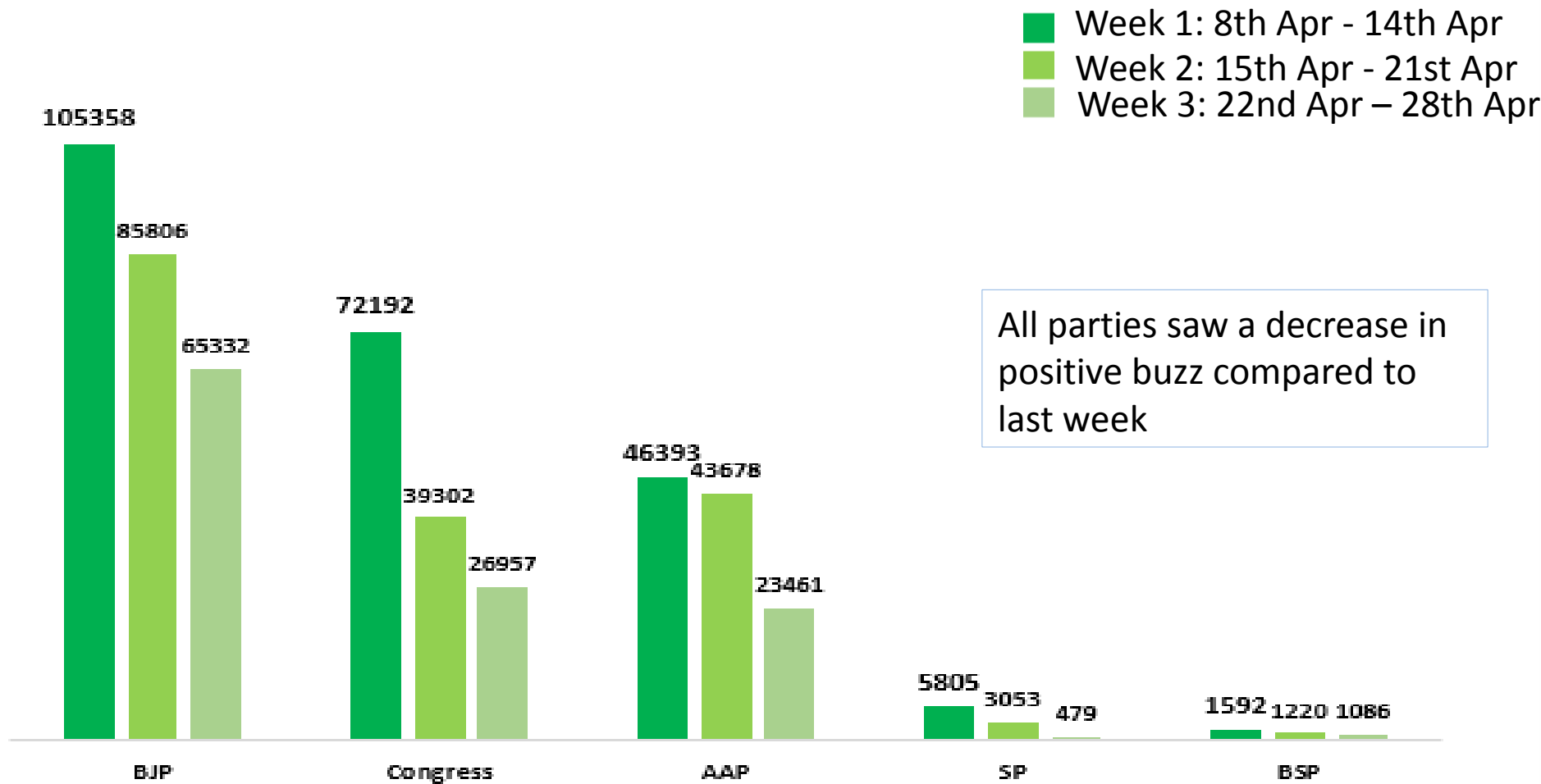


# Top 5 Parties – WoW Comparison



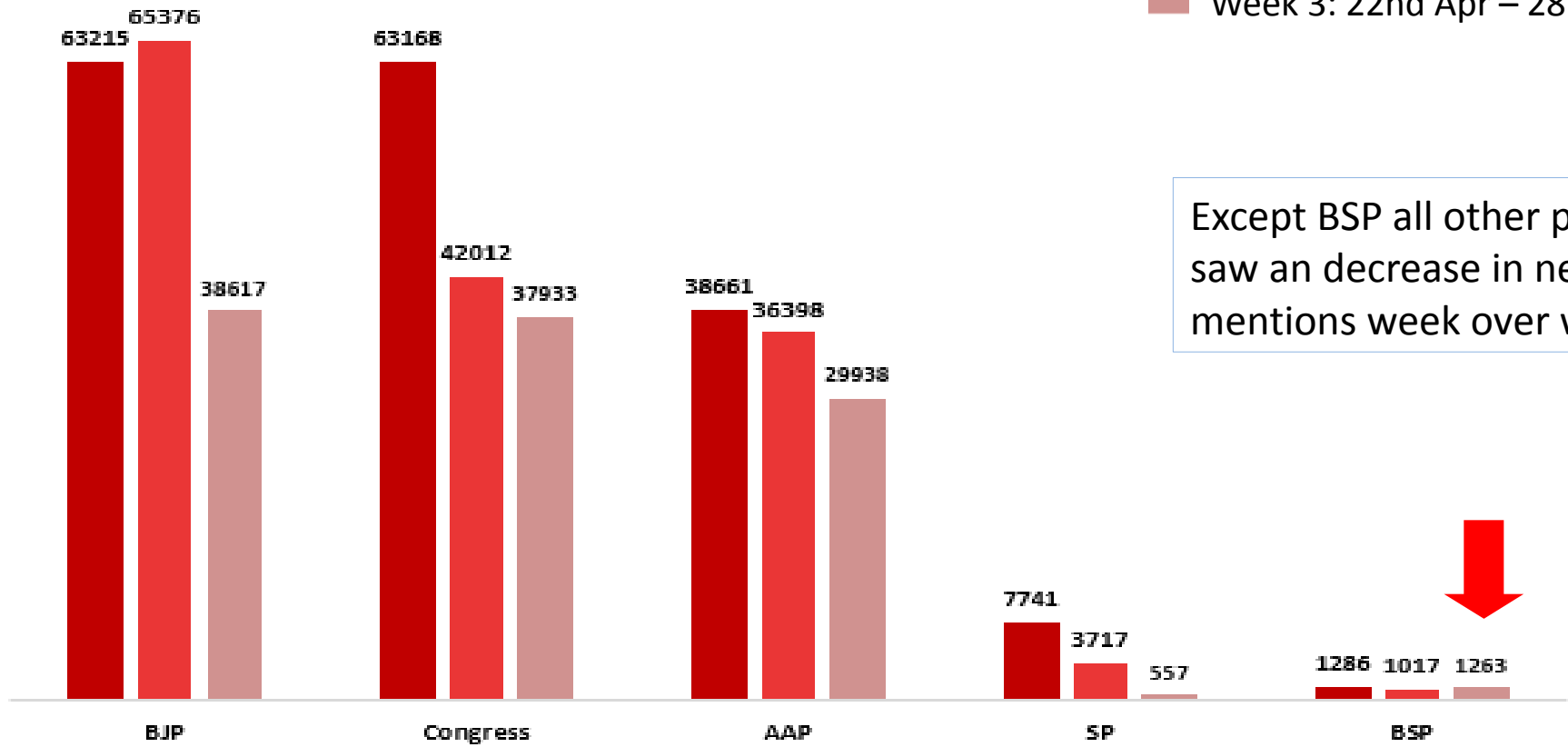


# Parties: Positive Sentiment Comparison - WoW



# Parties: Negative Sentiment Comparison - WoW

- Week 1: 8th Apr - 14th Apr
- Week 2: 15th Apr - 21st Apr
- Week 3: 22nd Apr – 28th Apr



Except BSP all other parties saw an decrease in negative mentions week over week



# 7,75,816

**Total Mentions**

Week 1 (8th Apr - 14th Apr)

6,99,729  
**TWEETS**

69,335  
NEWS COVERAGE

5,203  
BLOGPOSTS

1,549  
FORUM POSTS

# 6,34,040

**Total Mentions**

Week 2 (15th Apr – 21st Apr)

4,92,222  
**TWEETS**

1,34,901  
NEWS COVERAGE

5,170  
BLOGPOSTS

1,747  
FORUM POSTS

# 6,67,726

**Total Mentions**

Week 3 (22nd Apr – 28th Apr)

5,84,773  
**TWEETS**

67,959  
NEWS COVERAGE

5,569  
BLOGPOSTS

9,425  
FORUM POSTS