Diwali, the festival of lights is the busiest season for Indian e-commerce stores. This analytics, powered by HyperGraf™ analysed all Tweets for one specific retailer with hash tags #TheGreatIndianDiwaliSale and #DiwaliOnAmazon. Presented here are the who, how many, what, when and why of conversations of Twitteratti during the 3 Day sale held from 23rd-25th Oct 2015.

**NUMBER OF TWEETS**

14233 TWEETS BY 2475 USERS

**AMBASSADORS & DETRACTORS**

654 Ambassadors 378 Detractors

**SENTIMENTS**

25% Negative 75% Positive

**TOP HASHTAGS & THEMES**

amazon diwali diwali2015 diwali2015sale
diwali_on_amazon diwalionamazon
diwalionamazondeals
diwalionamazonday
amazonin newsonline
xbox sony ea offer sale
great diwali

**TOP DOMAINS**

- twitter.com/sonakshisinha
- www.amazon.in
- twitter.com/india247
- twitter.com/theakshay1
- twitter.com/mtvcampusdiary
- twitter.com/indiatrends
- twitter.com/deepak4ualways
- twitter.com/trendinaliain
- twitter.com/mtvindia

**NETWORK CENTRALITY LEADERS**

- sonakshisinha
- imro45
- pddancing
- theshilpashetty
- mtvindia
- mtvcampusdiary
- theakshay1
- indiatrenders
- deepak4ualways
- trendinaliain
- mtvindia
- indiatrends247

**KLOUT SCORE**

Min: 10 Average: 46.6 Maximum: 83

**SOCIAL NET PROMOTER SCORE**

1727 3084 5022

**KEY CHANNELS OF INTERACTION**

Twitter for Android, 46%
Twitter Web Client, 26%
TweetDeck, 9%
Twitter for iPhone, 6%
Mobile Web, 3%
Others, 11%

**TWEETS ACROSS INDIA**

**USER PROFILE DESCRIPTION**

@sonakshisinha: Going crazy making room for all that I'm buying on the Great Indian Diwali Sale on @amazonin@DiwaliOnAmazon @ImRo45: It's time to shop till you drop!