Locobuzz

Twitter Influencer Analysis

Methodology

Identification of Influencers

We chose founders of 10 companies which became unicorns in the year April' 2021 to March'2022. Among those founders, the ones who had the highest number of followers and engagement were selected and ranked

Social Media Overview

Ronnie Screwvala

2M	443	83.9K
FOLLOWERS	TOTAL POSTS	ENGAGEMENT

Kunal Shah

632K	575	363K
FOLLOWERS	TOTAL POSTS	ENGAGEMENT

Sandeep Agrawal

175.7	53	1.2K
FOLLOWERS	TOTAL POSTS	ENGAGEMENT

Ashneer Grover

133.1K	45	94K
FOLLOWERS	TOTAL POSTS	ENGAGEMENT

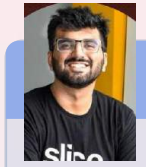
Vidit Aatrey

41.8K	101	14.7K
FOLLOWERS	TOTAL POSTS	ENGAGEMENT

Lalit Keshre

19.9K	18	20.8K
FOLLOWERS	TOTAL POSTS	ENGAGEMENT

Social Media Overview



Rajan Bajaj

12.3K	153	22.4K
FOLLOWERS	TOTAL POSTS	ENGAGEMENT

Abhiraj Singh Bhal

11.7K	107	9.8K
FOLLOWERS	TOTAL POSTS	ENGAGEMENT

Amit Kumar Agarwal

2.4K	51	1.3K
FOLLOWERS	TOTAL POSTS	ENGAGEMENT

Niraj Singh

1.7K	11	901
FOLLOWERS	TOTAL POSTS	ENGAGEMENT

Ronnie Screwvala

@RonnieScrewvala

Joined May 2012

288 Following

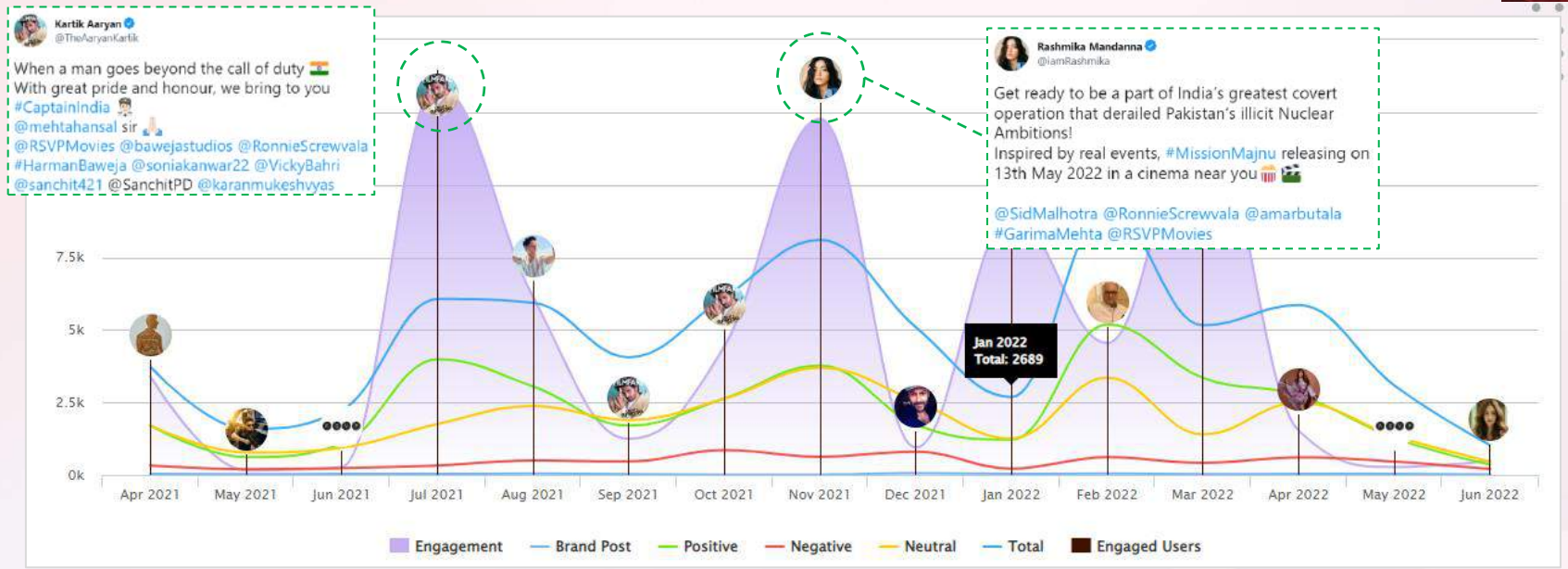
2M Followers

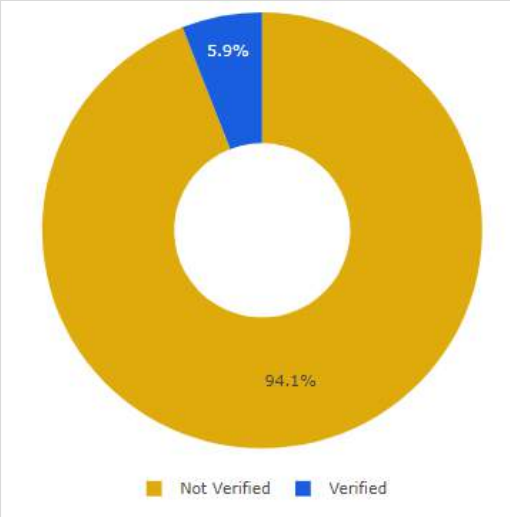
upGrad

Ronnie Screwvala

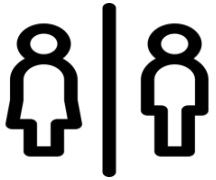
631.3K
FOLLOWERS

- The chairperson and co-founder of upGrad, Ronnie Screwvala, had the maximum engagement in April for retweeting Piyush Goyal's post regarding the finished arch of the Chenab bridge.
- He typically writes 37 times each month, and his average engagement is 6986. His tweets are well-liked and heavily retweeted.
- Actor Kartik Aryan and Rashmika Mandana mentioned Ronnie Screwvala in their tweets for their upcoming movies





GENDER



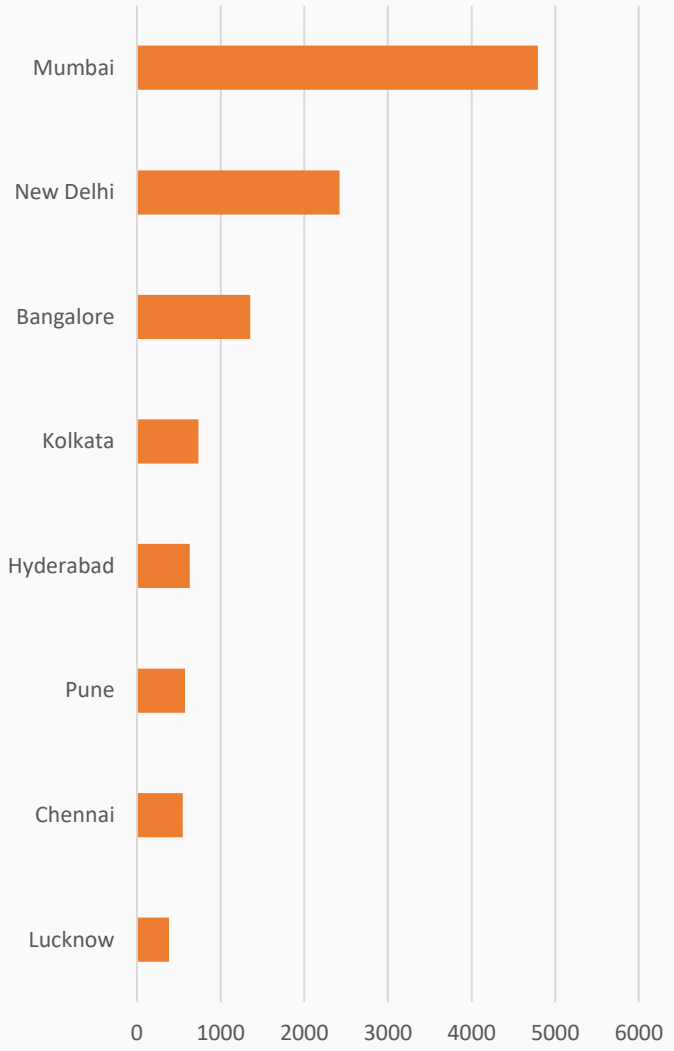
77.81%

Of the followers are Males

TOP PROFESSION

Ronnie Screwvala– Audience Analysis

DEMOGRAPHY BY CITY



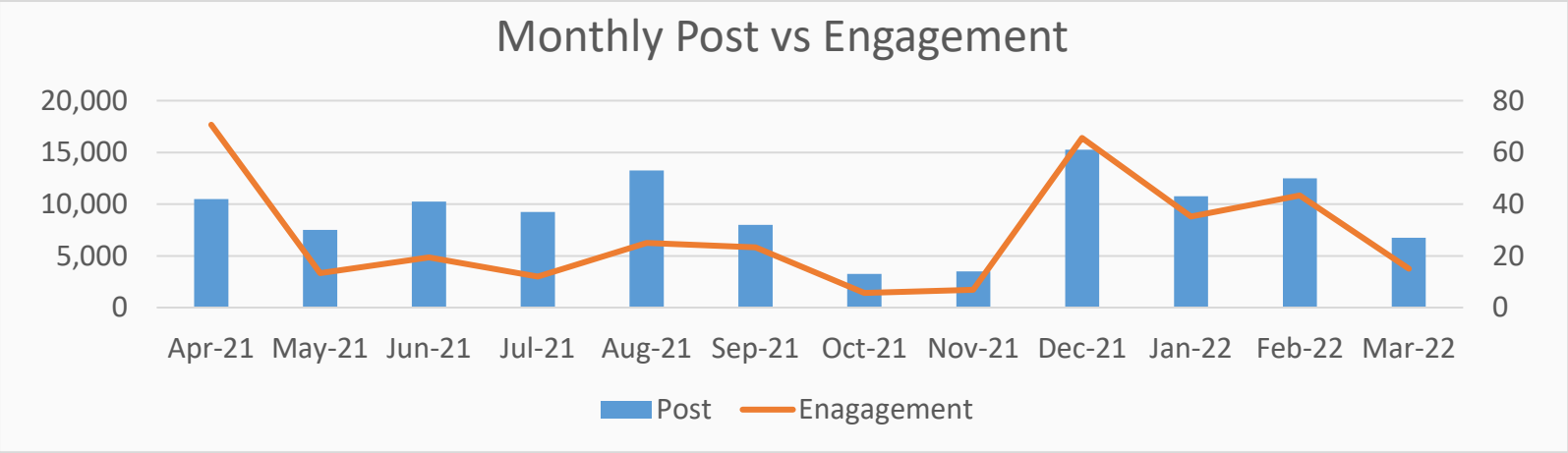
TOP HOBBIES

TOP INFLUENCER CATEGORY

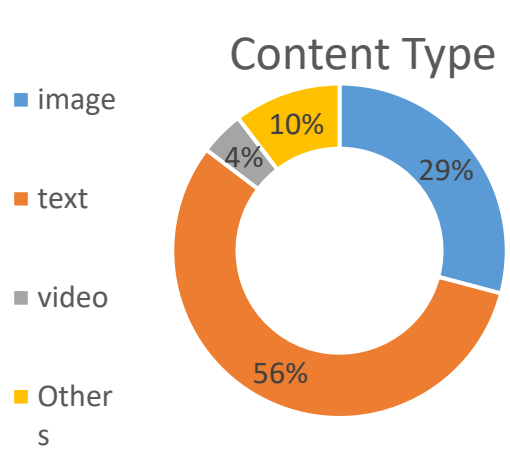
TYPE OF FOLLOWERS

- The majority of conversations (94.1%) are from unverified users, than verified users (5.9%)
- The top 3 places where the majority of his buzz revolves: Mumbai, New Delhi and Bangalore.

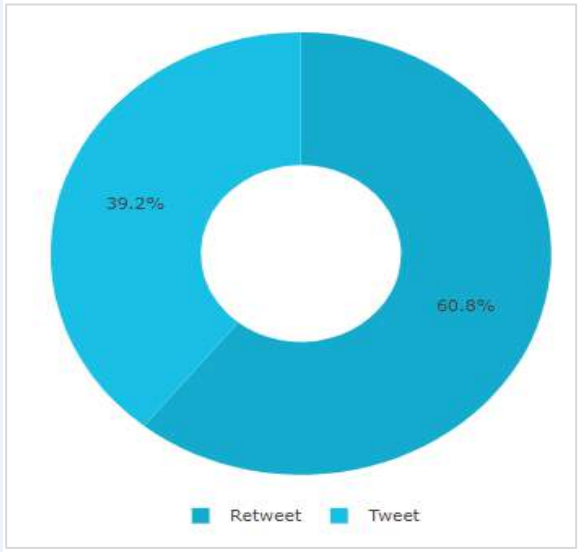
Activity Analysis



CONTENT TYPE

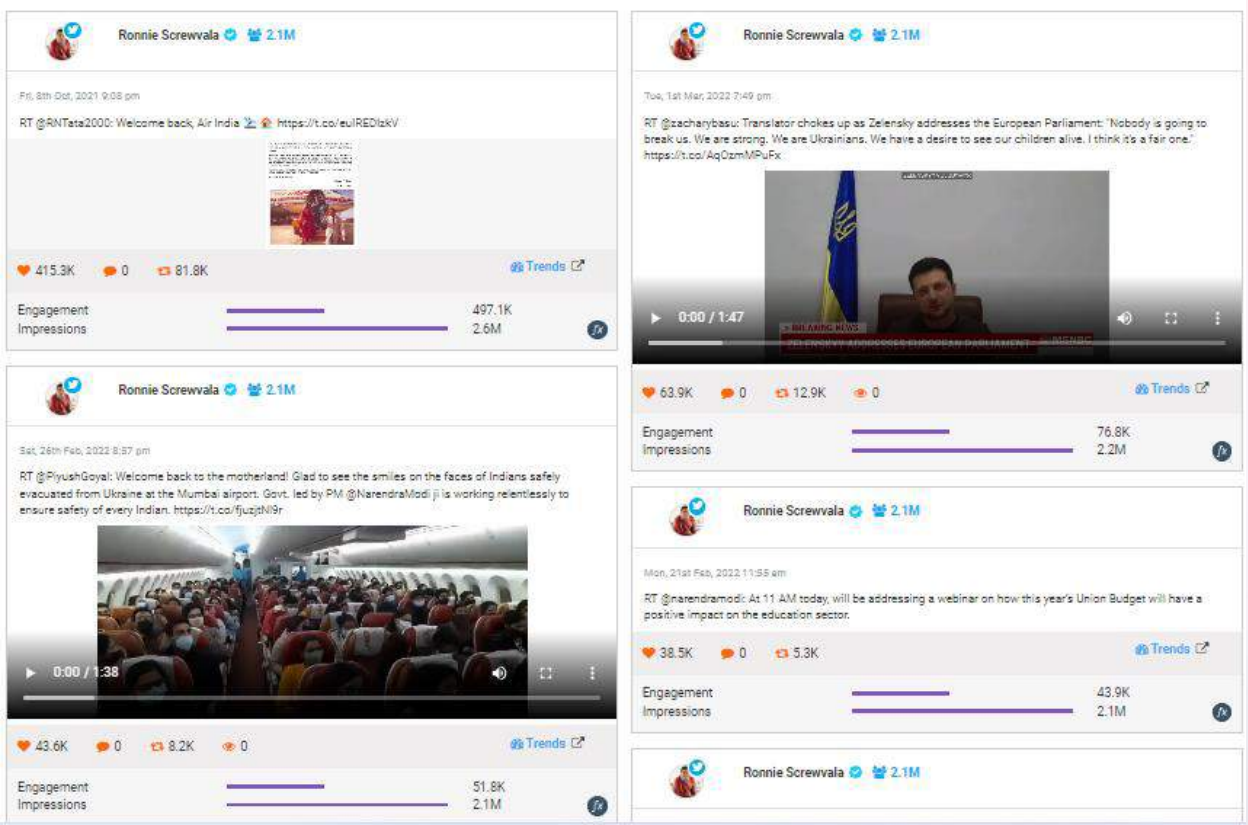


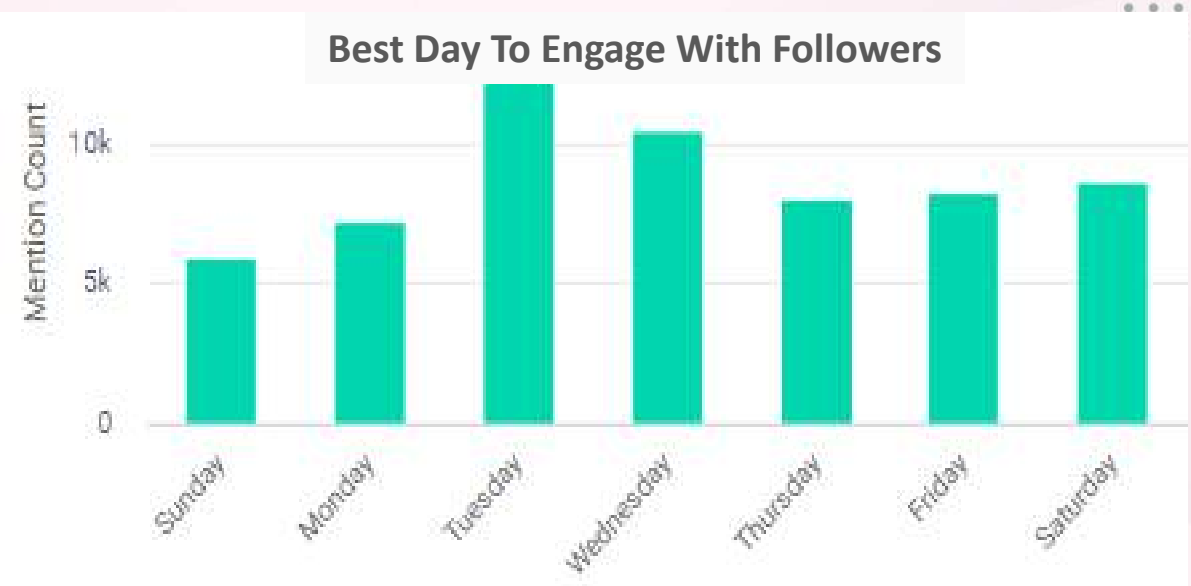
TWEET TYPE

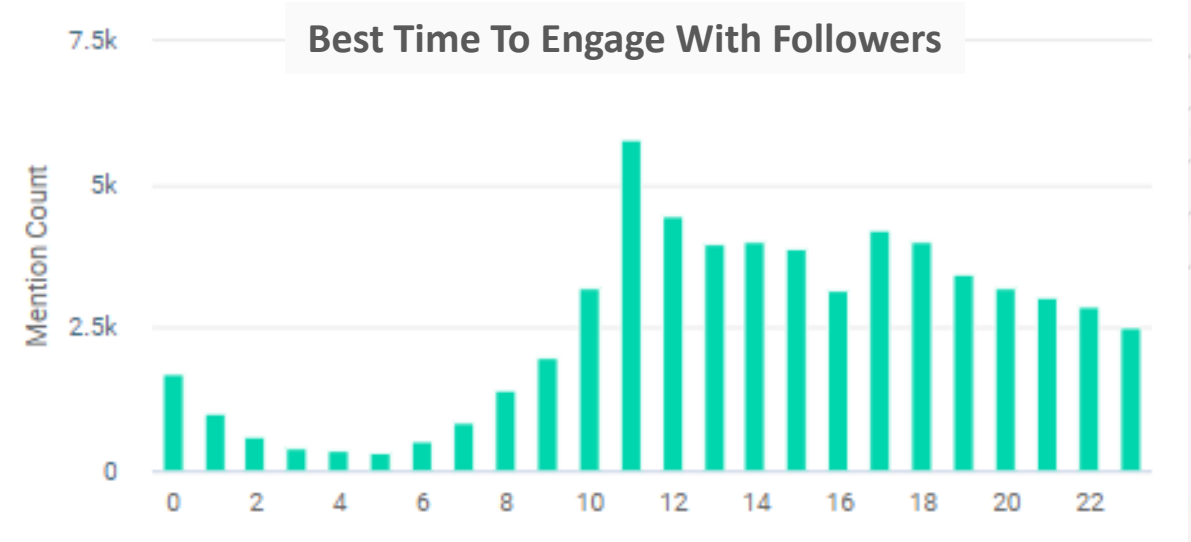


- He tweets are mostly text-based content first, followed by visuals. He receives greater interaction with image posts than with video posts, though. (Additional possibilities includes URLs, GIFs, polls, etc.)

Top Engaged Posts







- Some of his most popular tweets have over 450K engagement and 2.6 million impressions
- Tuesdays and Wednesdays are primarily the best days for him in terms of audience interaction and tweeting

Kunal Shah

@kunalb11

Joined April 2009

1,271 Following

633.1K Followers

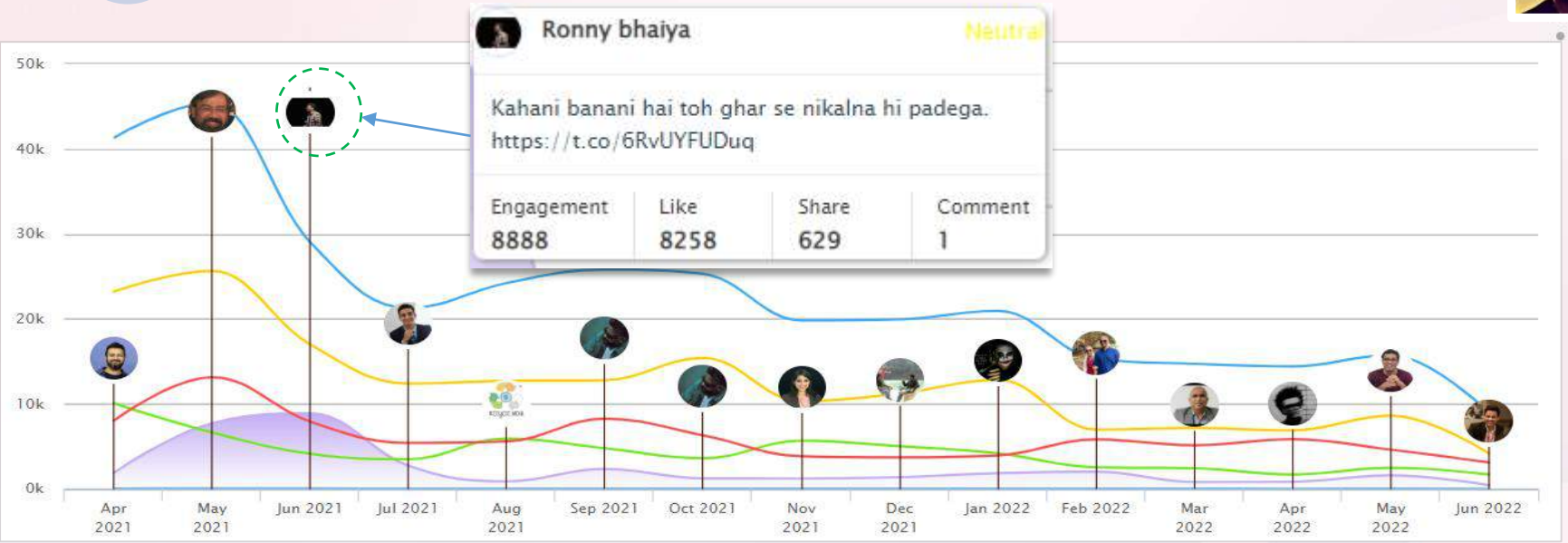
CRED

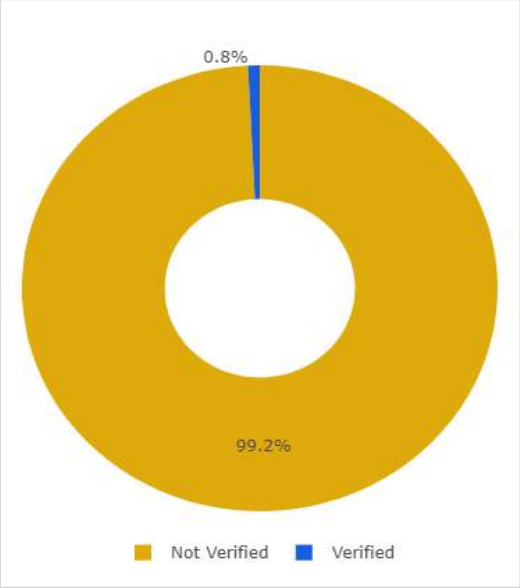
Kunal Shah

631.3K

FOLLOWERS

- Compared to typical values for comparable accounts, Kunal Shah has a fantastic audience type because 91% of his followers have fewer than 1,500 followers, which indicates that they are more likely to notice Kunal's Tweets.
- He has exceptional reach in terms of followers. In comparison to the other influencers, Kunal has the most followers (more than 631K), and the quality of his followers is higher than that of comparable accounts, with just 18% of low quality profiles.





GENDER

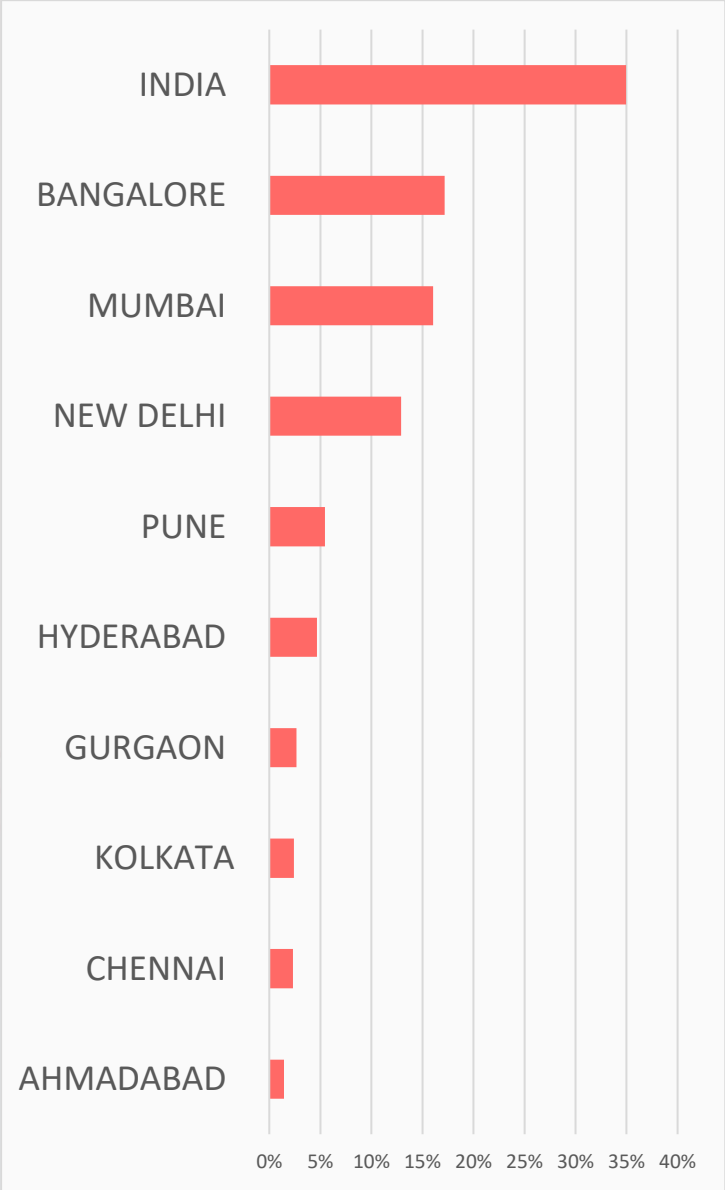
83.54%

Of the followers are Males

TOP PROFESSION

Kunal Shah – Audience Analysis

DEMOGRAPHY BY CITY



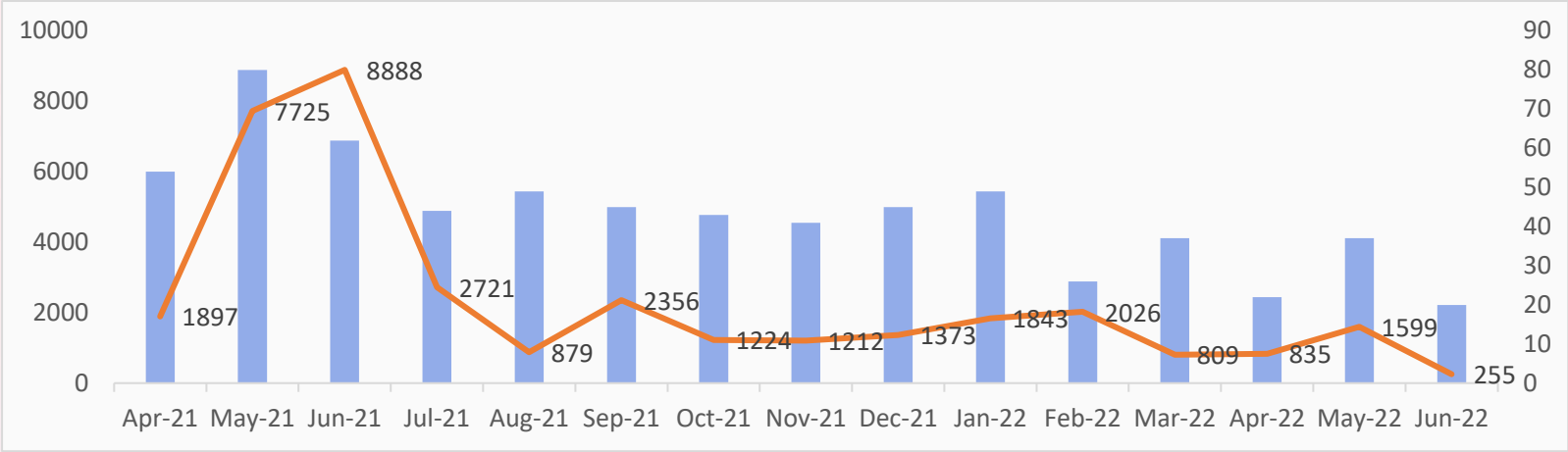
TOP HOBBIES

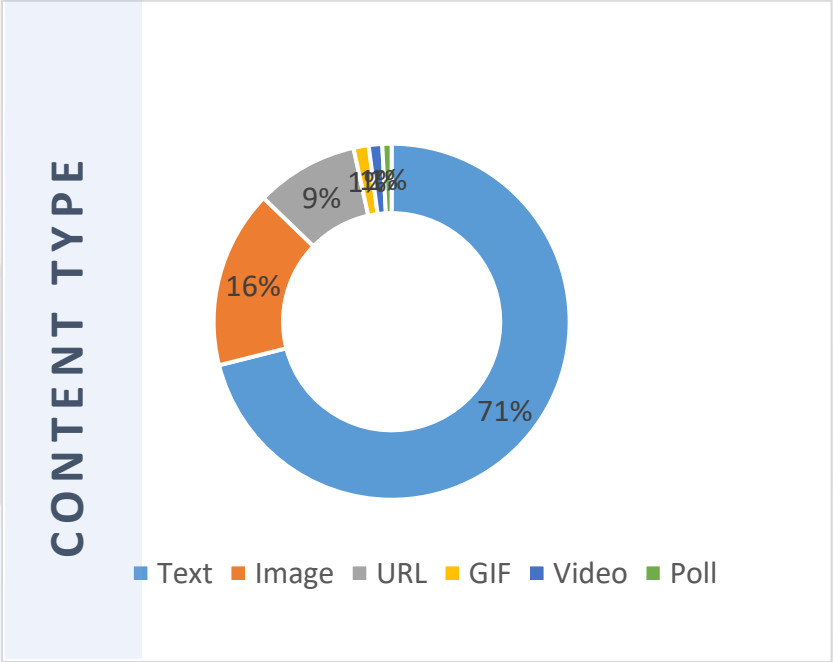
TOP INFLUENCER CATEGORY

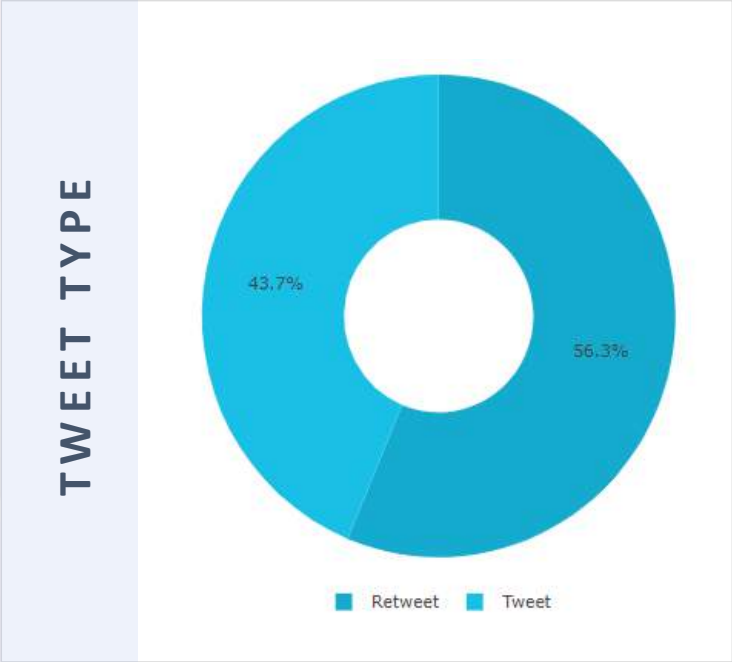
TYPE OF FOLLOWERS

- The majority of conversations (99%) are from verified users, than unverified users (1%)
- The top 3 places where the majority of his buzz revolves: Bangalore, Mumbai, and New Delhi.

Activity Analysis







- The majority of Kunal Shah's tweeting activities are **71% textual** and **16% tweets with images**, followed by **9% tweets with shared URLs**. Kunal Shah is quite active on Twitter and is always interacting with the audience
- His unique tweets account for 56% of all of his tweeting actions, and his retweets make up 44%

Top Engaged Posts

Kunal Shah kunalb11 — 631.3K

Mon, 30th May, 2022 11:46 AM

I turned 43 today. Here are the top 43 lessons that I've learned during my life that applies to everyone. 1/43

13.5K | 774 | 1.2K

15.5K Engagement | 15.5K Impressions

Kunal Shah kunalb11 — 631.3K

Thu, 9th Jun, 2022 1:12 AM

It's unfortunate to see tons of smart and young people lose their humility when they encounter some early success. Lack of humility slows down feedback loops and makes some of the smartest become mentally stagnant.

7.9K | 127 | 755

8.8K Engagement | 8.8K Impressions

Kunal Shah kunalb11 — 631.3K

Sat, 18th Jun, 2022 9:02 PM

Smartest people are found near high gross margin businesses.

5.9K | 165 | 325

6.4K Engagement | 637.3K Impressions

Kunal Shah kunalb11 — 631.3K

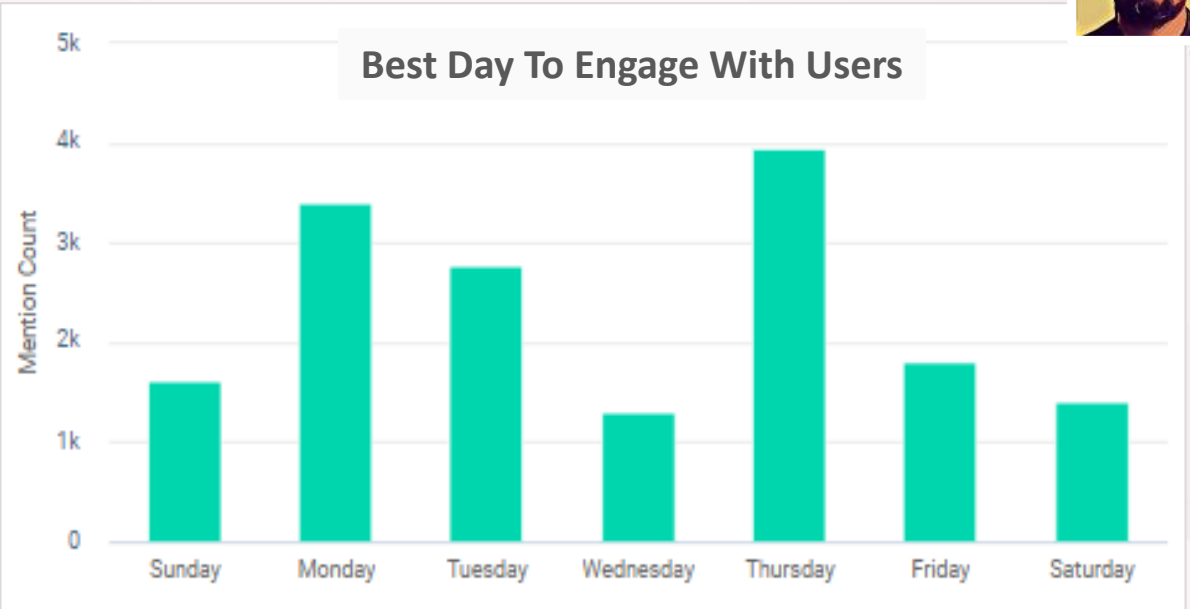
Sun, 29th May, 2022 12:32 PM

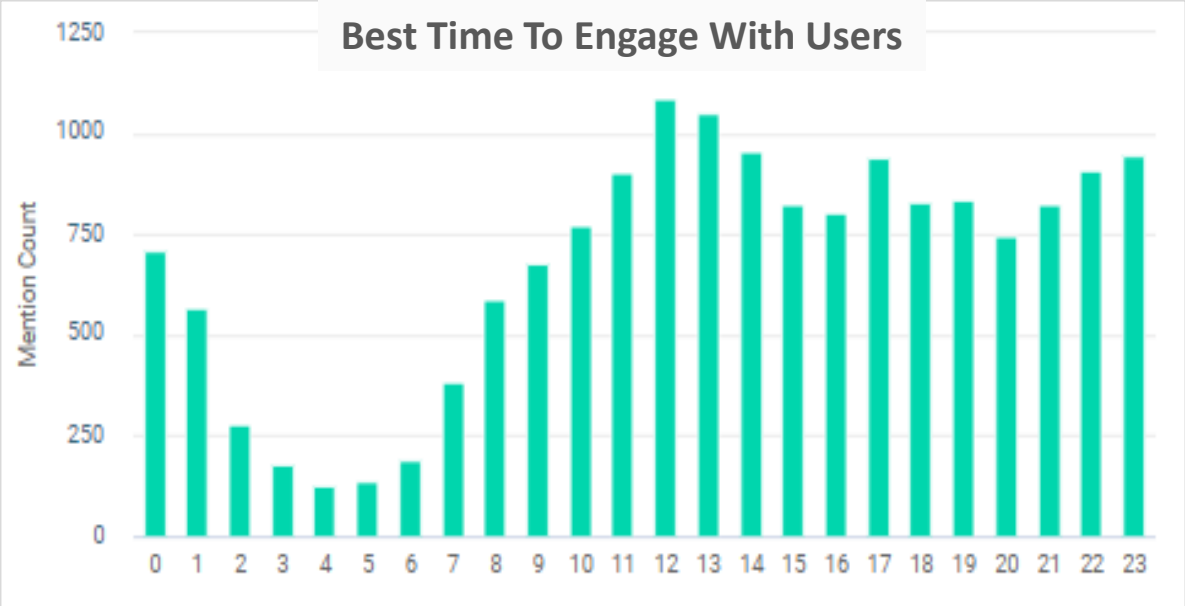
RT @naval: The Dunning–Kruger problem can't be solved socially by anointing experts who are themselves incapable of accurate self-assessment. It can only be solved by direct feedback from disinterested reality (nature and free markets).

5.3K | 0 | 608

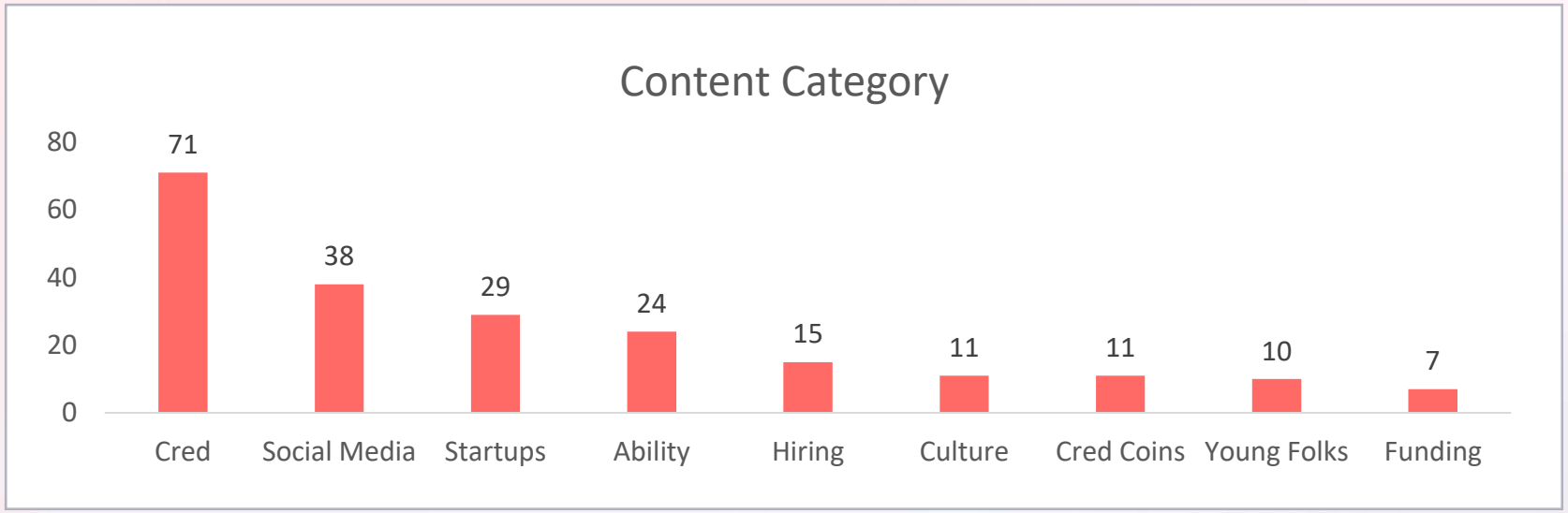
5.9K Engagement | 635.2K Impressions

- Some of his most popular tweets have over 35K engagement and 1.2 million impressions
- Thursdays and Mondays are primarily the best days for him in terms of audience interaction and tweeting





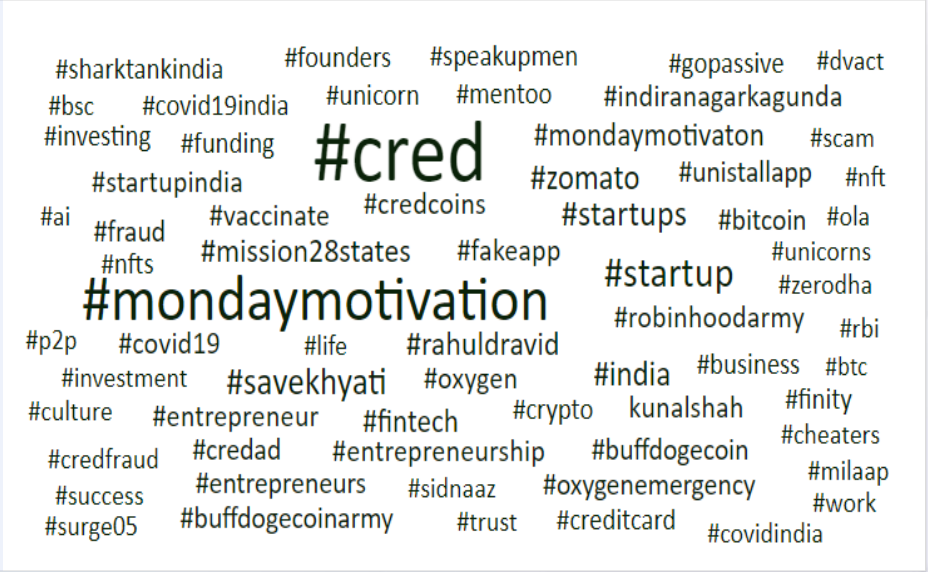
Conversation Theme | Kunal Shah



He frequently mentions Cred in his tweets since he enjoys discussing social media and its recent improvements.

He also likes discussing startups in India as a focal point. Additionally, he mentions of the recent hires made by his company.

HASHTAG WORD CLOUD



KEY WORD CLOUD

Sandeep Aggarwal

@SandeepAgg

Joined February 2009

405 Following

175.7K Followers

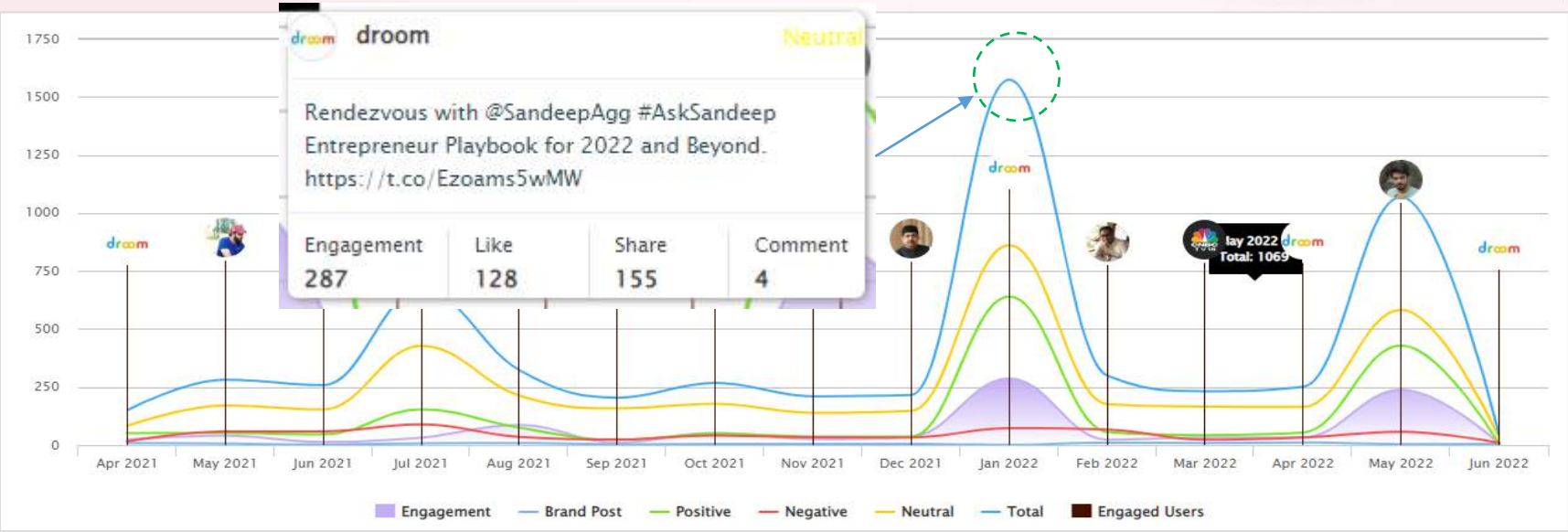
droom

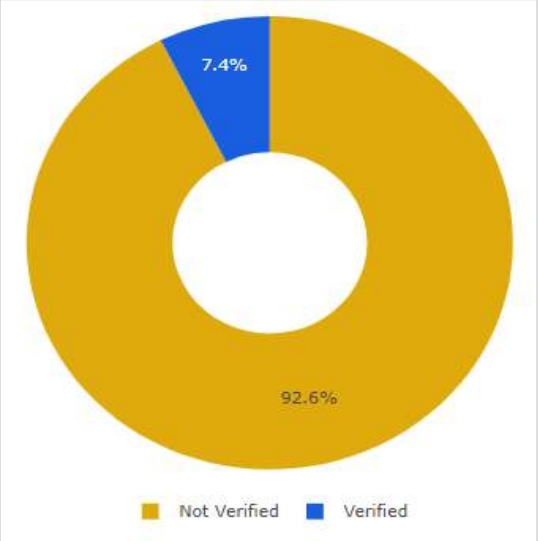
Sandeep Aggarwal

175.7K

FOLLOWERS

- In the month of October ‘21, Sandeep Aggarwal's followers grew by 147235. He had 43 posts and 2.3K interactions.
- A large portion of Sandeeep's followers are educated and highly talented, including business founders, entrepreneurs, and managers. This speaks of the high calibre of his supporters.





GENDER

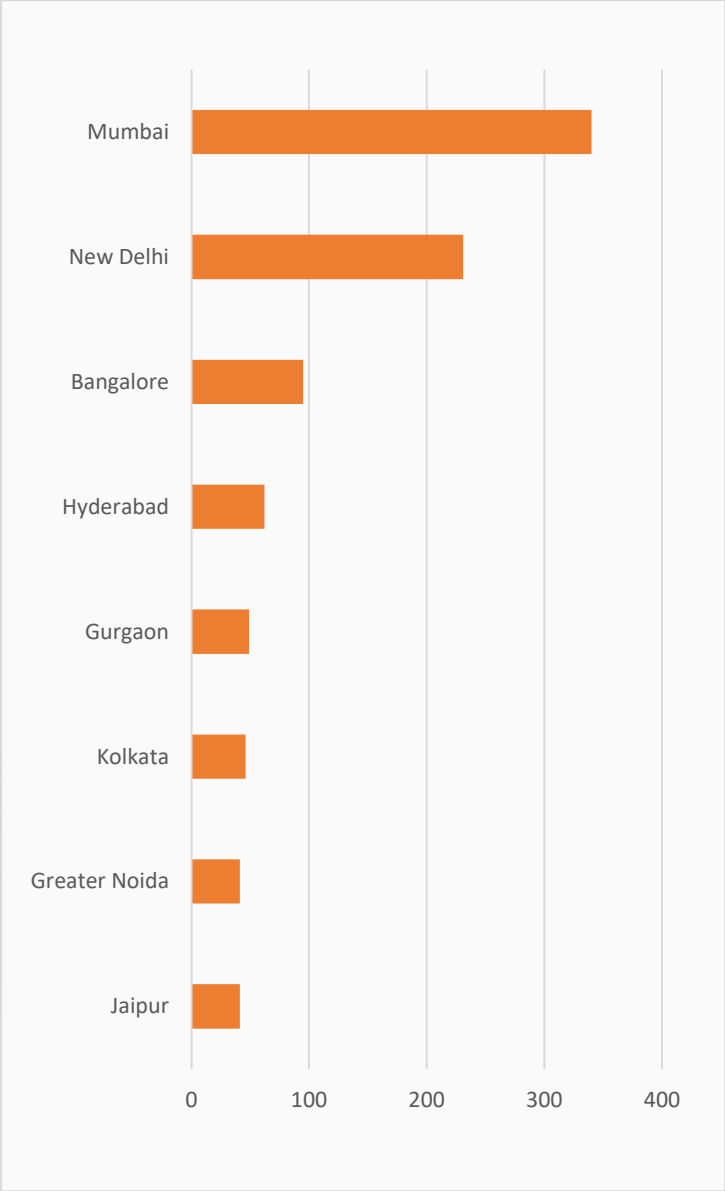
75.47%

Of the followers are Males

TOP PROFESSION

Sandeep Aggarwal– Audience Analysis

DEMOGRAPHY BY CITY



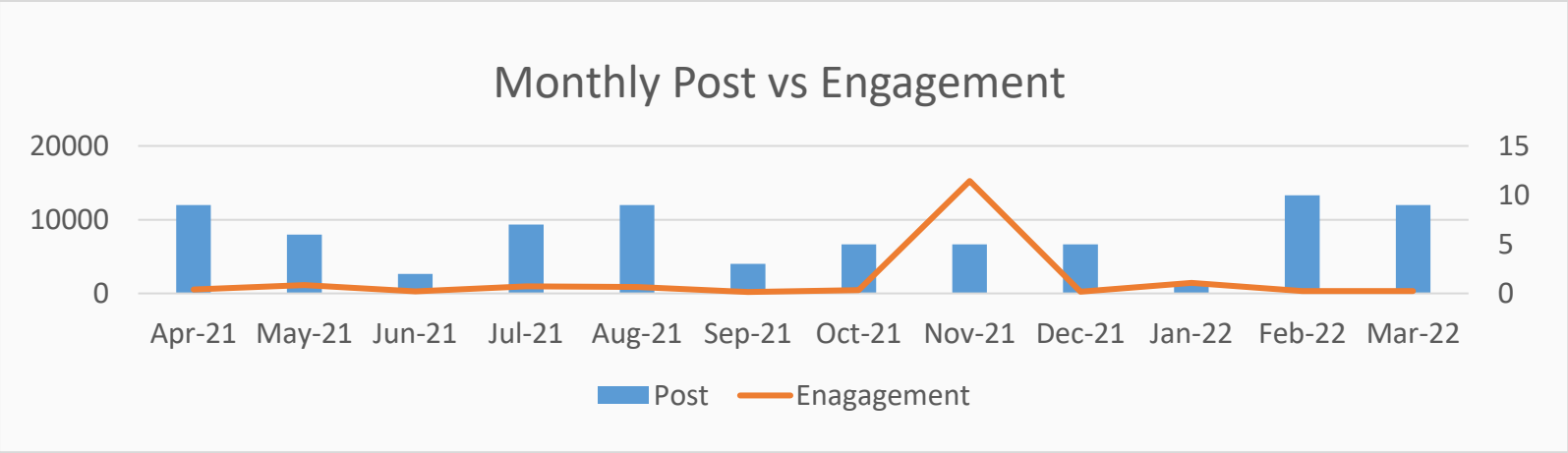
TOP HOBBIES

TOP INFLUENCER CATEGORY

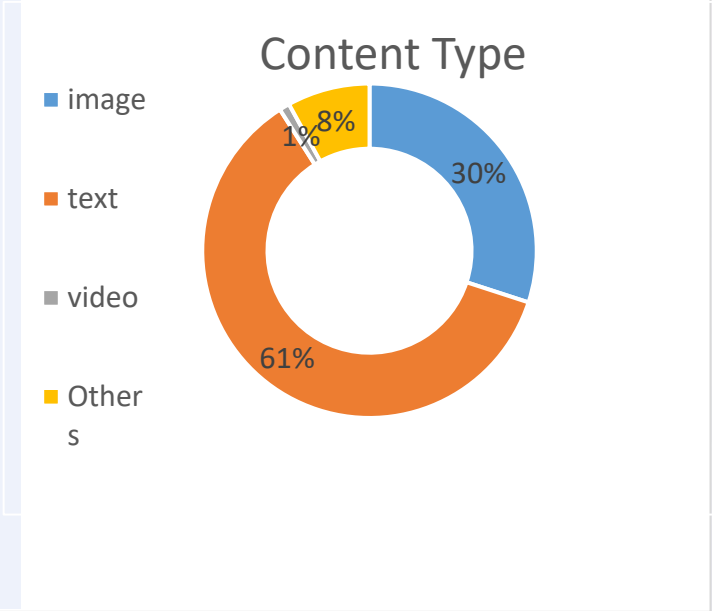
TYPE OF FOLLOWERS

- The majority of conversations (92.6%) are from unverified users, than verified users (7.4%)
- The top 3 places where the majority of his buzz revolves: Mumbai, New Delhi and Bangalore.

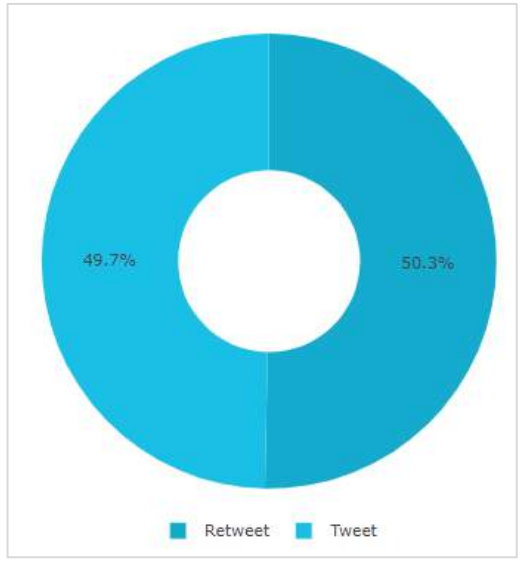
Activity Analysis



CONTENT TYPE



TWEET TYPE



- Even though he only published 5 pieces in November, Sandeep Aggarwal saw the highest engagement . The most activity came from his repost of Alex Tabarrok's (Founder of the Online Education Platform MRU) post about Diwali fireworks at Costco.
- His tweets are primarily text-based, followed by images. However, he has seen more engagement from image posts than from video posts. (Other options include URLs, GIFs, polls, and so on.)

Top Engaged Posts

Sandeep Aggarwal 175.8K

Wed, 3rd Nov, 2021 10:38 pm

RT @ATabarrok: Diwali fireworks at Costco. The world is changing. https://t.co/GBbMv5KRGK

12.7K 0 2.2K Trends

Engagement	14.9K
Impressions	190.9K

Sandeep Aggarwal 175.8K

Mon, 2nd May, 2022 7:43 pm

Feel blessed to have founded 2 of India's 100 Unicorns https://t.co/qRDcEvp6z5

188 8 18 Trends

Engagement	214
Impressions	214

Sandeep Aggarwal 175.8K

Sat, 29th May, 2021 3:25 pm

I believe in Ayurveda & allopathy. Ayurveda has old wisdom, no chemical, limited processing, preventive, systematic. Ginger tea to spice in food to Amala juice to yoga to mediation, Ayurveda is part of my daily life. It is preventive, allopathy curative, India must lead in both

62 12 7 Trends

Engagement	81
Impressions	81

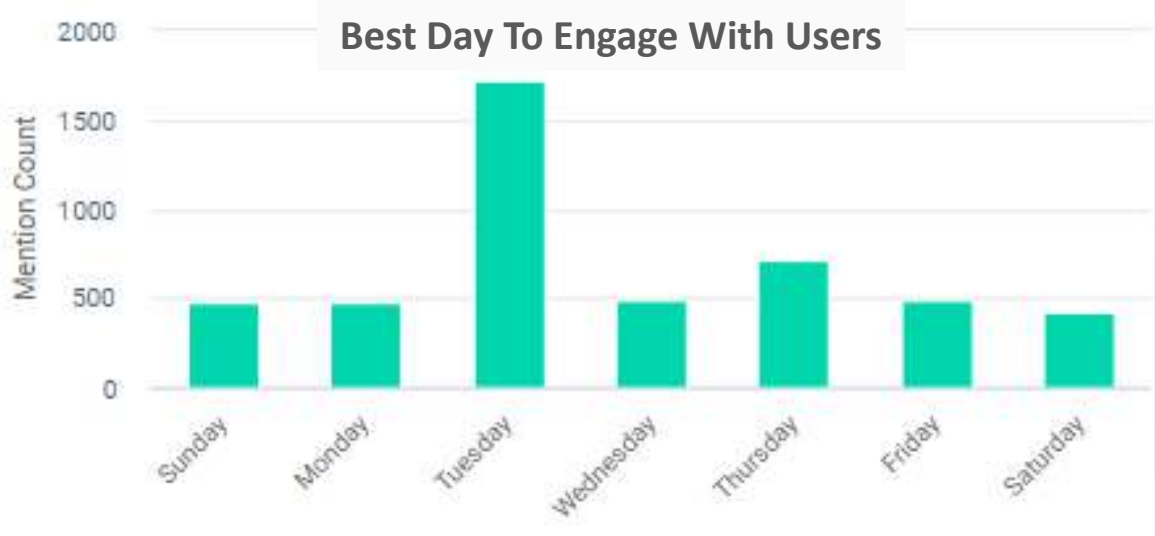
Sandeep Aggarwal 175.8K

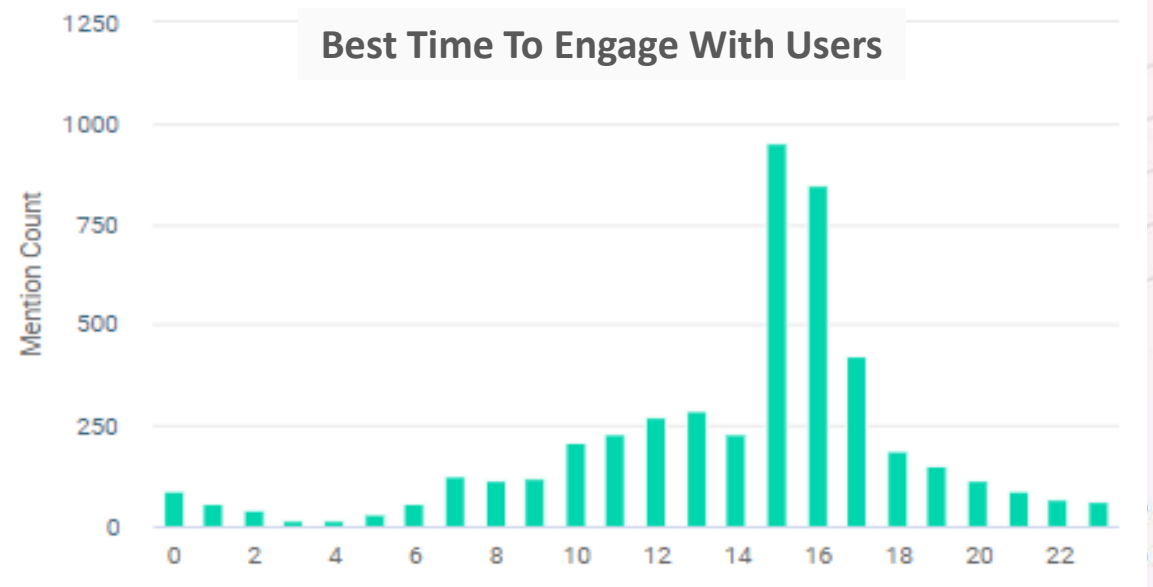
Sun, 2nd May, 2021 12:56 am

Adar Poonawala very likely left because he would have known the shortage that we are seeing now for the vaccine, deep social fabric and drama to curb the price for such a crucial vaccine, and free distribution vs. price or political pressures.

52 7 8 Trends

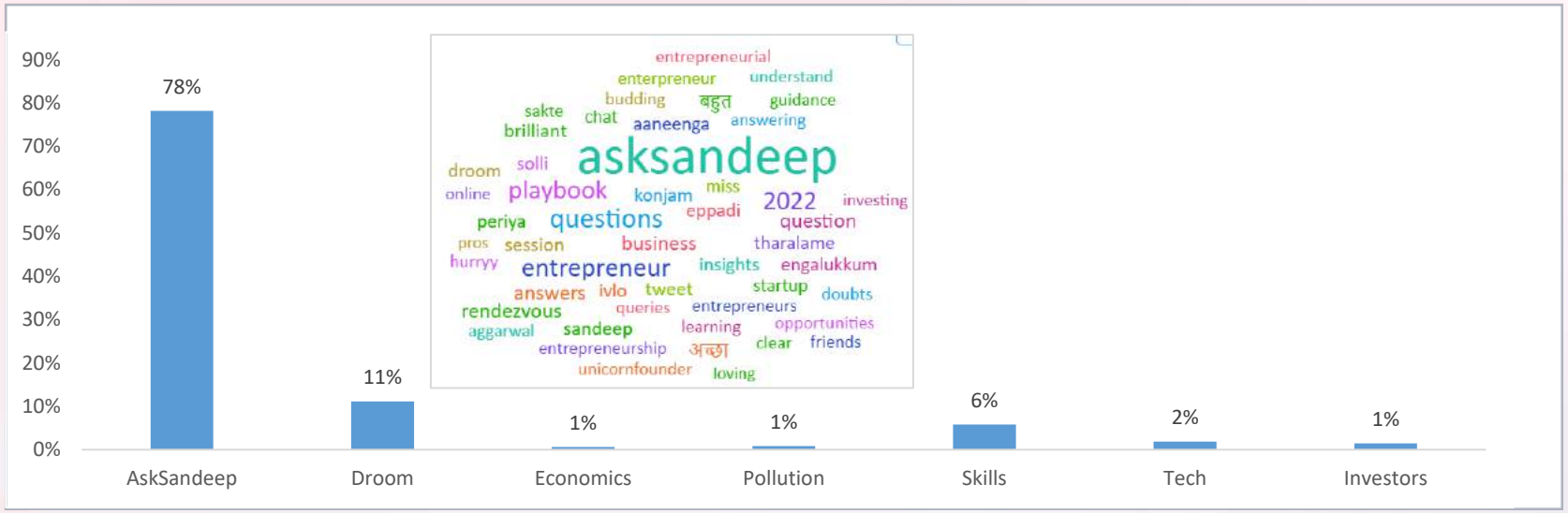
Engagement	67
Impressions	67





- Some of his most popular tweets have over 14.9K engagement and 190.9K million impressions.
- Tuesdays and Thursdays are primarily the best days for him in terms audience interaction and tweeting

Conversation Theme | Sandeep Aggarwal



His e-chatter is mainly related to #AskSandeep Rendezvous with @SandeepAgg related to Entrepreneurial Opportunities in Web 3.0

He also enjoys discussing technology and people's skill sets.

HASHTAG WORD CLOUD

KEY WORD CLOUD

Ashneer Grover

@Ashneer_Grover

Joined November 2021

7 Following

132.8K Followers

BharatPe

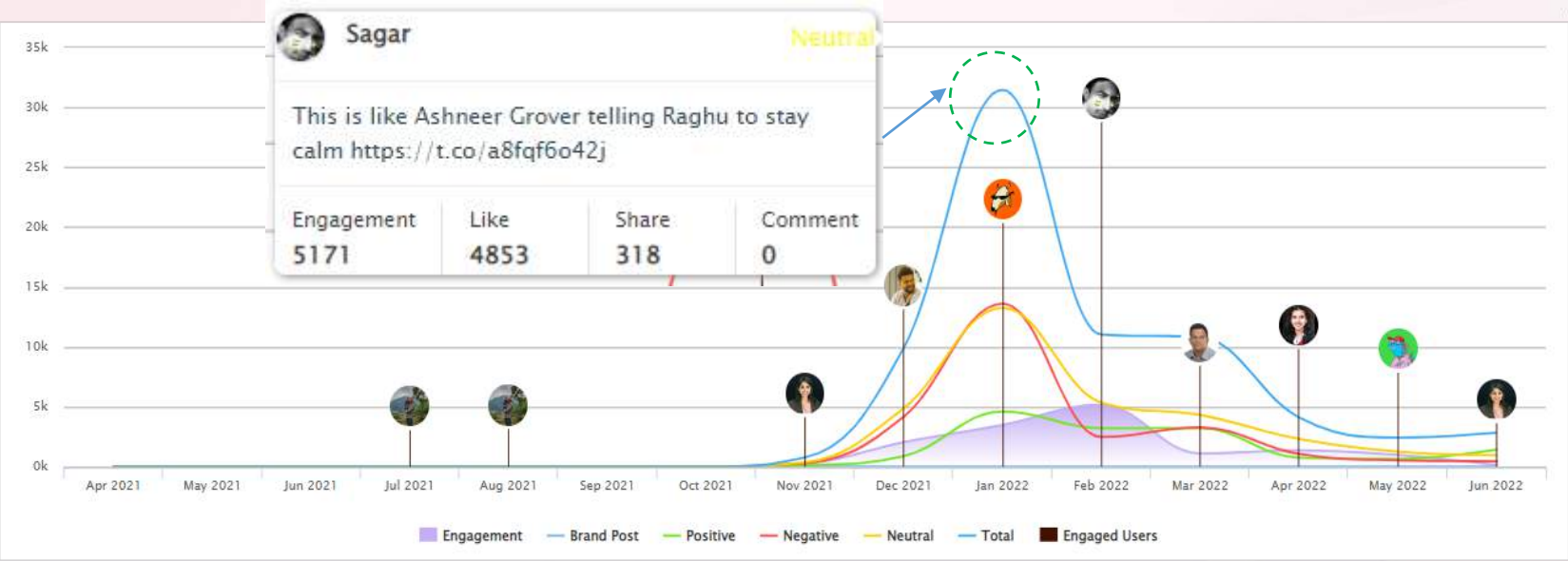
Ashneer Grover

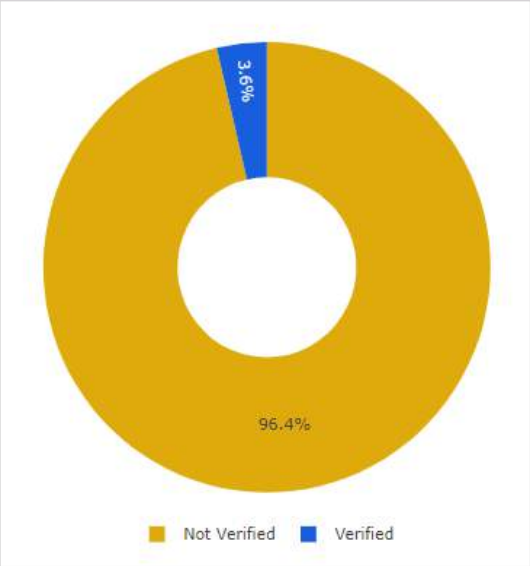
132.8K

FOLLOWERS

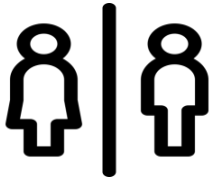
On November 12th, 2021, Ashneer Grover, the founder and managing director of BharatPe, joined Twitter. More than 1 lakh 33 thousand people are among his respectable number of followers. Listed 68 times and only follows 17 individuals.

He has gained 7,848 followers per following. Done 70 Tweets since he joined Twitter till date. Average 0.31 tweet per day
27% of his activities are Retweets
He has mentioned 73 users till now in his tweets.





GENDER



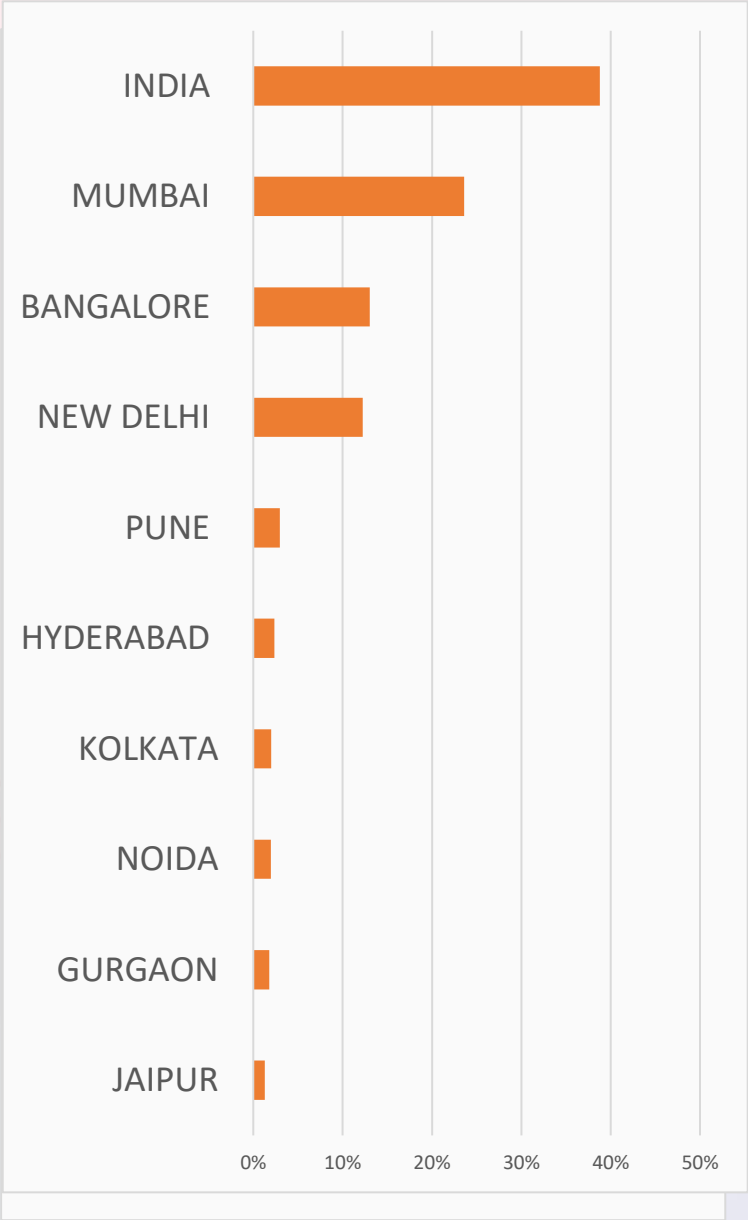
83.92%

Of the followers are Males

TOP PROFESSION

Ashneer Grover– Audience Analysis

DEMOGRAPHY BY CITY



TOP HOBBIES

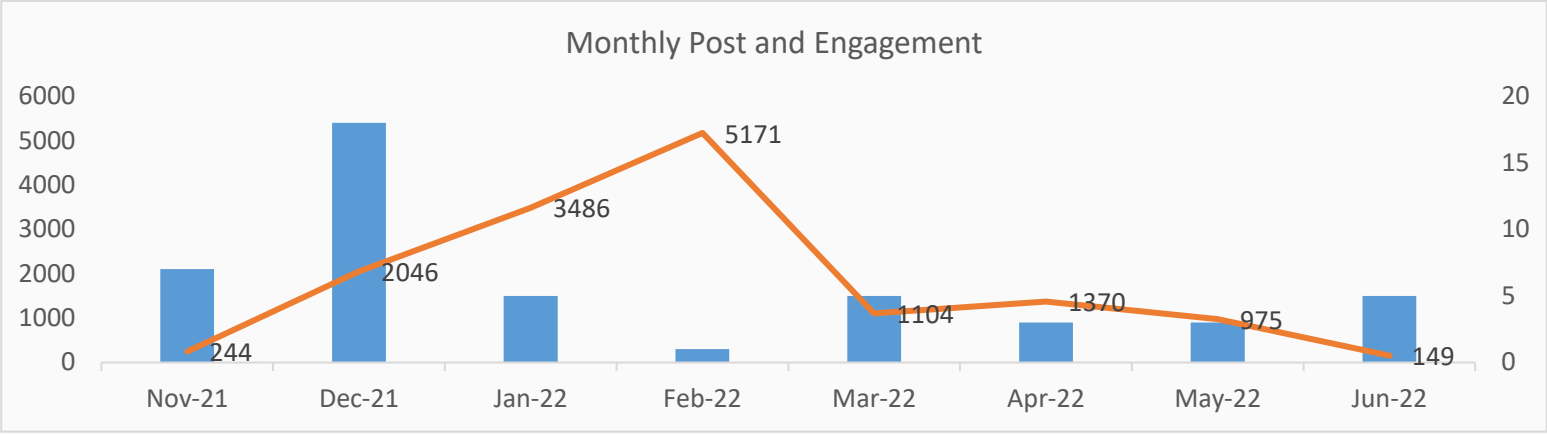
TOP INFLUENCER CATEGORY

TYPE OF FOLLOWERS

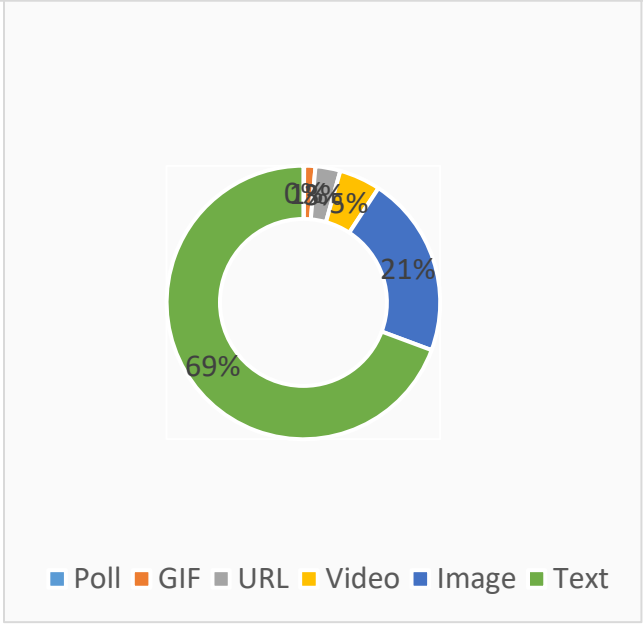
He primarily retweeted content from @SonyTV, @sharktankindia @moneycontrolcom, and @IamSanjuSamson and primarily retweeted content from @Indranil1601, @sharktankindia, and @akanksha j20.

His most frequent tweet mentions tweets: @sharktankindia, @SonyTV, and @bharatpeindia Sony Liv, Rann Vijay Singh, Suhail Sameer 14, and Anupam Mittal

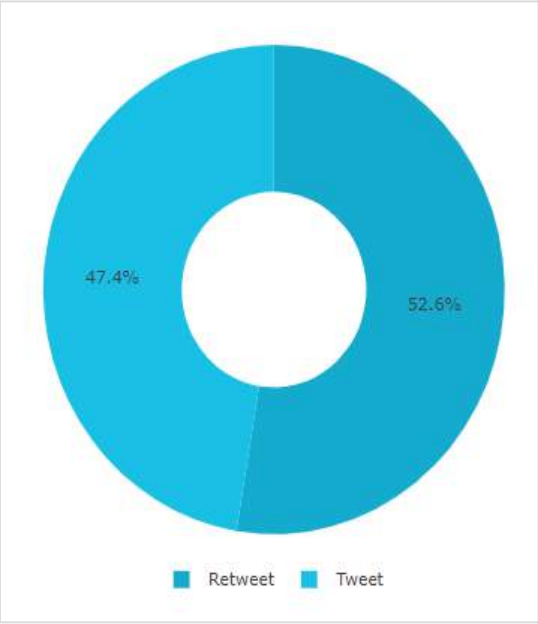
Activity Analysis



CONTENT TYPE



TWEET TYPE



- He tweets mostly text-based content, than visuals. There is greater interaction on his image posts than with video posts, though. (Additional possibilities include of URLs, GIFs, polls, etc.)
- 47% of the overall activities are retweets.
- Tweeted single time in the month of Feb'22 but received very high engagement due to the tweet by @sagarcasm ***"This is like Ashneer Grover telling Raghu to stay calm"***

Top Engaged Posts

Ashneer Grover 131.9K

Thu, 7th Apr, 2022 9:30 am

So I just heard @bharatpeindia closed it's first quarter of degrowth' and maximum cash burn' under able (sic) leadership of Rajnish Kumar and Suhail Sameer. Chaabi chheenna and hatti chalana do alag alag skills hai !' Ab Nani yaad aayegi - markets are the ultimate test & truth

16.3K 589 890 Trends

Engagement	17.8K
Impressions	17.8K

Ashneer Grover 131.9K

Tue, 14th Jun, 2022 6:12 am

Today I turn 40. Some will say I've lived a full life and experienced more things than most. Created value for generations. For me it's still unfinished business. Time to disrupt another sector. It's time for the Third Unicorn !! https://t.co/wb7ZQe41FY

16.3K 932 464 Trends

Engagement	17.7K
Impressions	17.7K

Ashneer Grover 131.9K

Sun, 13th Mar, 2022 9:29 am

I am proud @SuhailSameer14 that within 1 year of joining BharatPe you could buy BMW Z4 Convertible sports car. I've made my employees' dreams come true. Ironic that you believe you as employee can afford your dream and I as Founder can't even afford a 2nd hand Porsche. Touché !! https://t.co/D0gUdXcCfn

12K 672 673 Trends

Engagement	13.4K
Impressions	13.4K

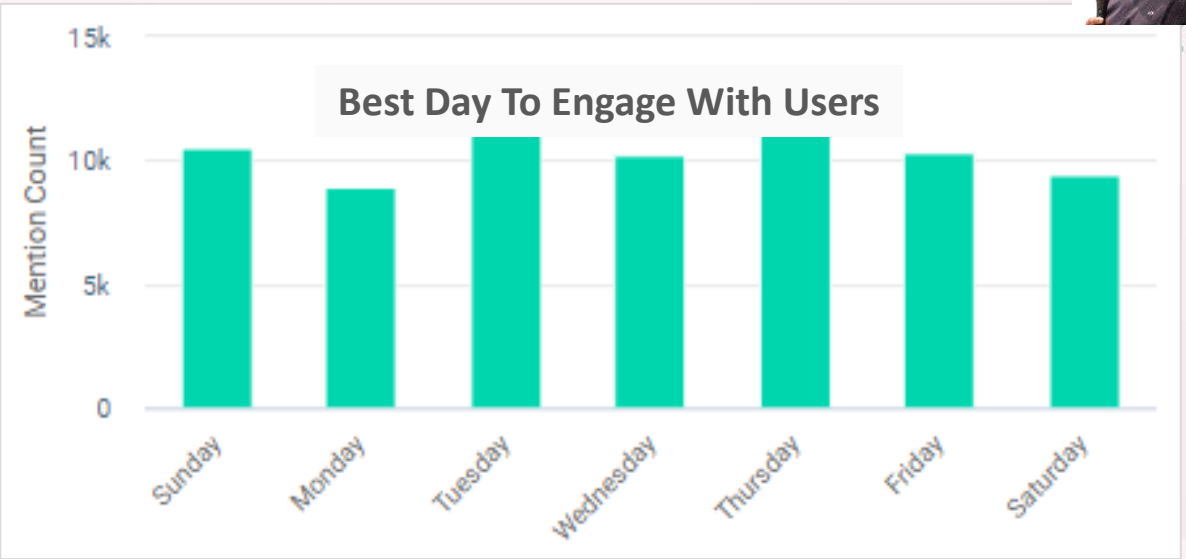
Ashneer Grover 131.9K

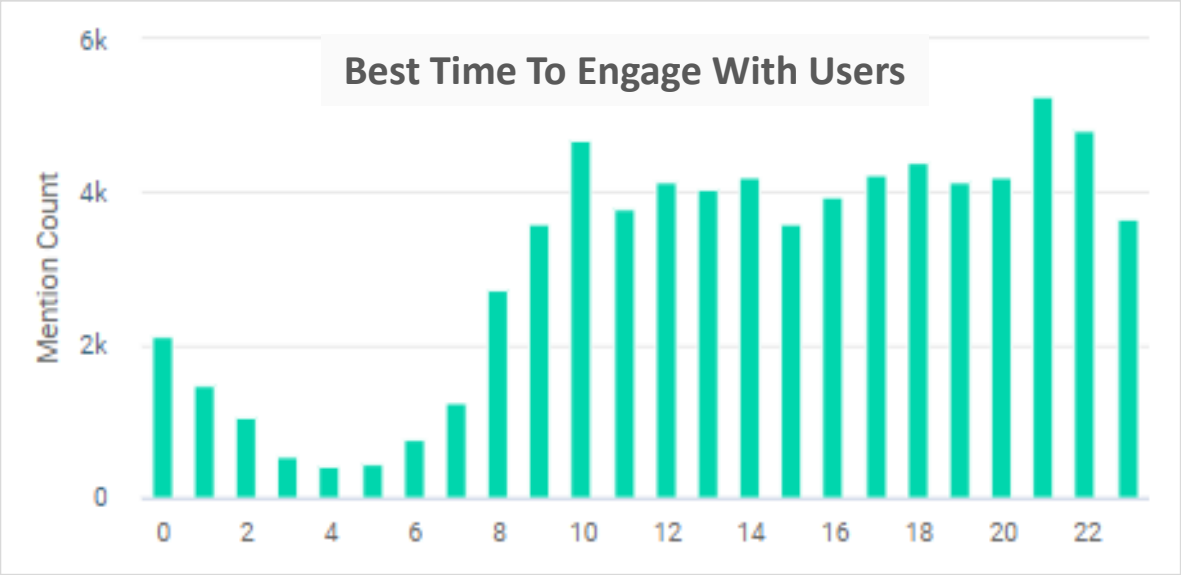
Sun, 13th Mar, 2022 6:24 am

Is it a space rocket? Is it a time machine? No it's a ₹10cr dining table !! Haha ! I don't hold the Guinness World Record for most expensive table ever. Nor do I intend to. Press - don't fall for BharatPe Board (undisclosed sources) lies - you'll lose your credibility like them. https://t.co/kdONGiMN0Z

8K 519 407 Trends

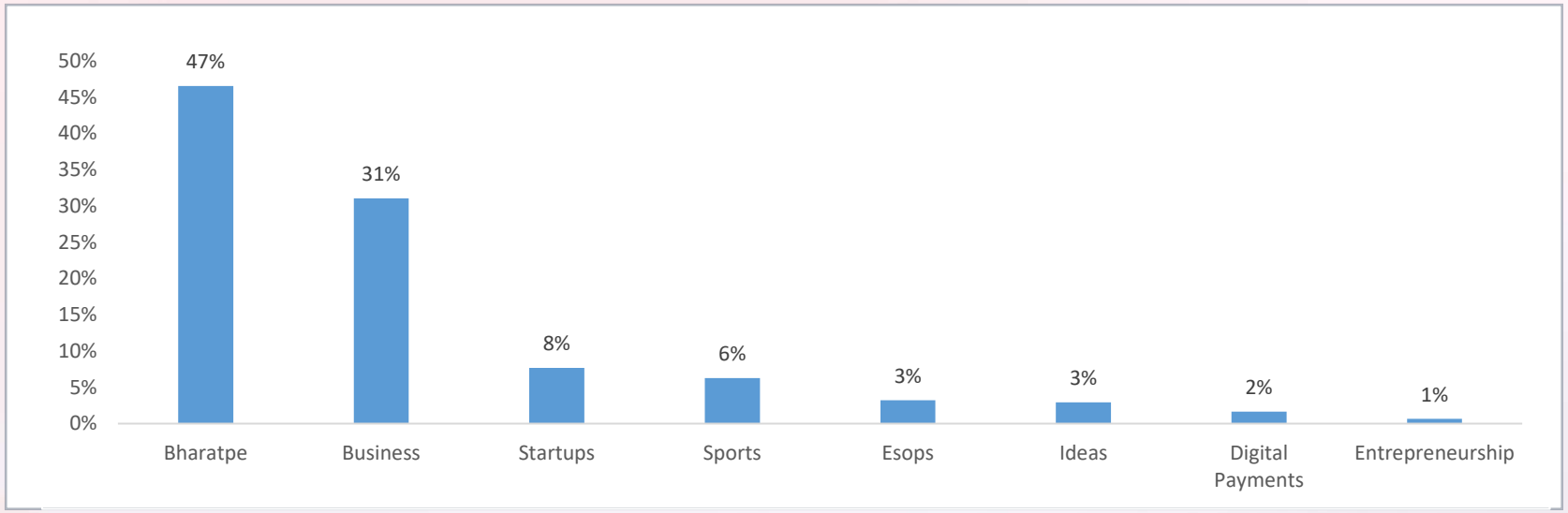
Engagement	9K
Impressions	9K





He was observed to be active on twitter mostly on Tuesdays, Thursdays & Sundays between 10am to 05pm.
62.9% of his activities was from recorded from Android and 35.7% was from iOS

Conversation Theme | Ashneer Grover



He mainly mentions BharatPe in his tweets. He loves to discuss about Business, startups and sports.

entrepreneurship, #sharktankindia, #startups, #fintech, #startupindia are the most used hashtags by him.

HASHTAG WORD CLOUD

KEY WORD CLOUD

Vidit Aatrey

@viditaatrey

Joined June 2009

344 Following

41.7K Followers

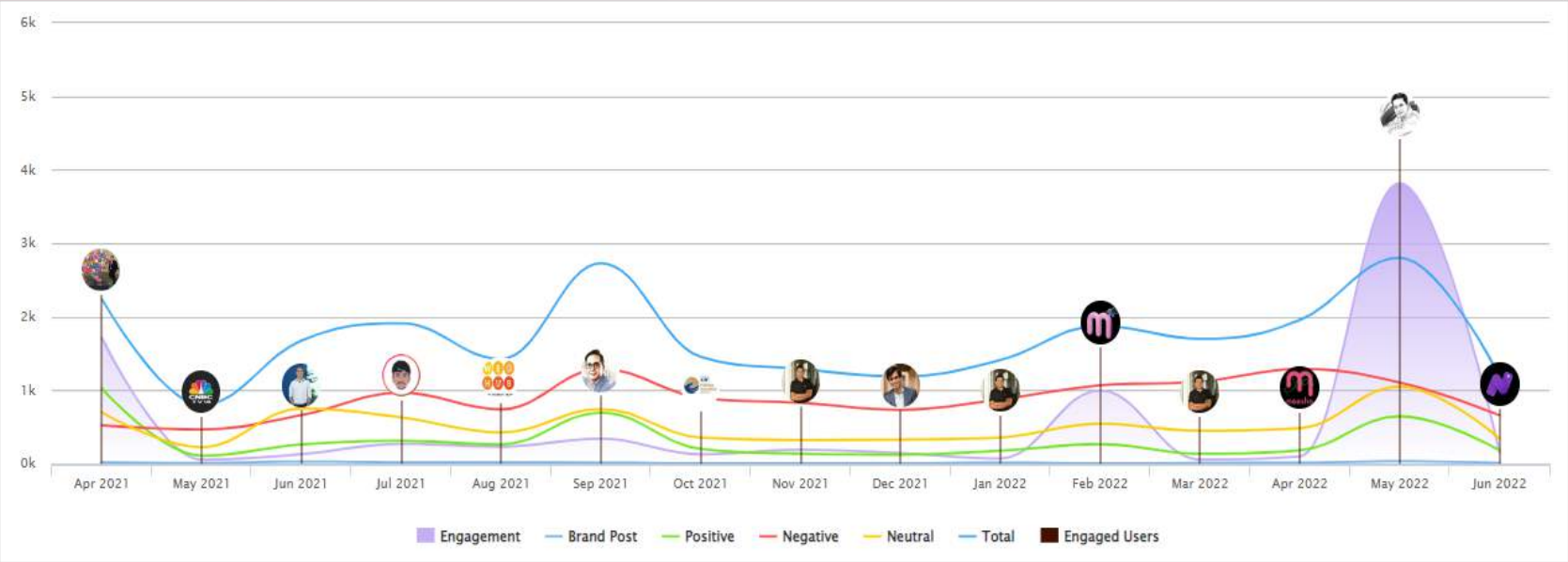
meesho

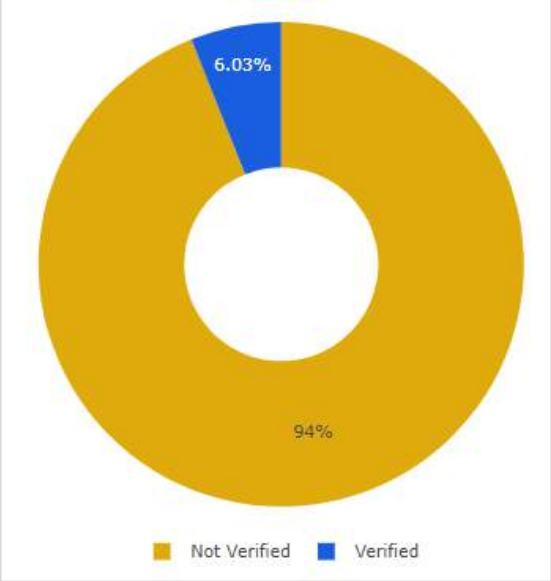
Vidit Aatrey

41.7K

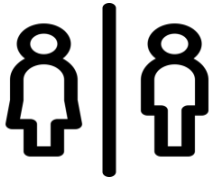
FOLLOWERS

Vidit Aatrey, the founder and CEO of Meesho, joined Twitter on June 4th, 2009. He has a decent following of more than 41 thousand people. 185 listings, but only follows 345 people. He has gained 121 followers per following. 4,063 Tweets have been sent since he joined Twitter. daily average of 1.25 tweets Retweets make up 64% of his activities. In his tweets so far, he has referenced 1019 users.





GENDER



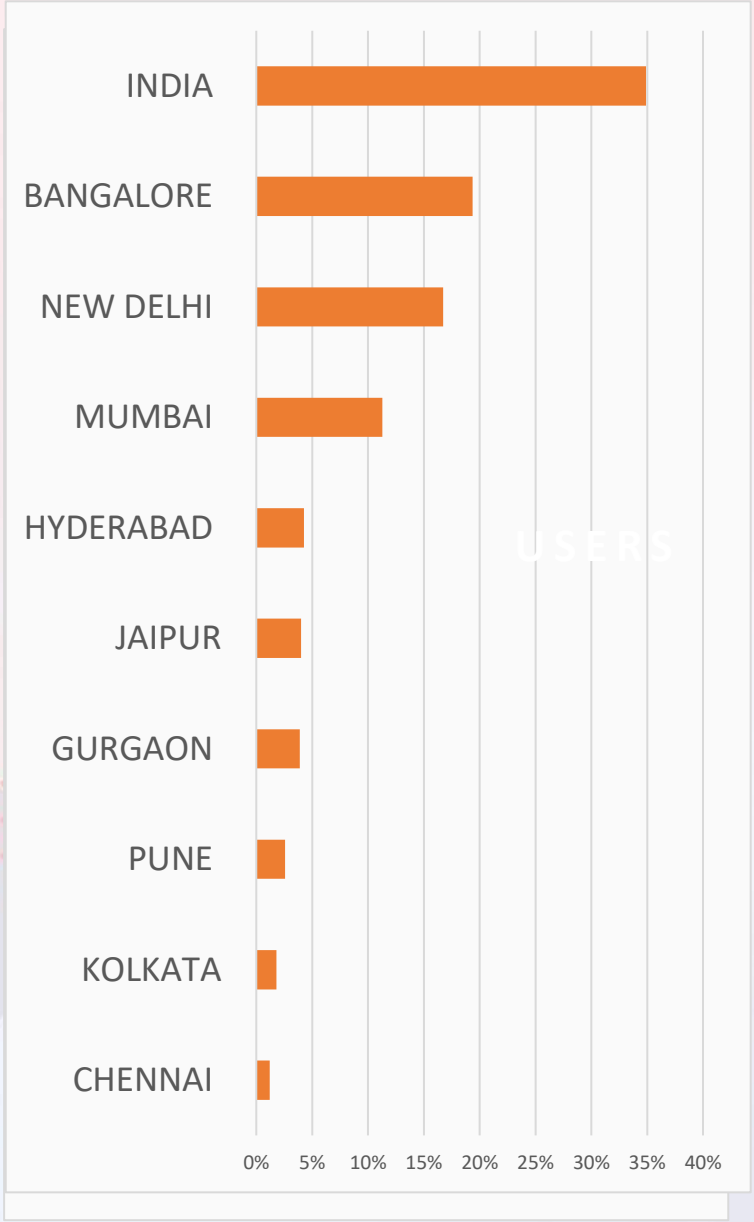
80.2%

Of the followers are Males

TOP PROFESSION

Vidit Aatrey– Audience Analysis

DEMOGRAPHY BY CITY



TOP HOBBIES

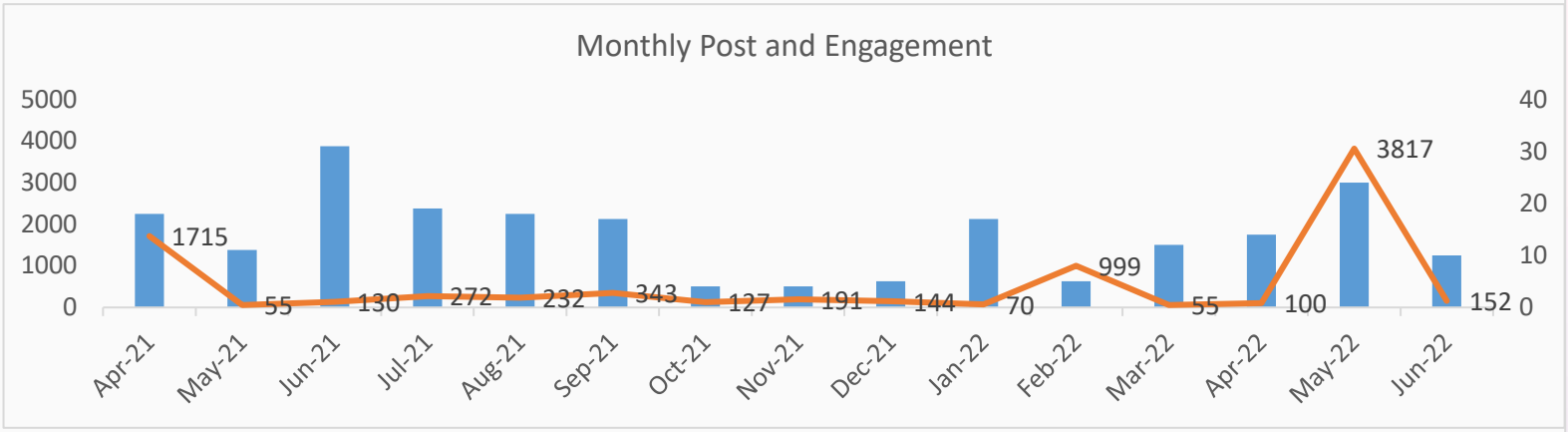
TOP INFLUENCER CATEGORY

TYPE OF FOLLOWERS

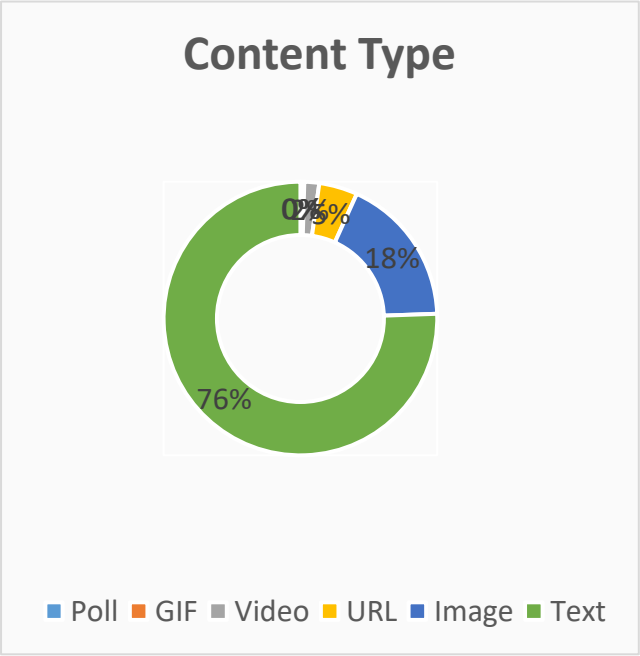
His main sources for content retweet: @meeshotech, @prateek agwl, @YourStoryCo, @barnwalSanjeev, and @mukularora@atptour.

The accounts @MeeshoApp, @barnwalSanjeev, @Meesho Official, @mukularora, @mobhat, and @prateek agwl are the ones he tweets about most frequently.

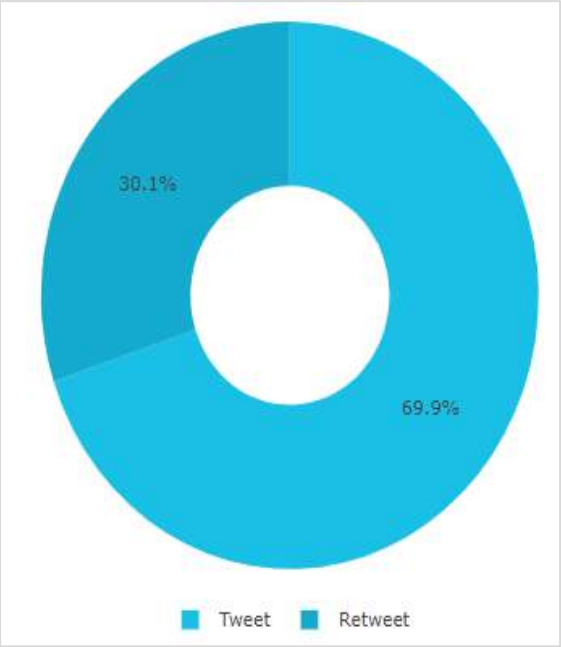
Activity Analysis



CONTENT TYPE



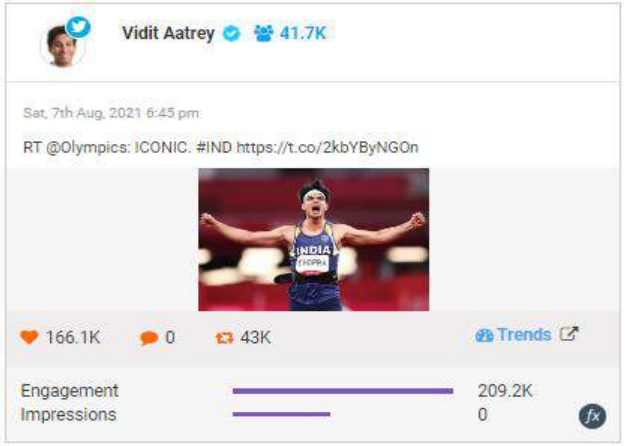
TWEET TYPE

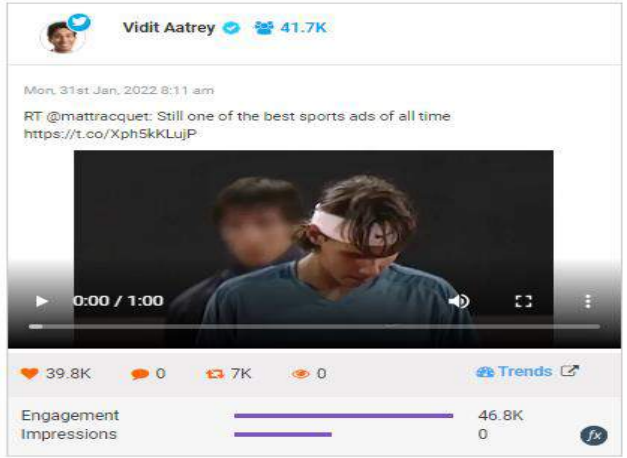


- Even though he only tweeted 24 times in May'22, Vidit Aatrey saw the highest engagement. Tweet by @KTRTRS mentioning Vidit Aatrey in his tweet *discussion with two brilliant young achievers from startup world @nikhilkamathcio of Zerodha and @viditaatrey of Meesho over dinner*

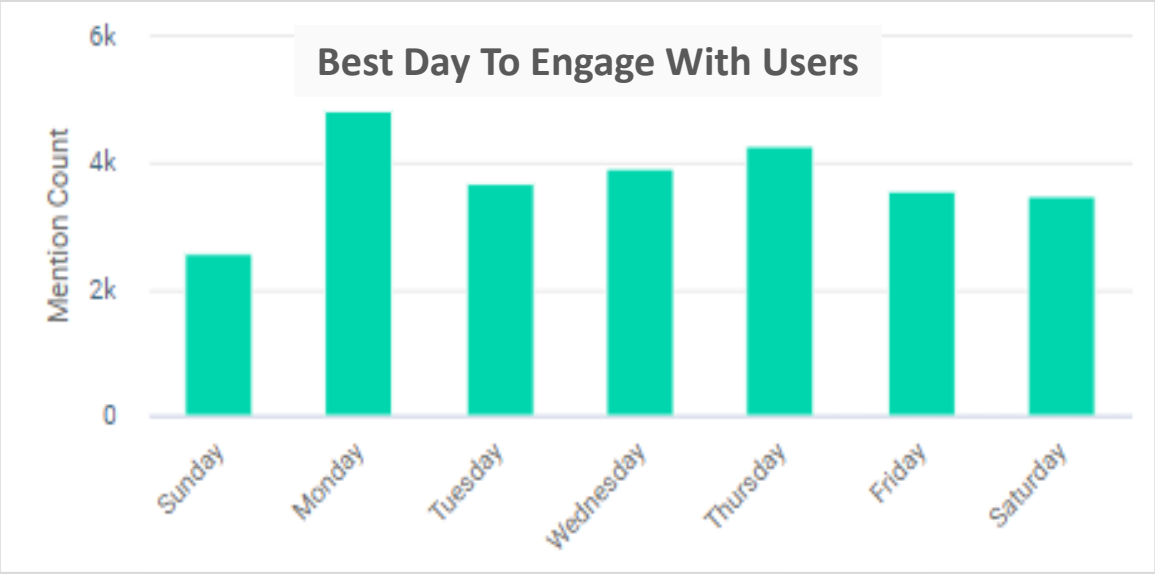
- He primarily tweets text-based stuff, followed by images. However, he has seen more engagement from image posts than from video posts. (Other options include URLs, GIFs, polls, and so on.)

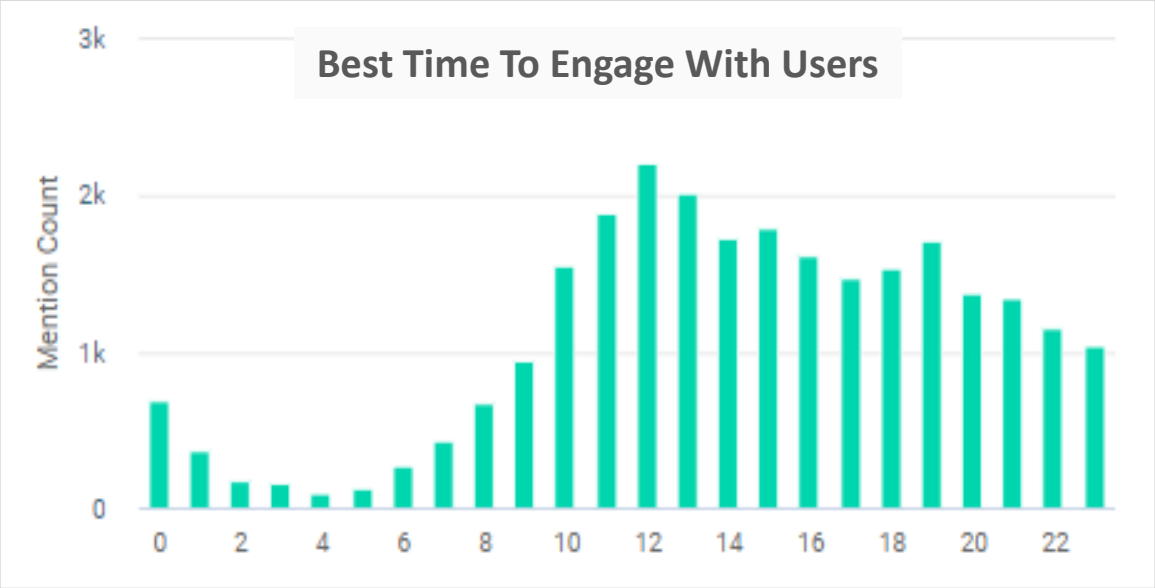
Top Engaged Posts



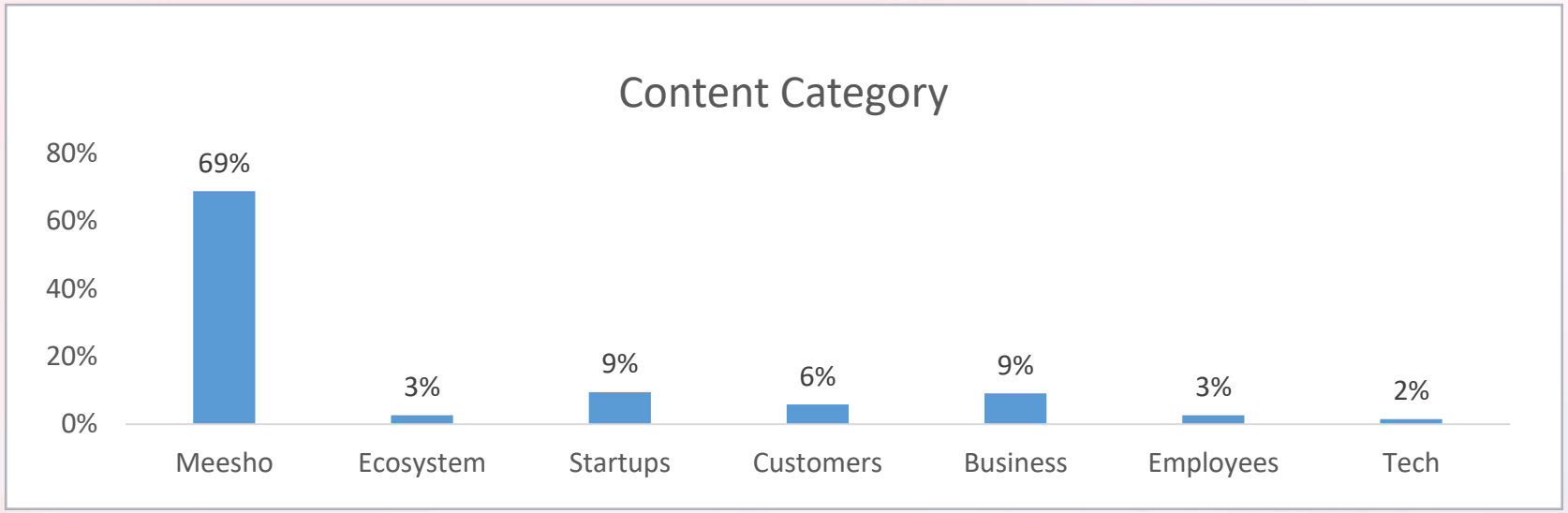


He was seen using Twitter frequently between 12 and 8 p.m. on Mondays and Thursdays.
Tracking back his Twitter activities, 77 percent were from Android, and 18 percent were on the Twitter web app.





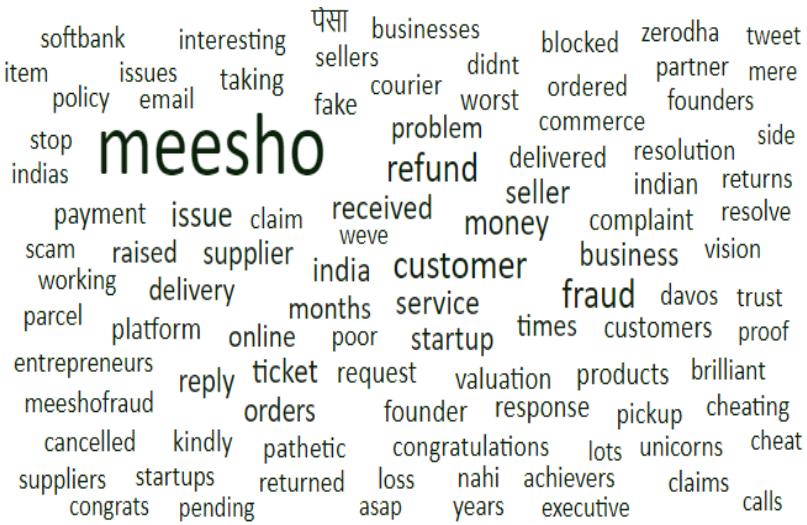
Conversation Theme | Vidit Aatrey



He frequently discusses his own company, Meesho, and the conversation typically centres around retweets (the brand tweets). Additionally, he talks about startups, customer service, business economics, and the ecosystem.

HASHTAG WORD CLOUD

KEY WORD CLOUD



Lalit Keshre

@lkeshre

Joined April 2009

77 Following

19.9K Followers

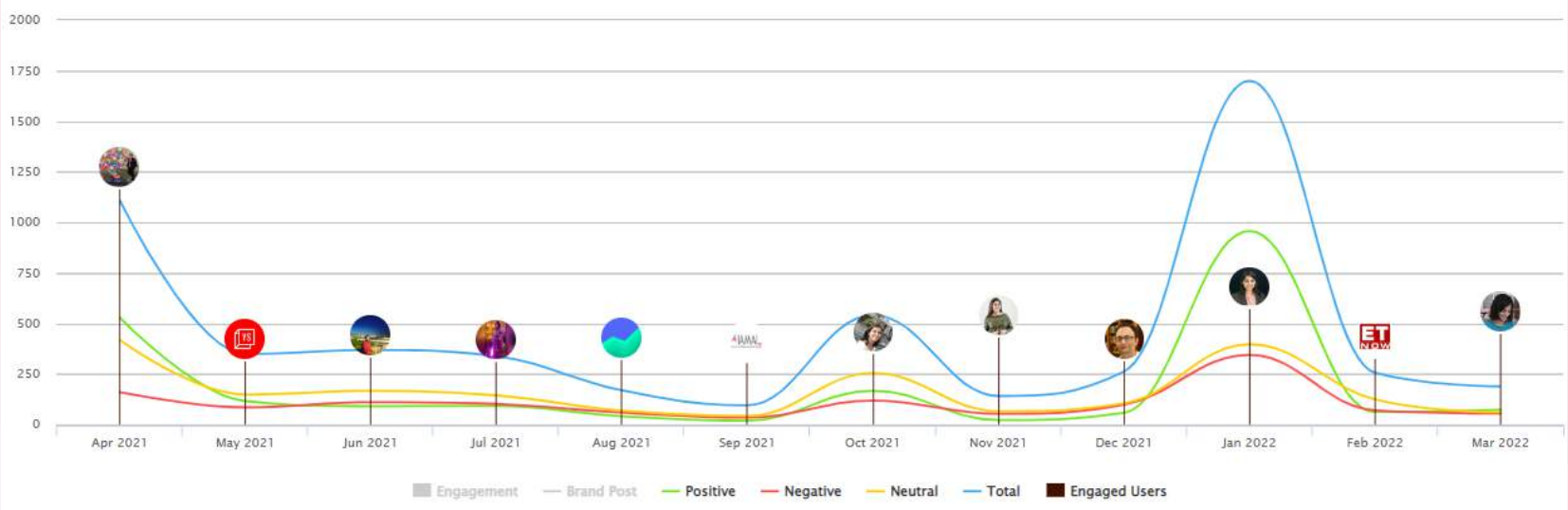
Groww

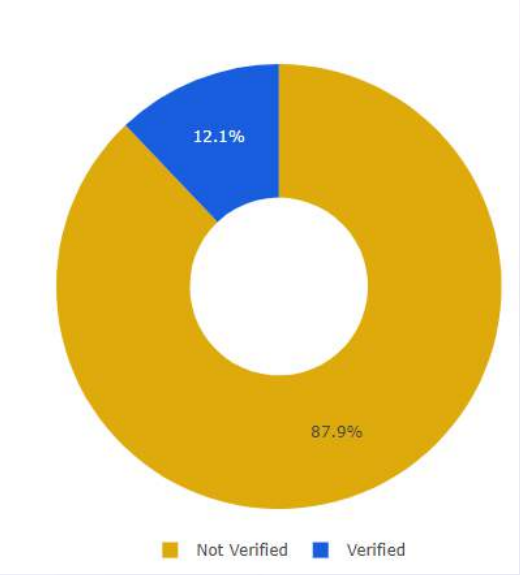
Lalit Keshre

19.9K

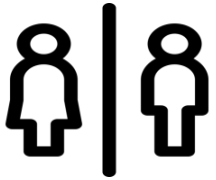
FOLLOWERS

Lalit Keshre, Founder and CEO @_groww, joined Twitter on April, 2009. He has a following of more than 20 thousand people. 06 listings, but only follows 77 people. He has gained 261 followers per following. 438 Tweets have been sent since he joined Twitter. 87% of his following are not verified.





GENDER



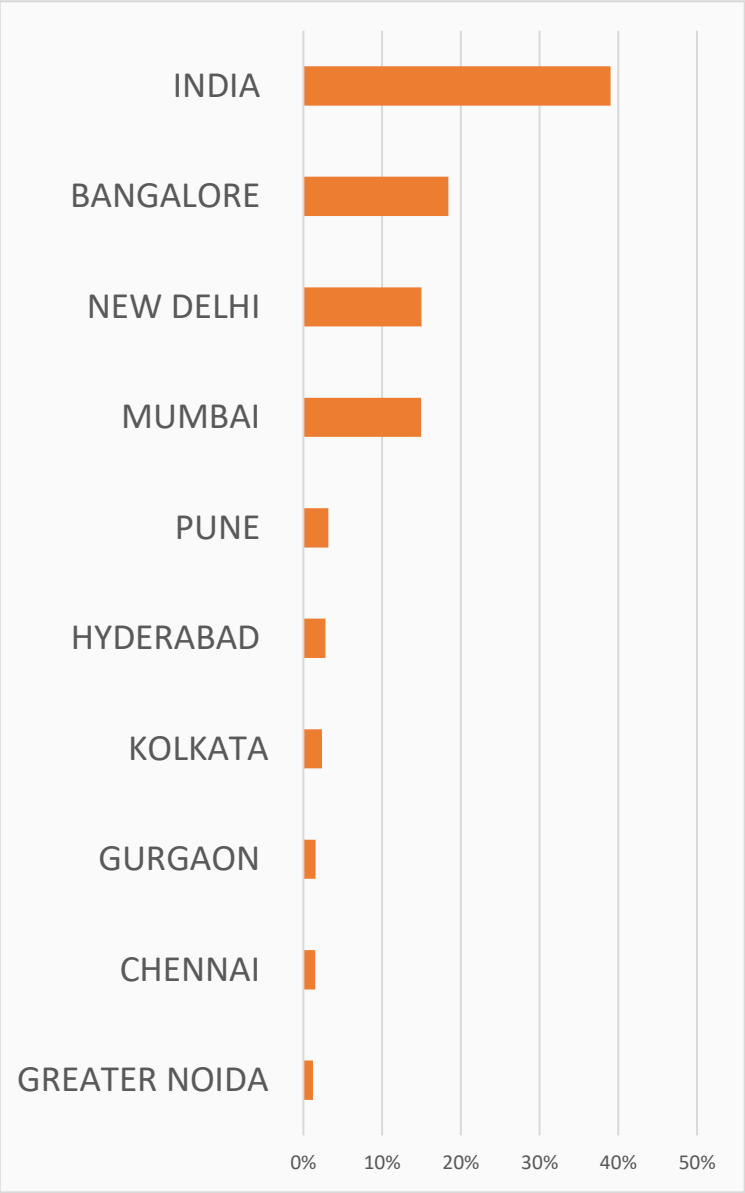
81%

Of the followers are Males

TOP PROFESSION

Lalit Keshre– Audience Analysis

DEMOGRAPHY BY CITY



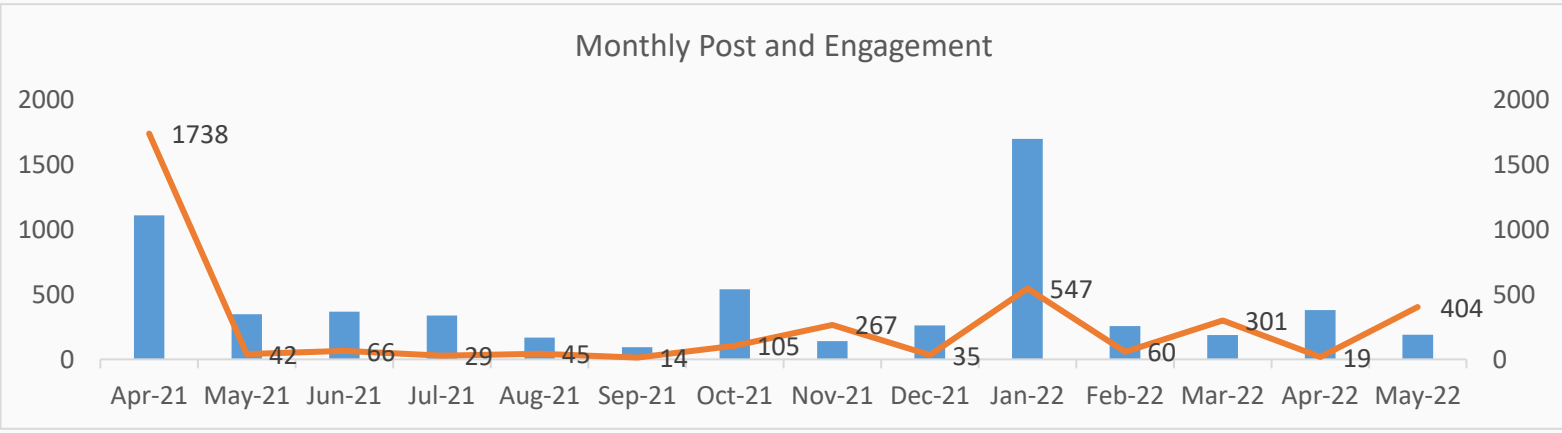
TOP HOBBIES

TOP INFLUENCER CATEGORY

TYPE OF FOLLOWERS

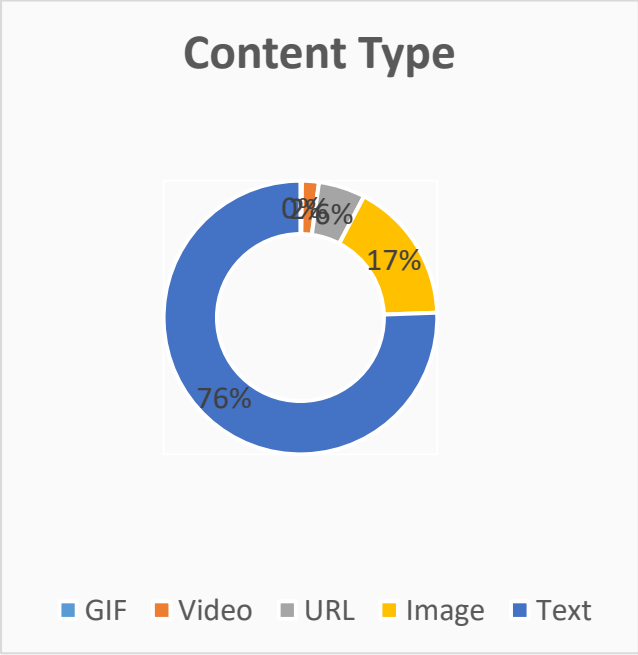
- Bangalore, New Delhi, Mumbai, Pune & Hyderabad are top locations where his overall buzz is from
- His retweeting activities are majorly around @_grow, @eduflix, @SequoiaIndiaSEA, @jhulandey
- He mostly mentions and replies to @lkeshre, @_anshulkhare, @cromaretail, @NischalShetty@_grow & @anuhariharan

Activity Analysis

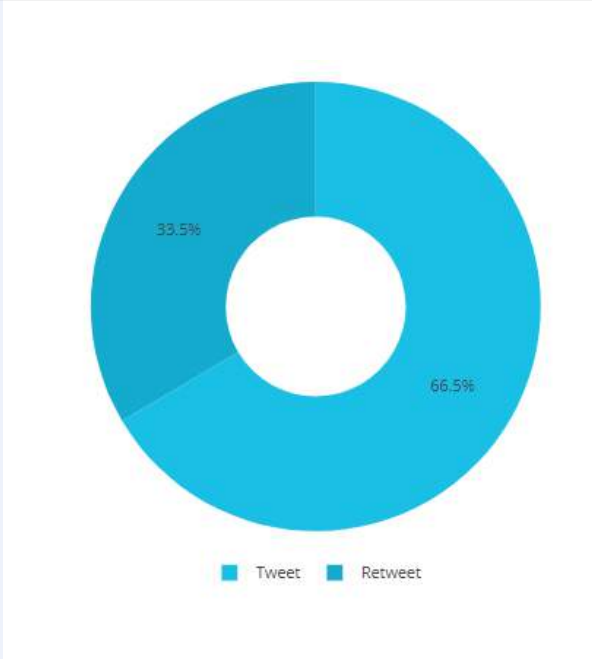


- Overall, 6.2K conversations happened around the timeline.
- 76% of his tweet media type is text-based where 17% are image-based tweet type
- 33.5% of his activities are only retweets.

CONTENT TYPE



TWEET TYPE



Top Engaged Posts

Lalit Keshre 20K

Sat, 8th Jan, 2022 11:40 am

Groww gets one of the world's best CEOs as an investor and advisor. Thrilled to have @satyanadella join us in our mission to make financial services accessible in India.

11.2K 277 555 Trends

Engagement	12.1K
Impressions	12.1K

Lalit Keshre 20K

Wed, 7th Apr, 2021 8:40 pm

More fuel to Groww 🙏

1.4K 70 32 Trends

Engagement	1.5K
Impressions	1.5K

Lalit Keshre 20K

Fri, 15th Oct, 2021 9:57 am

Yes. https://t.co/AUUrL4089B

4.5K 124 96 Trends

Engagement	4.7K
Impressions	4.7K

Lalit Keshre 20K

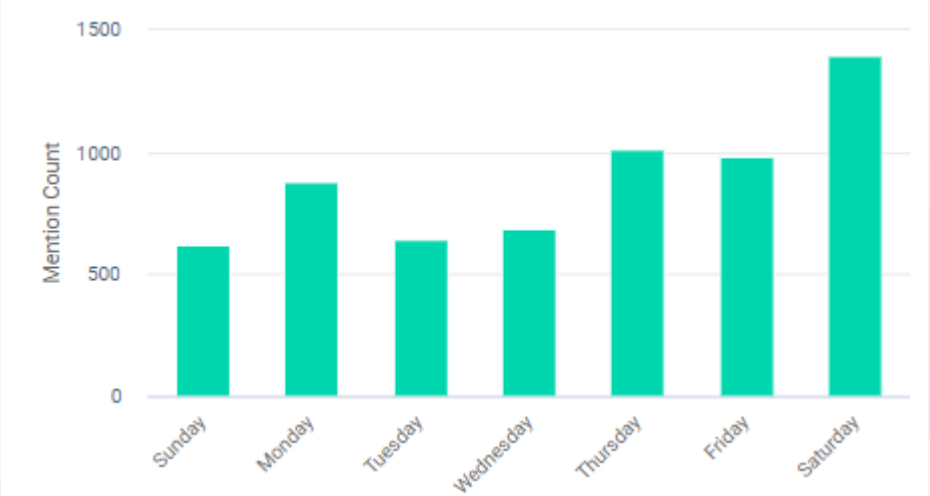
Sun, 19th Dec, 2021 11:21 am

A pair of shoes worth Rs 2 lakh isn't exactly a necessity. By any measure, it won't make rational sense to buy shoes that cost that much. There's this over 150-year-old brand named John Lobb - their shoes usually start at this price. < >

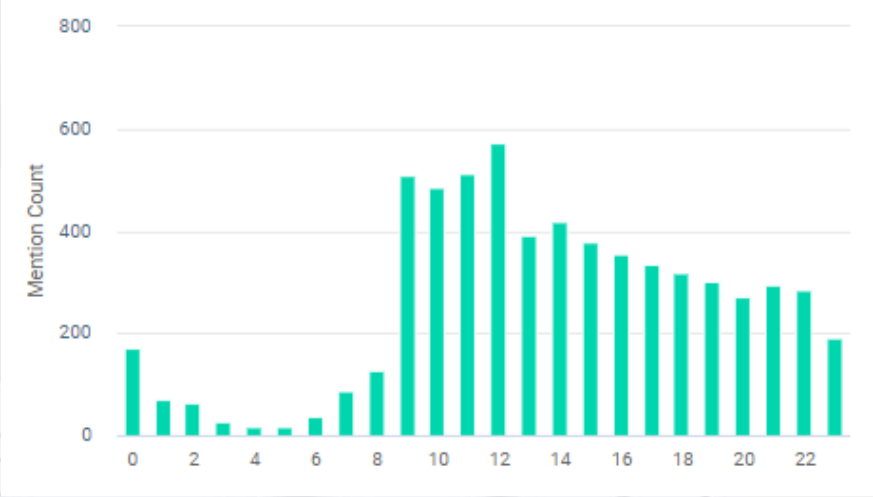
365 0 45 Trends

Engagement	410
Impressions	410

Best Day To Engage With Users

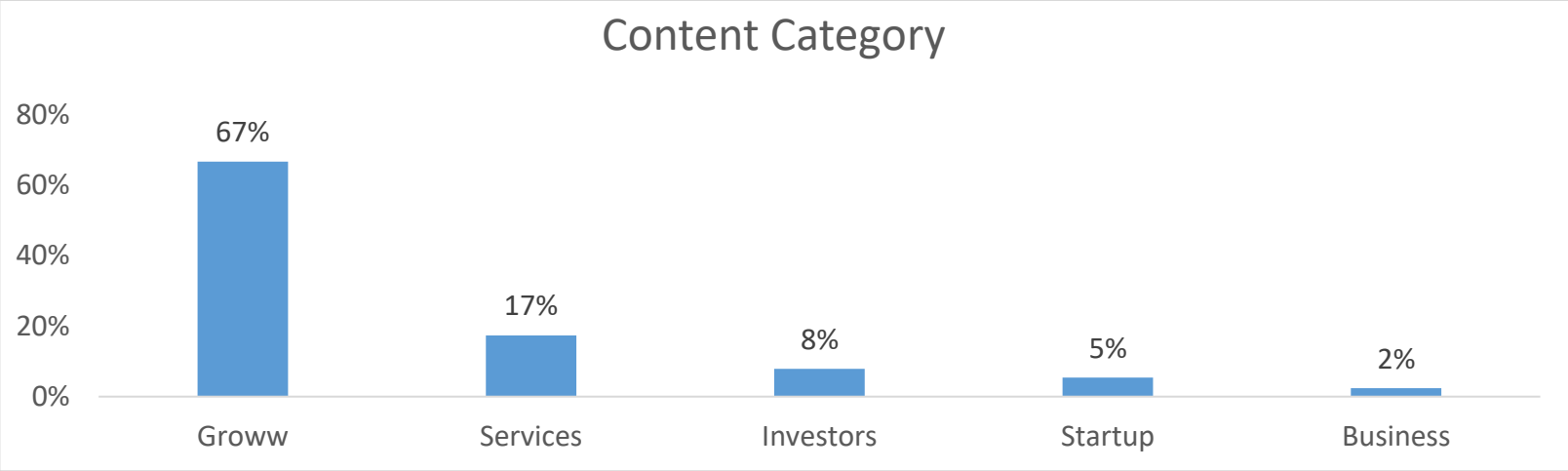


Best Time To Engage With Users



Saturdays & Thursdays are the most favorable tweet days for him, with top engagement between 9am to 12pm. His tweet "***Groww gets one of the world's best CEOs as an investor and advisor. Thrilled to have @satyanadella join us in our mission to make financial services accessible in India.***" got huge traction.

Conversation Theme | Lalit Keshre



Most common conversation theme is related to Groww App & services. Wherein 8% of the buzz is related to investors and funding followed by startup discussion 5%

HASHTAG WORD CLOUD

KEY WORD CLOUD

Rajan Bajaj

@rajanbajaj_

Joined April 2010

268 Following

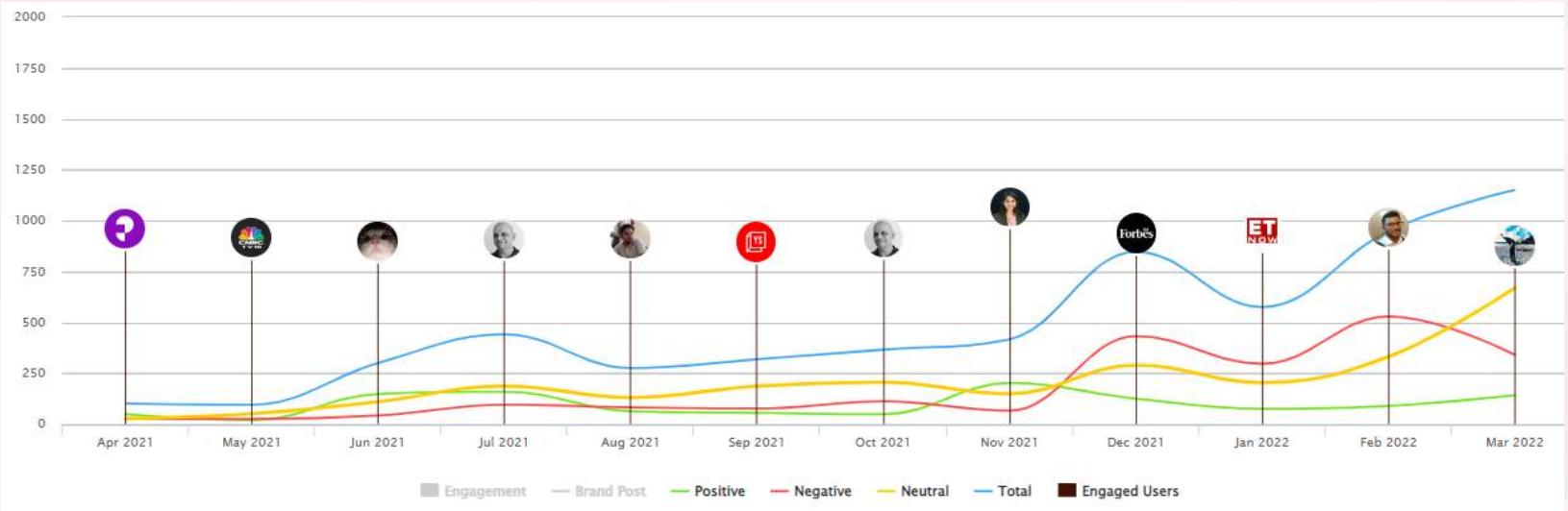
12.3K Followers

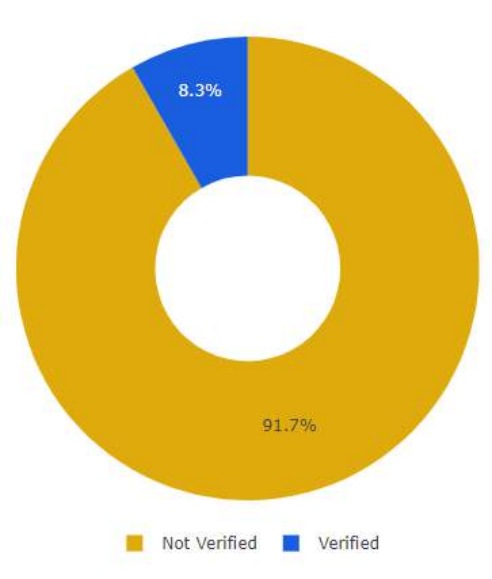
Rajan Bajaj

12.3K

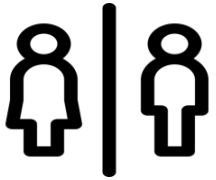
FOLLOWERS

Rajan Bajaj - Founder & CEO, slice, sliceit_, joined Twitter on April, 2010. He has a following of 12.3K people. 06 listings, and follows 269 people. He has gained 46 followers per following. 1117 Tweets have been sent since he joined Twitter. 91% of his following are unverified.





GENDER



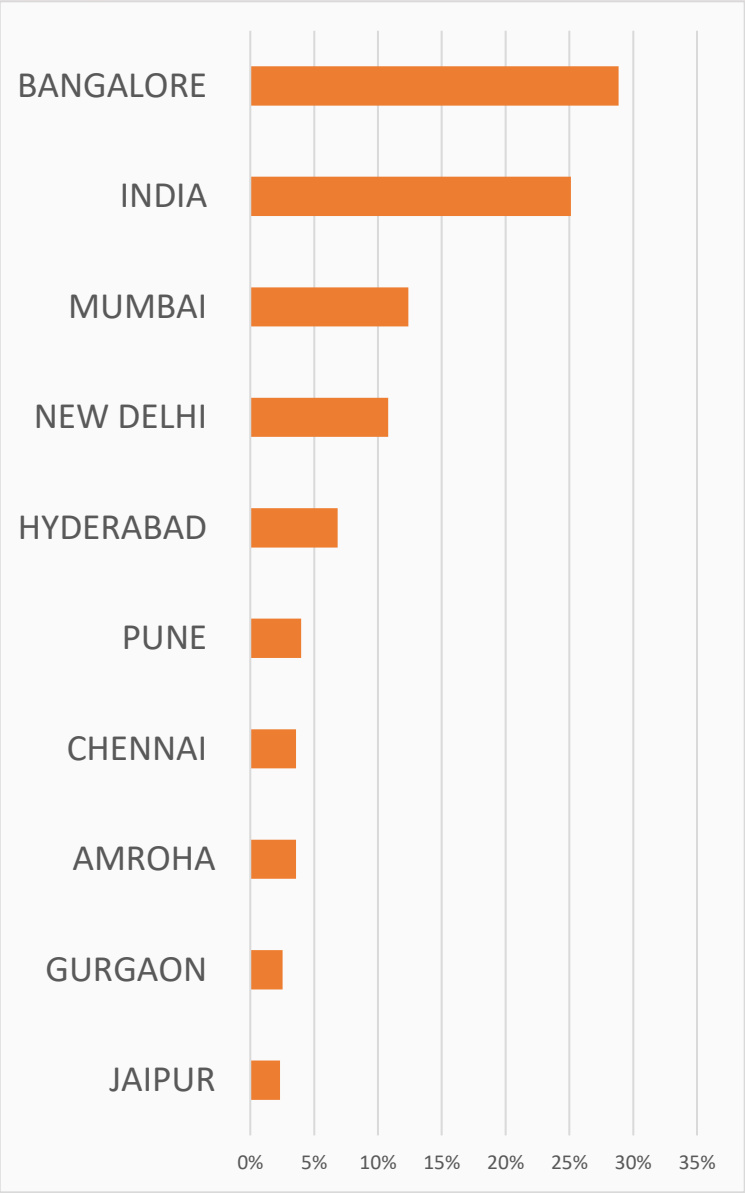
78.8%

Of the followers are Males

TOP PROFESSION

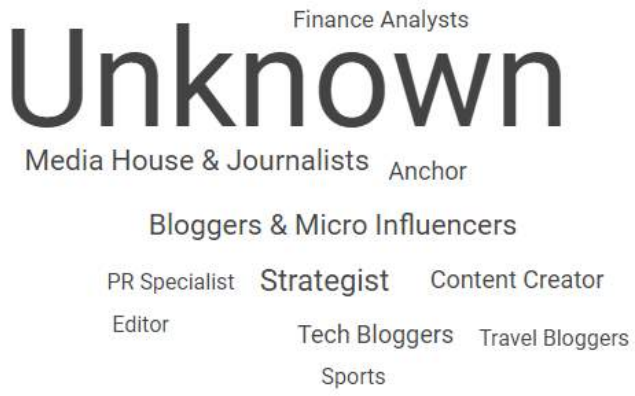
Rajan Bajaj– Audience Analysis

DEMOGRAPHY BY CITY



TOP HOBBIES

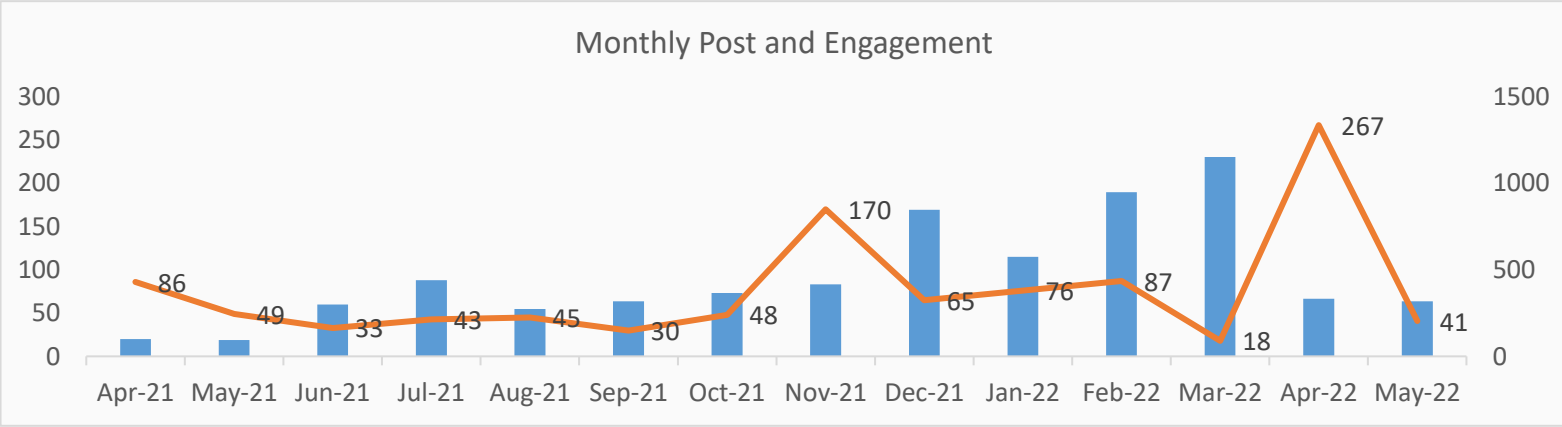
TOP INFLUENCER CATEGORY



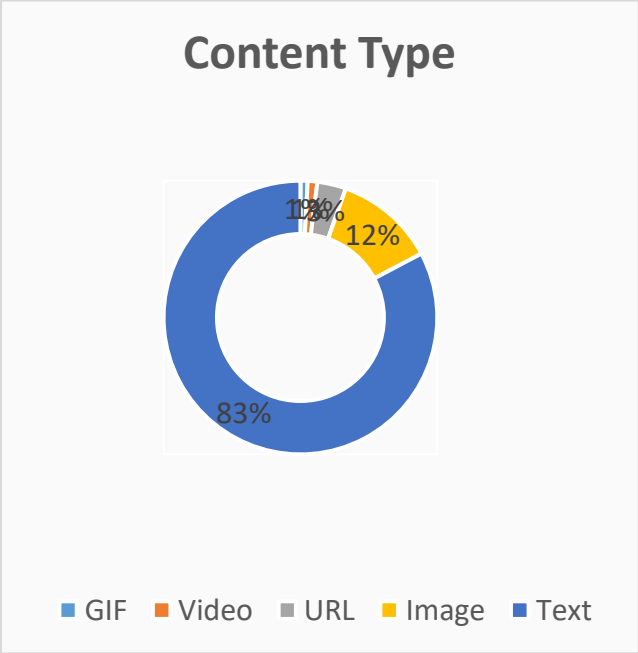
TYPE OF FOLLOWERS

- Top locations for his tweet-buzz: Bangalore, Mumbai, New Delhi, Hyderabad & Pune
- @sliceit_, @lemonandice, @BlumeVentures, @naval & sama are the most retweeted Twitter Users

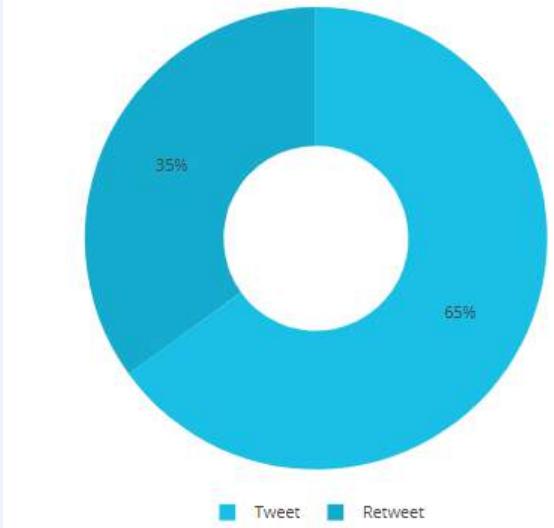
Activity Analysis



CONTENT TYPE

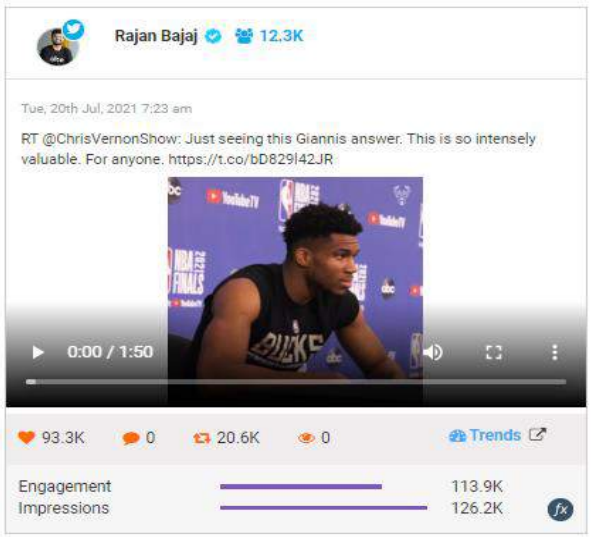


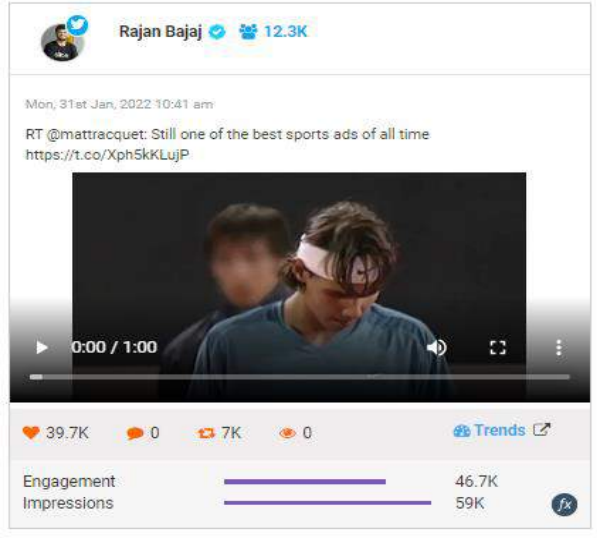
TWEET TYPE



- Overall 6.8K conversations happened around the timeline. Wherein the engagement peak was observed on April'22 where Rajan Bajaj was mentioned. ***Why did we end up having sugarcane juice? So that @rajanbajaj_ can show off his cool UPI feature on the @sliceit_app. Most refreshing 40 bucks for 2 - opp the new swank Slice HQ! @AshishFafadia @BlumeVentures***
- 83% of the overall content is text based followed by 12% are Image posts
- 35% of the updates are retweets

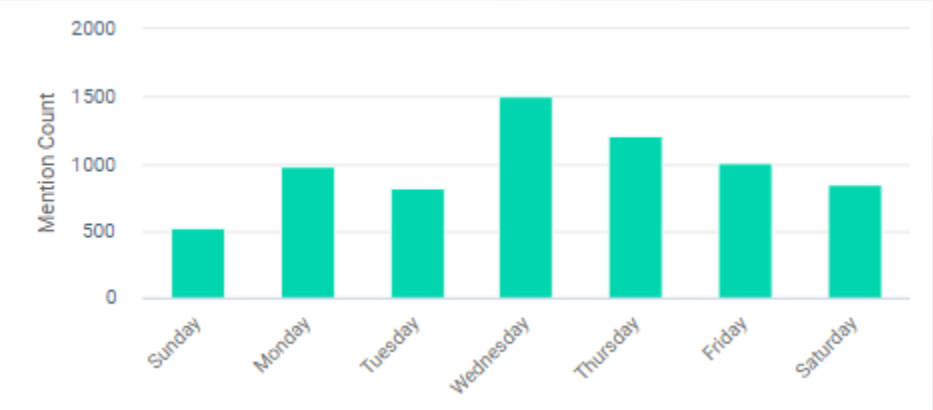
Top Engaged Posts



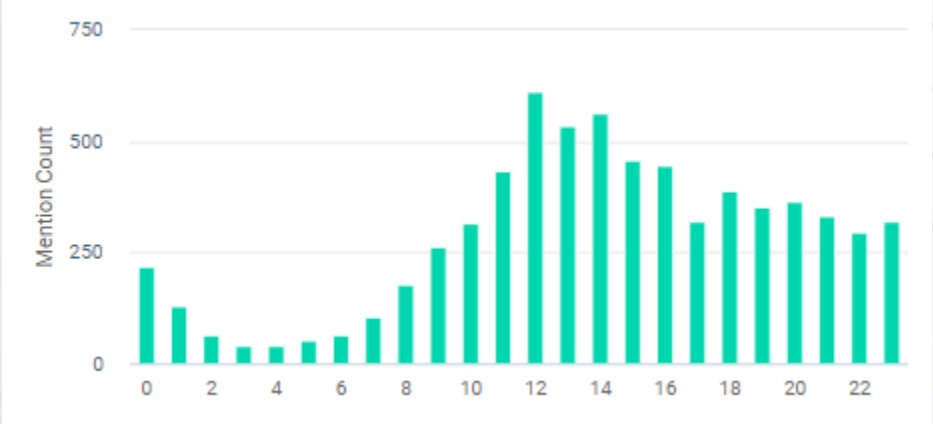


Wednesdays & Thursdays are the top engaging days for him on Twitter between 12pm to 14pm

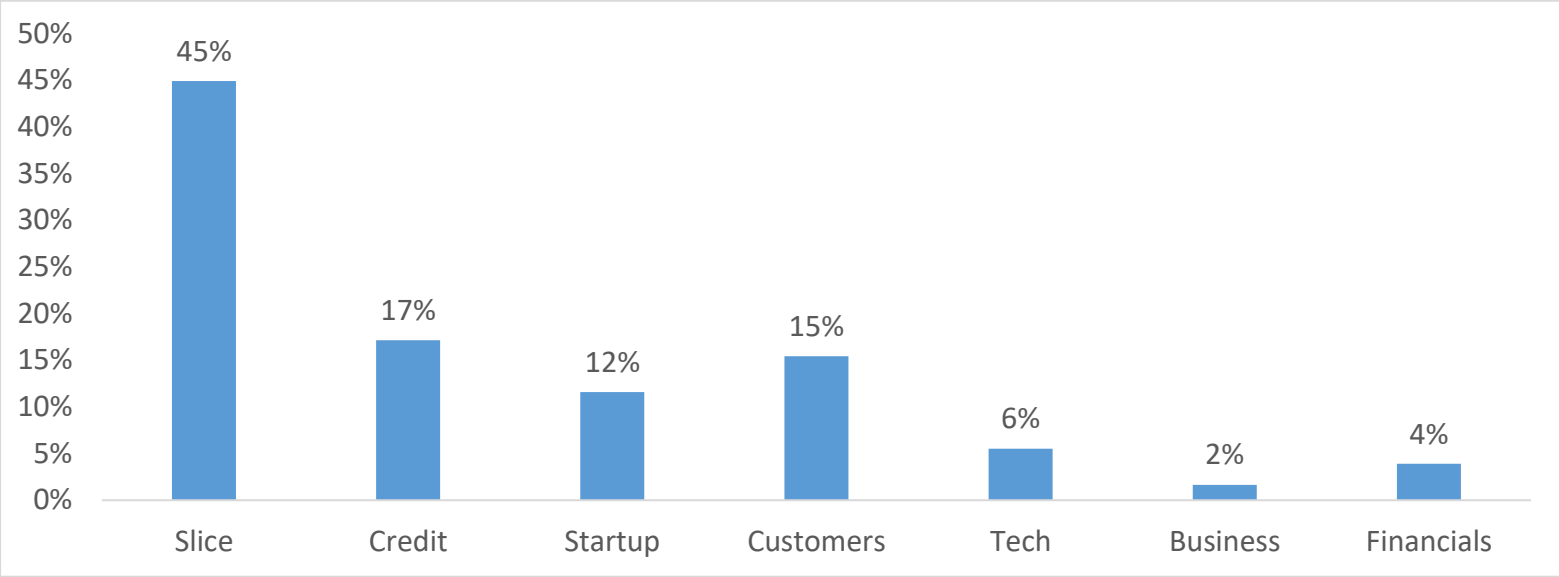
Best Day To Engage With Users



Best Time To Engage With Users



Conversation Theme | Rajan Bajaj



Maximum buzz for Rajan Bajaj has been generated on Slice tweet while people also engage with him on common topics. 17% of the conversations are related to Credit & 15% related to customers & tech

HASHTAG WORD CLOUD

KEY WORD CLOUD

Abhiraj Singh Bhal

@abhirajbhal

Joined July 2011

19 Following

11.7K Followers

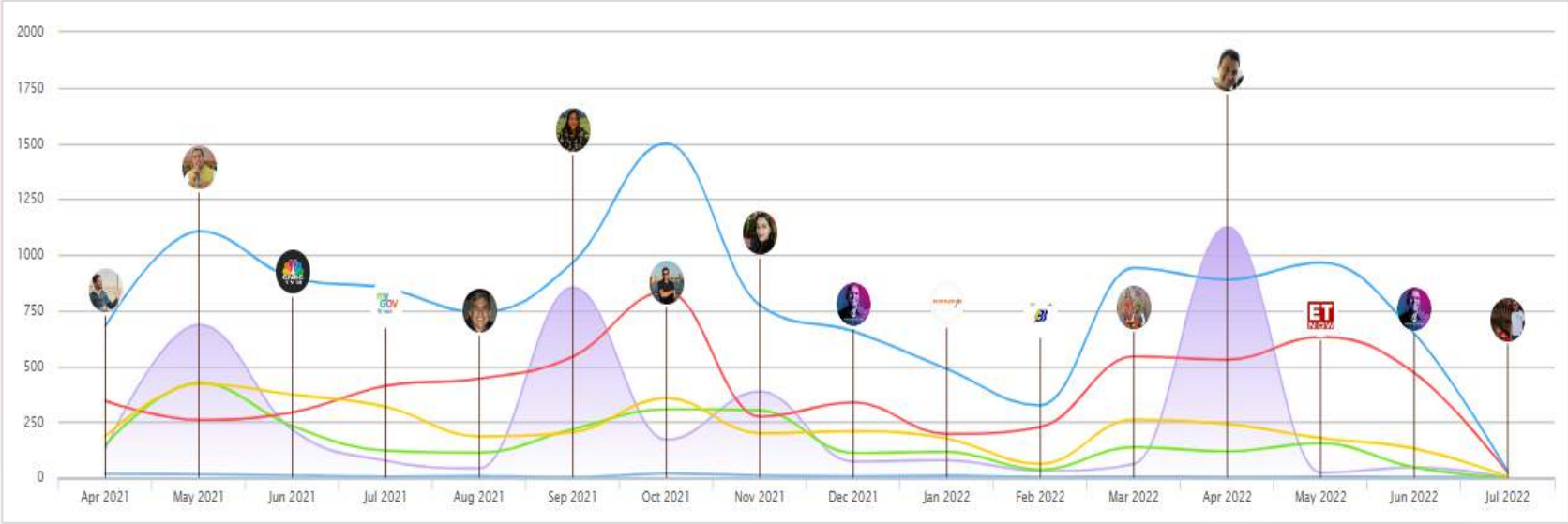
Urban Company

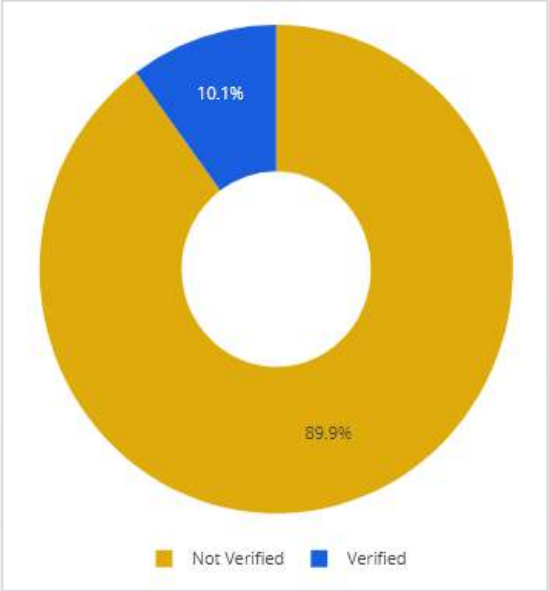
Abhiraj Singh Bhal

11.7K

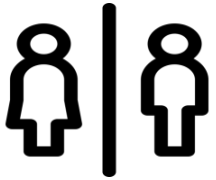
FOLLOWERS

Abhiraj Singh Bhal, Cofounder of Urban Company, joined Twitter on July , 2011. He has a decent following of more than 11 thousand people. 06 listings, but follows only 19 people. He has gained 622 followers per following. 3,926 Tweets have been sent since he joined Twitter with daily average of 1.33 tweets. Retweets make up 79% of his activities. In his tweets so far, he has referenced 875 users.





GENDER



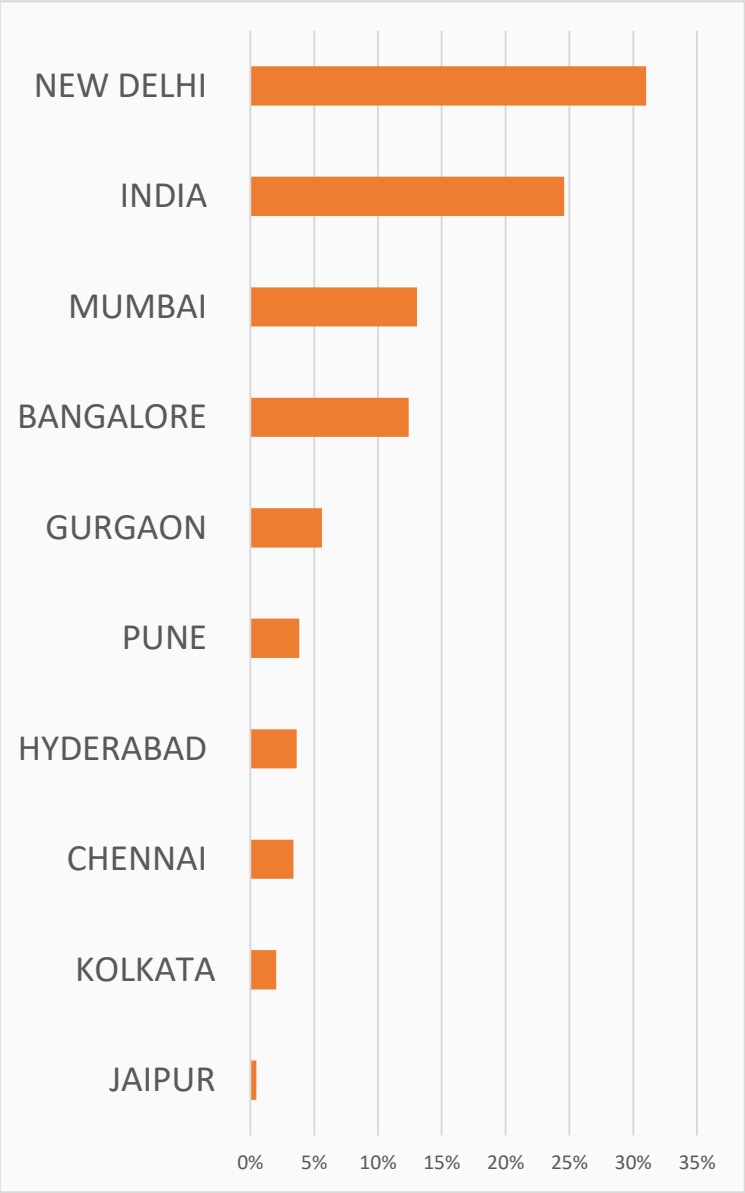
80.4%

Of the followers are Males

TOP PROFESSION

Abhiraj Singh Bhal – Audience Analysis

DEMOGRAPHY BY CITY



TOP HOBBIES

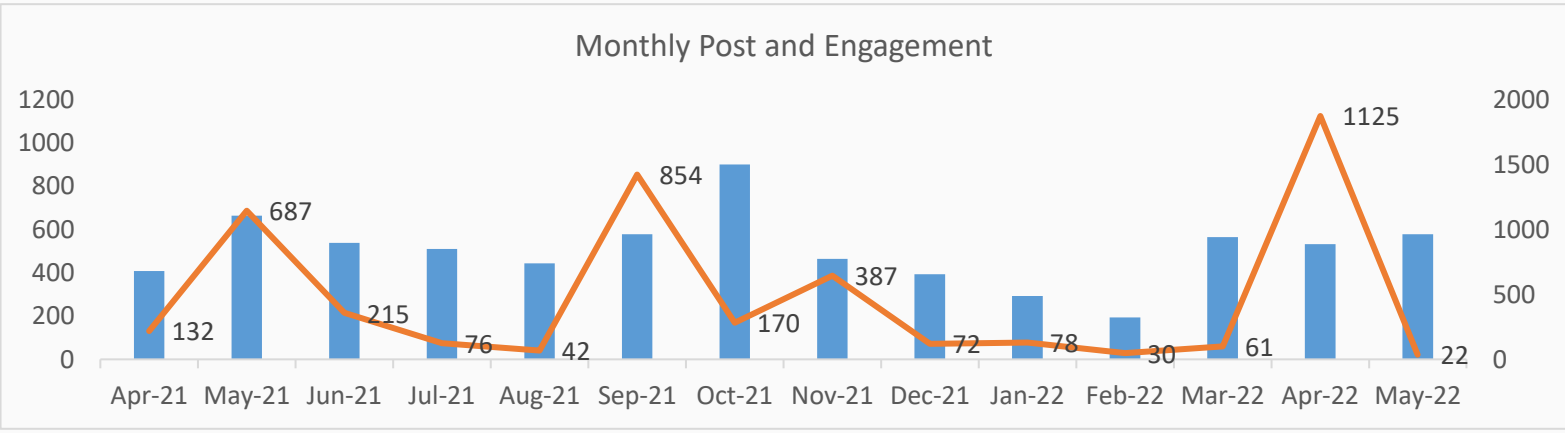
TOP INFLUENCER CATEGORY

TYPE OF FOLLOWERS

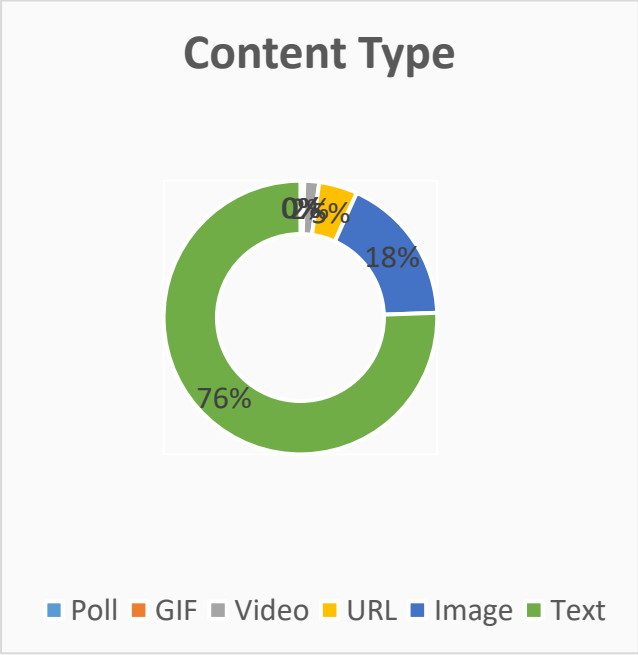
His main sources for content to retweet: @urbancompany_UC, @Godgeez @YourStoryCo & @CNBCTV18News. Majority of the tweet activities are from New Delhi, Mumbai, Bangalore, Gurgaon & Pune

He mostly replies to @urbancompany_UC @kritikasrawat25 @PriyankaGFY @DeepAchtani in his tweets.

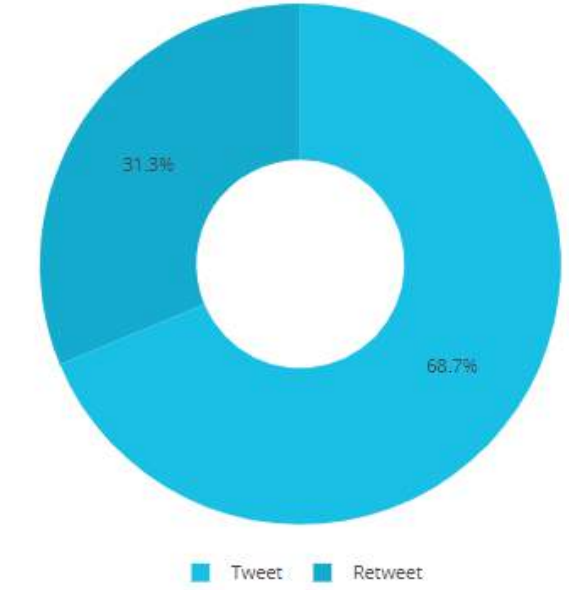
Activity Analysis



CONTENT TYPE



TWEET TYPE



- Overall 12K plus conversation happened around Abhiraj Singh Bhal
- 76% of the tweets are text based followed by 18% Image tweets
- 31.3% of the overall tweeting activities are re-tweets.
- He mostly retweets @urbancompany_UC, @Godgeez, @YourStoryCo & @CNBCTV18News

Top Engaged Posts

Abhiraj Singh Bhal 11.8K

Mon, 9th Aug, 2021 6:07 am

RT @Neeraj_chopra1: Still processing this feeling. To all of India and beyond, thank you so much for your support and blessings that have helped me reach this stage. This moment will live with me forever 🙏 https://t.co/BawhZTk9Kk

362.8K 0 54.7K Trends

Engagement 417.5K
Impressions 429.2K

Abhiraj Singh Bhal 11.8K

Fri, 23rd Apr, 2021 9:35 am

RT @arunbothra: In the first wave we lost large number of policemen who were engaged in #COVID19 related duties. This time such news is rare. Reason is that most of the policemen have taken both doses of vaccine. It has saved many of us. #Vaccine works. It's the only hope. Do take vaccine ASAP.

34.6K 0 7.2K Trends

Engagement 41.7K
Impressions 53.5K

Abhiraj Singh Bhal 11.8K

Wed, 22nd Dec, 2021 8:58 am

RT @BillGates: Just when it seemed like life would return to normal, we could be entering the worst part of the pandemic. Omicron will hit home for all of us. Close friends of mine now have it, and I've canceled most of my holiday plans.

16K 0 4.4K Trends

Engagement 20.4K
Impressions 32.2K

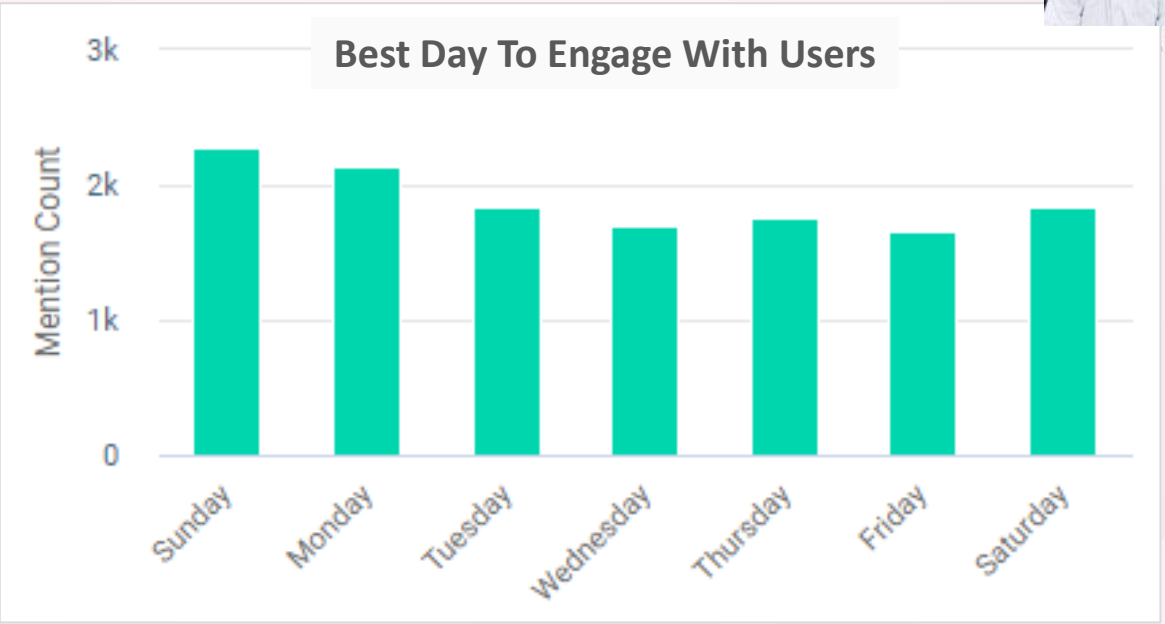
Abhiraj Singh Bhal 11.8K

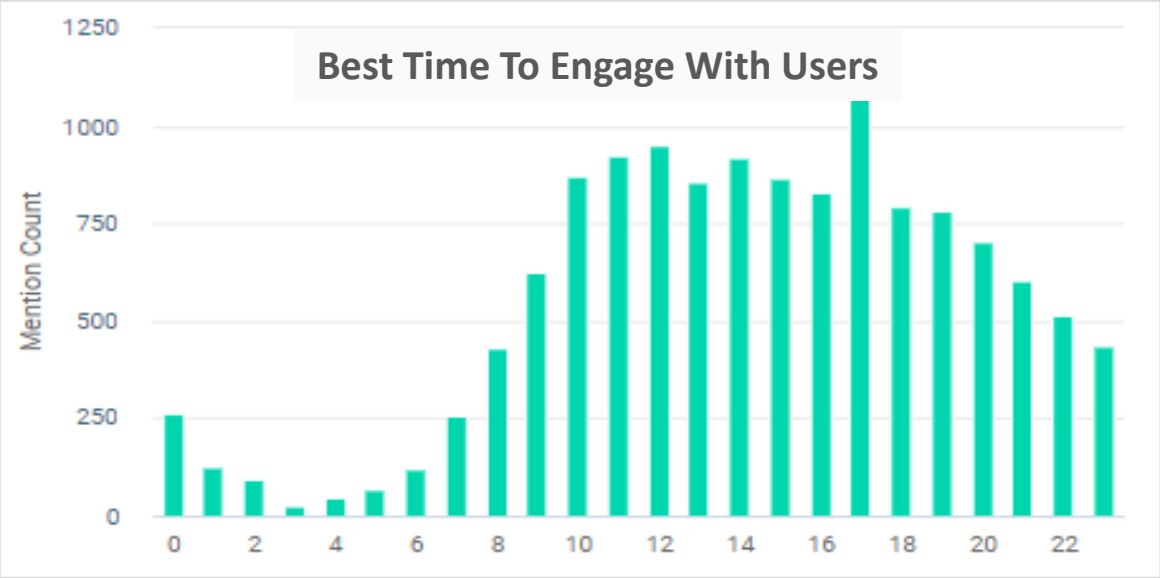
Fri, 26th Nov, 2021 6:55 pm

RT @LestWeForgetIN: A Year on and counting #LestWeForgetIndia🇮🇳 Cdr Nishant Singh, lost his life in the line of duty, during a MiG-29K crash in the Arabian Sea off Goa, #OnThisDay 26 November 2020 Remember the #IndianBrave Naval Aviator, his service and devotion to the nation always. https://t.co/MvIyeByWlx

1.3K 0 253 Trends

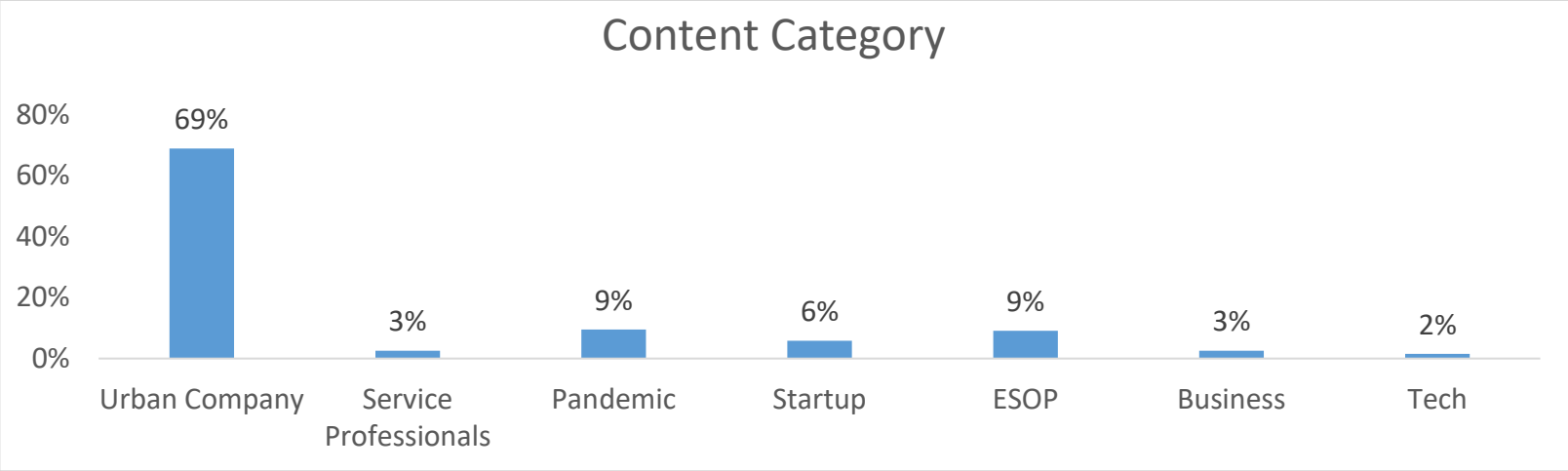
Engagement 1.6K
Impressions 13.3K





He was seen using Twitter frequently between 12 and 5 p.m. on Sundays & Mondays. 59% of his tracked activities are from Android, and 32% on the Twitter web app.

Conversation Theme | Abhiraj Singh Bhal



Urban Company is the most talked about topic in his tweets, followed by ESOPs, Startups & Pandemic related tweets

HASHTAG WORD CLOUD

KEY WORD CLOUD

Amit Kumar Agarwal

@AmitKumarA

Joined April 2010

222 Following

2.4K Followers

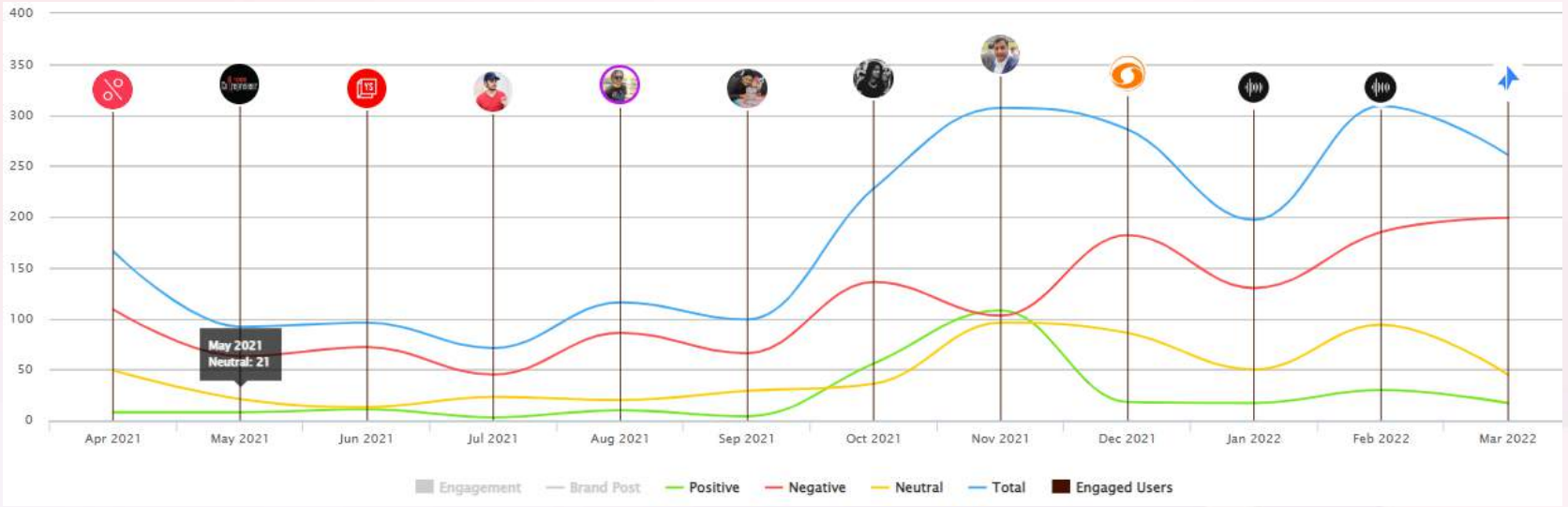
NOBROKER

Amit Kumar Agarwal

11.7K

FOLLOWERS

Amit Kumar Agarwal, Founder & CEO, @nobrokercom, joined Twitter on April , 2010. He has a following of more than 2.3 thousand people. 06 listings, but only follows 222 people. He has gained 11 followers per following. 185 Tweets have been sent since he joined Twitter. 97% of his following are unverified.



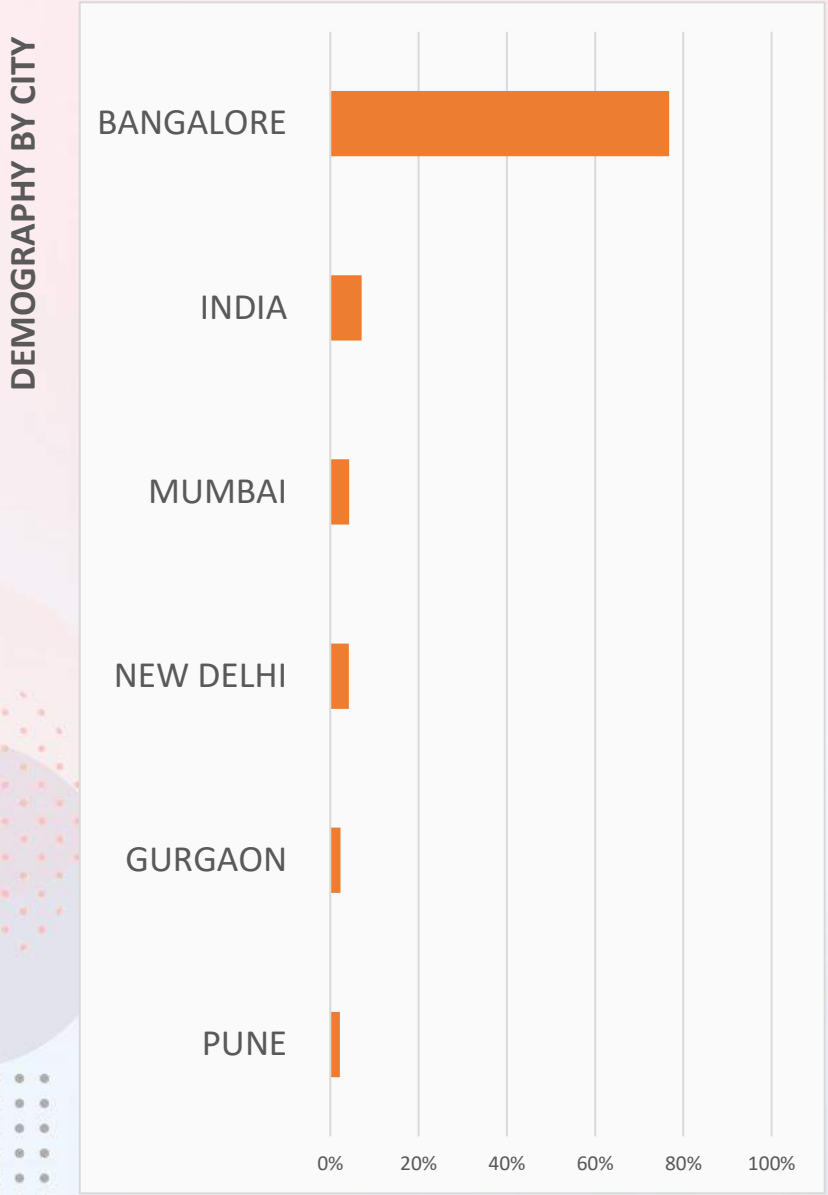
GENDER

82.1%

Of the followers are Males

TOP PROFESSION

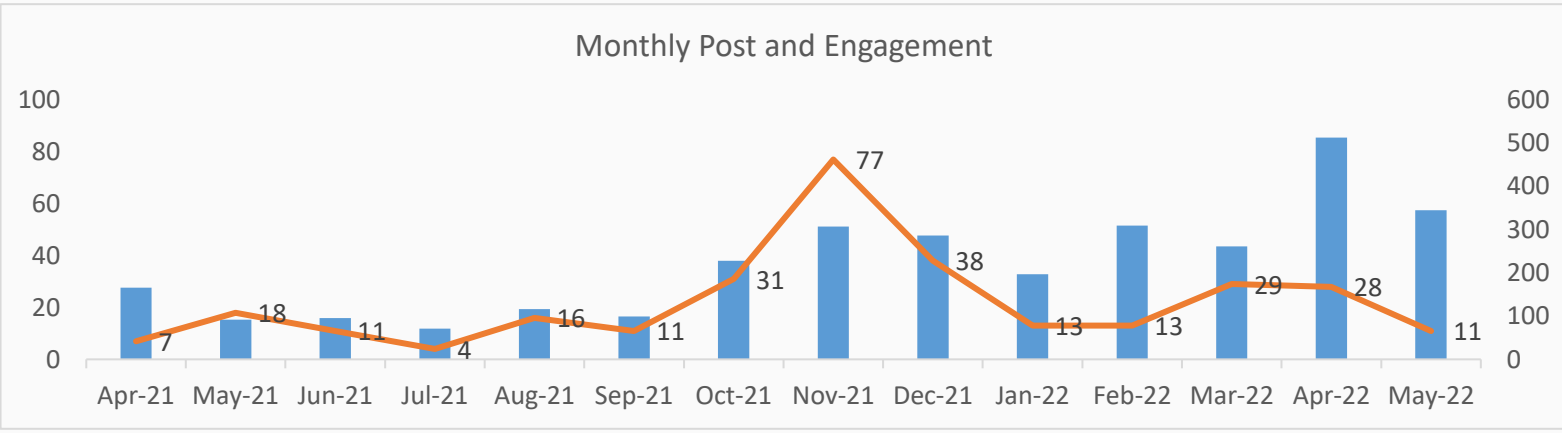
Amit Kumar Agarwal– Audience Analysis



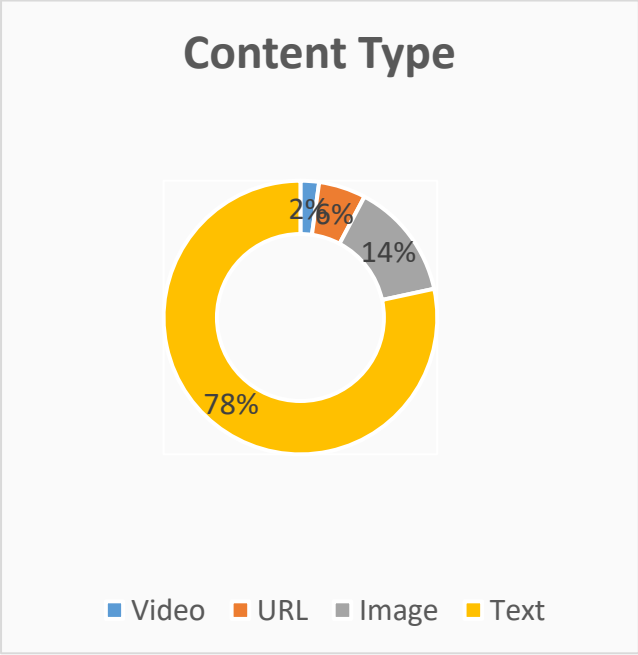
TYPE OF FOLLOWERS

- Bangalore, Mumbai, New Delhi & Gurgaon are the top locations for his overall activities
- His retweeting activities are majorly around @nobrokercom, @KhandujaM, @Sgarg2408, @YourStoryCo & @TechCircleIndia
- He mostly mentions and replies to @nobrokercom, Semblancelast, @NoBrokerHood and @livemint
- #realestate ,#internationalyogaday2018 ,#internationalyogaday ,#worldyogaday #gst #thegoldentap are most used hashtags

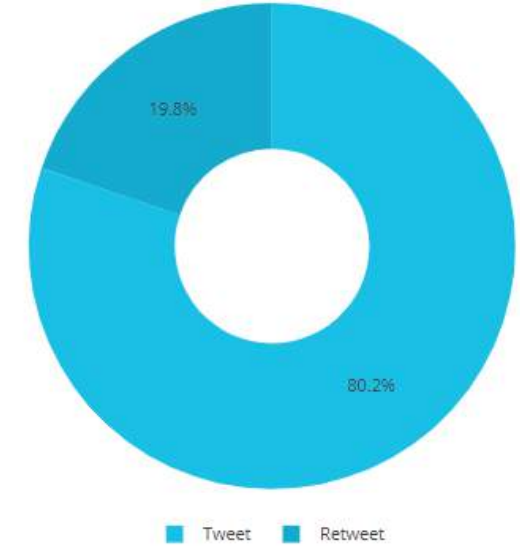
Activity Analysis



CONTENT TYPE



TWEET TYPE



- Overall 3.1K conversational buzz observed. 78% of the activity is text-based followed by 14% Image
- 19.8% of the overall twitter activity are retweets

Top Engaged Posts | Amit Kumar Agarwal

Amit Kumar Agarwal 2.4K

Tue, 23rd Nov, 2021 4:01 pm

Good News Guys ! We have just raised Rs. 1600 crores (USD 210 mn) from General Atlantic, Tiger Global and Moore in our Series E round. This takes our total fund raise till now to USD 360 mn (Rs. 2700 crores). And yes, we are a Unicorn now ! :) https://t.co/tuM4JA77j1

658 | 0 | 45 | Trends

Engagement	703
Impressions	71.2K

Amit Kumar Agarwal 2.4K

Fri, 23rd Apr, 2021 4:14 pm

NoBroker is joining forces with #COVID19 warriors in battling the pandemic by organising vaccination drives. Society residents from B'lore, Mumbai, Pune, Hyderabad, Chennai & NCR can reach us at covidwarriors@nobroker.in We'll enable vaccination at your doorstep. @nobrokercom

42 | 10 | 23 | Trends

Engagement	75
Impressions	61K

Amit Kumar Agarwal 2.4K

Thu, 30th Dec, 2021 10:08 am

Broker-attack on NoBroker office made us aware of immediate risks in this journey but in long term, it made the team more cohesive and helped us realize the size of disruption we are causing @DDNewslive @grrroy @nobrokercom https://t.co/Zqj0tbwykB

35 | 9 | 13 | Trends

Engagement	57
Impressions	3.9K

Amit Kumar Agarwal 2.4K

Sat, 3rd Jul, 2021 10:01 pm

No need to go to Mumbai/ Pune government office for registration of rental agreement. NoBroker provides doorstep-service for biometrics and online registration. Even on Sundays ! https://t.co/mb4oVl2OfN

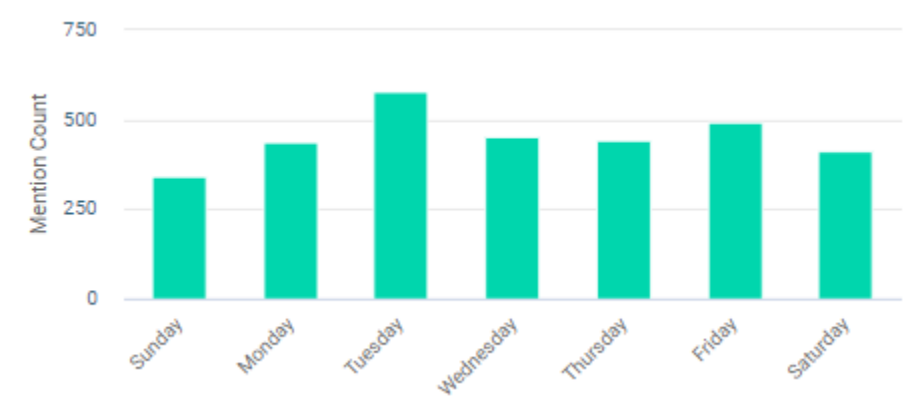
0:00 / 0:31

20 | 0 | 13 | 0 | Trends

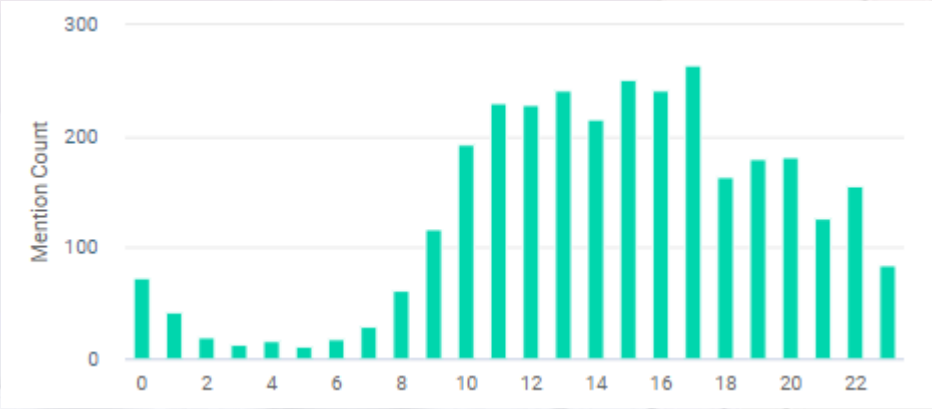
Engagement	33
Impressions	3.2K

He is mostly active during Tuesdays & Fridays between 1pm – 5pm. His tweet related to fund raise got maximum engagement.

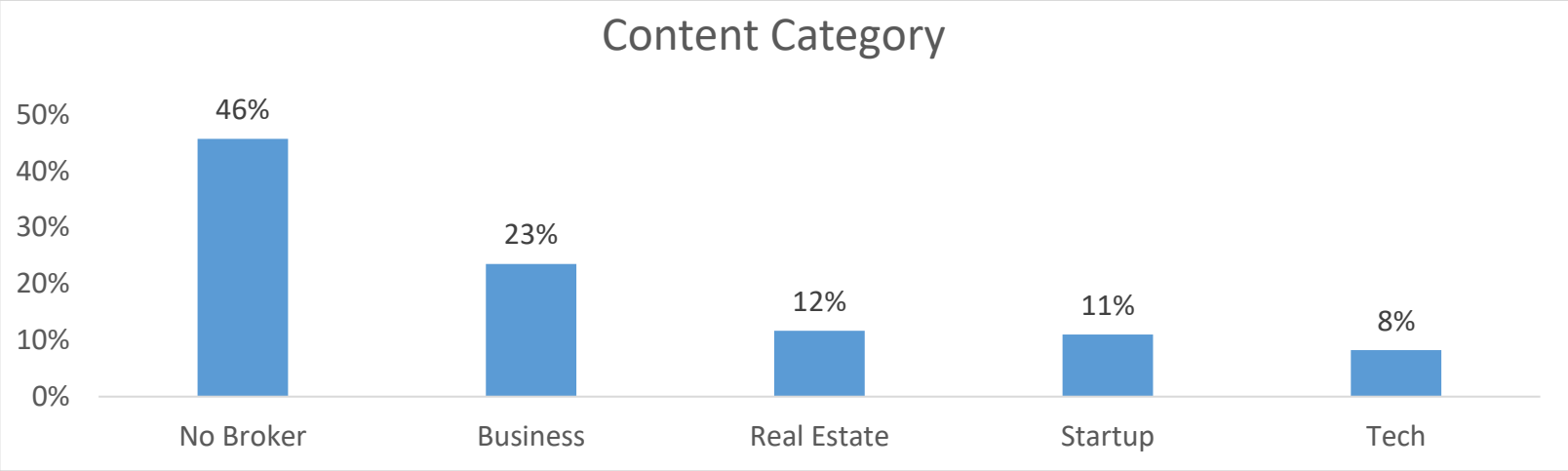
Best Day To Engage With Users



Best Time To Engage With Users

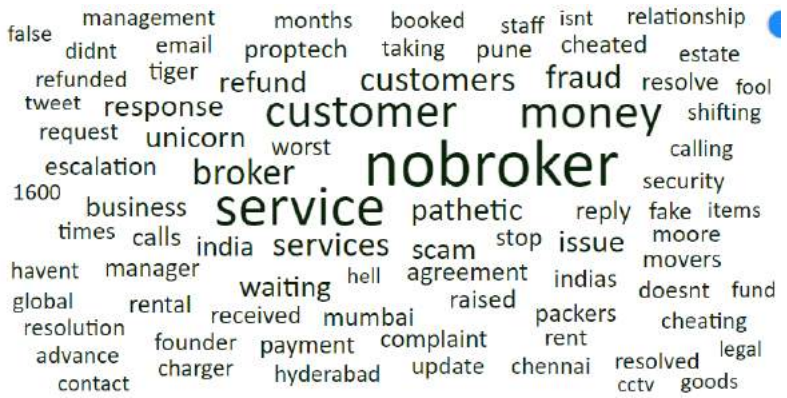


Conversation Theme | Amit Kumar Agarwal

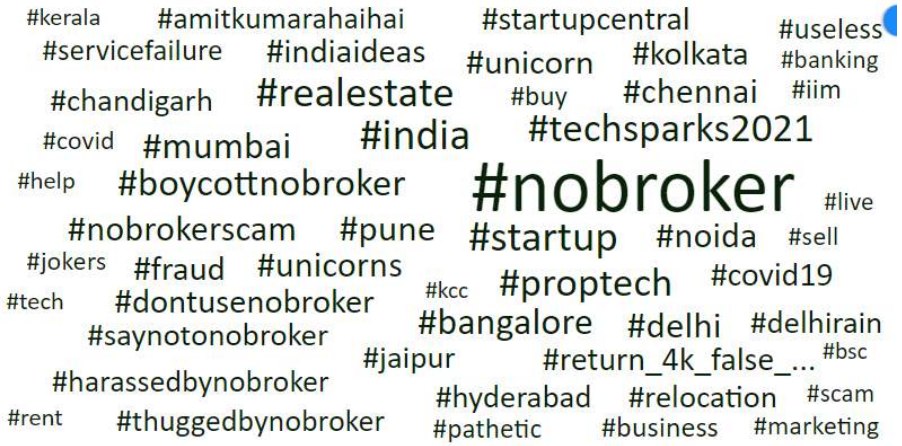


- The most talked about topics are No Broker, real estate, Tech & Business

HASHTAG WORD CLOUD



KEY WORD CLOUD



Niraj Singh

@niraj001s

Joined August 2012

146 Following

1.7K Followers

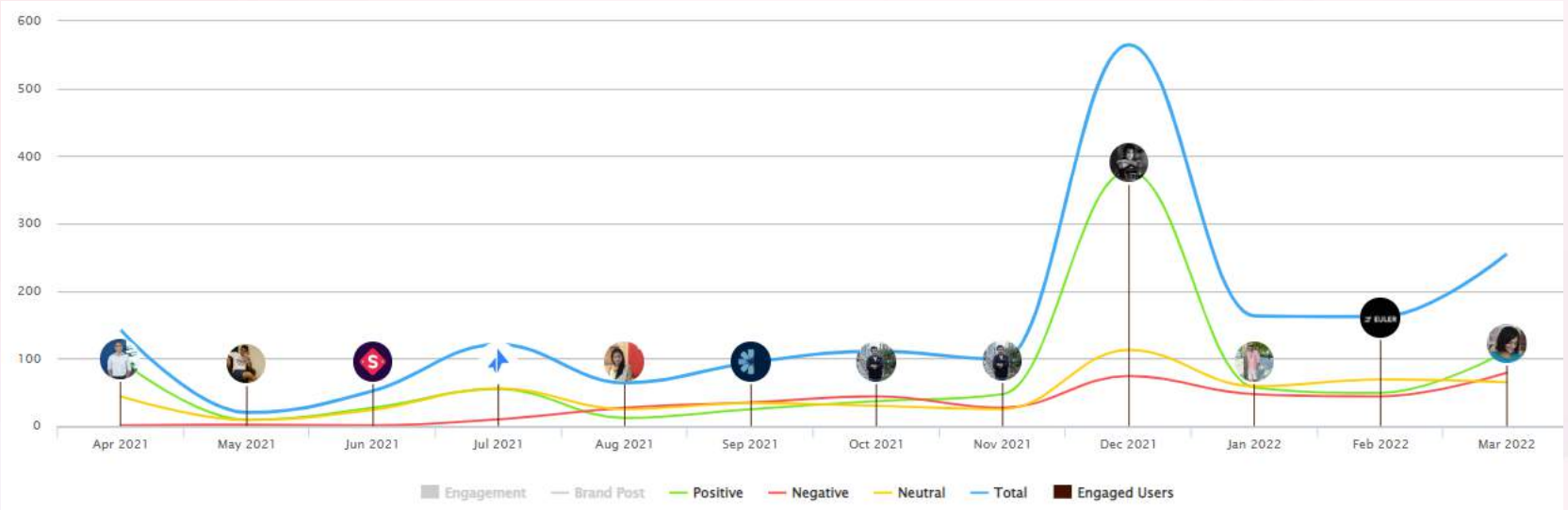
Spinny®

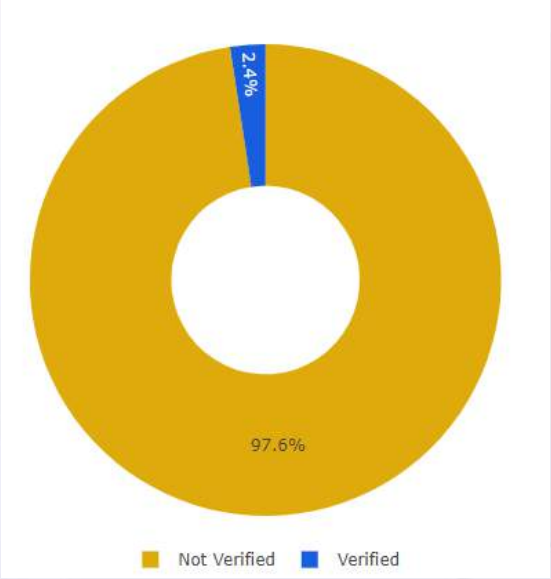
Niraj Singh

1.7K

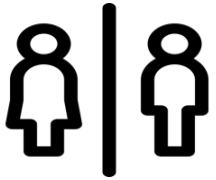
FOLLOWERS

Niraj SinghFounder - Spinny @myspinny, joined Twitter on August , 2012. He has a following of 1.7K people. 03 listings, but only follows 176 people. He has gained 12 followers per following. 747 Tweets have been sent since he joined Twitter. 97% of his following is unverified.





GENDER



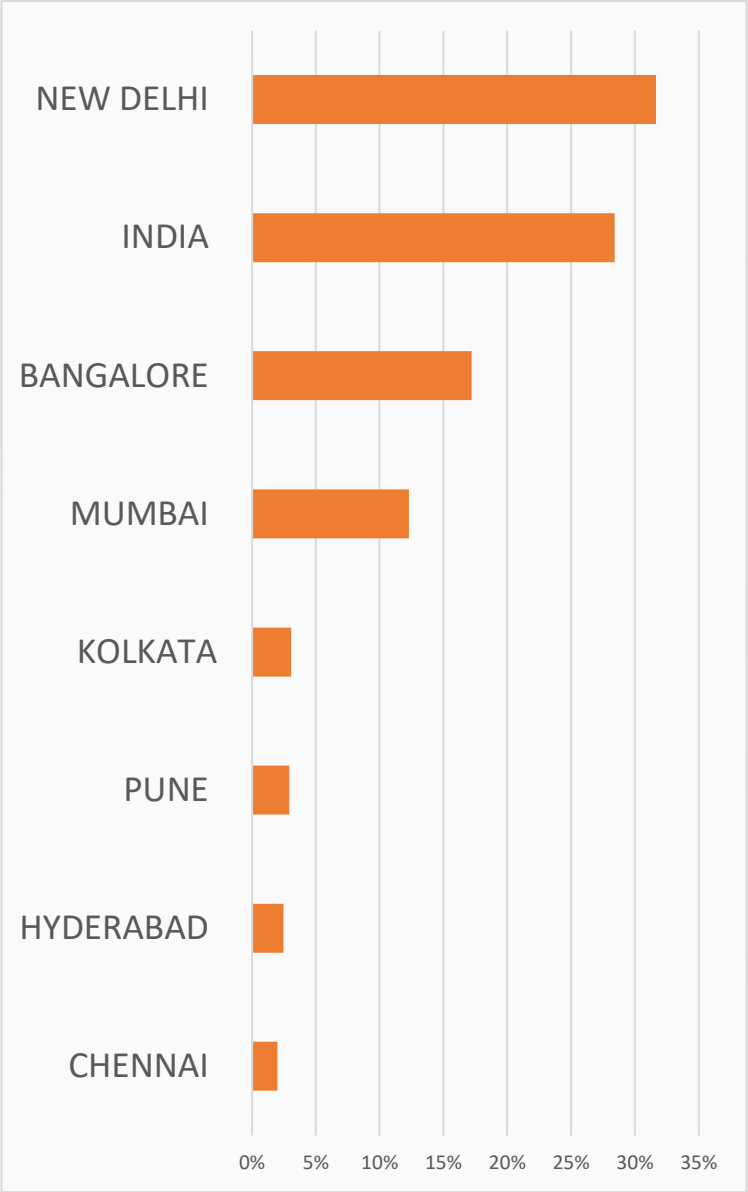
81.1%

Of the followers are Males

TOP PROFESSION

Niraj Singh– Audience Analysis

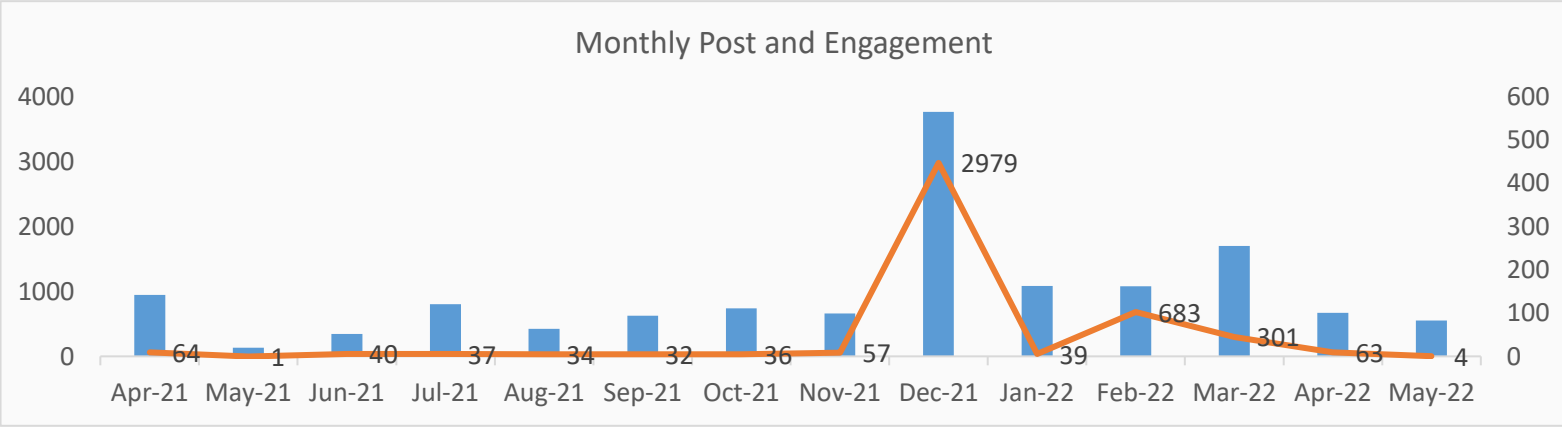
DEMOGRAPHY BY CITY



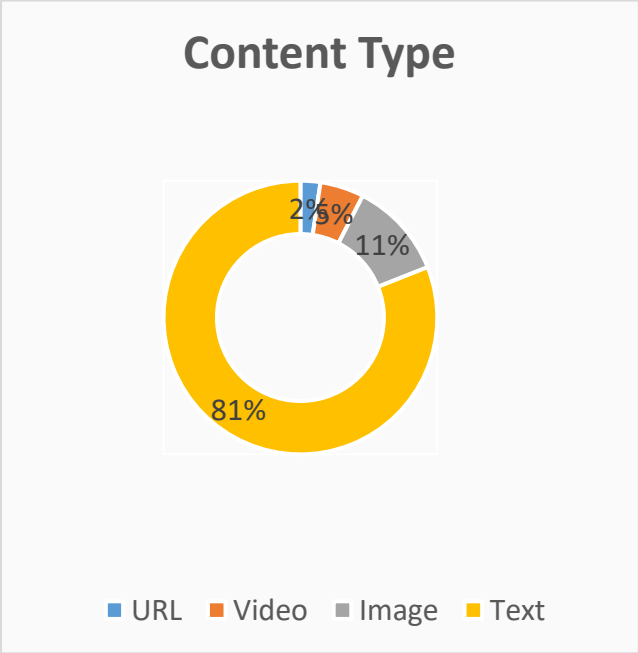
TYPE OF FOLLOWERS

New Delhi, Bangalore, Mumbai, Kolkata & Pune are top locations for the overall buzz.

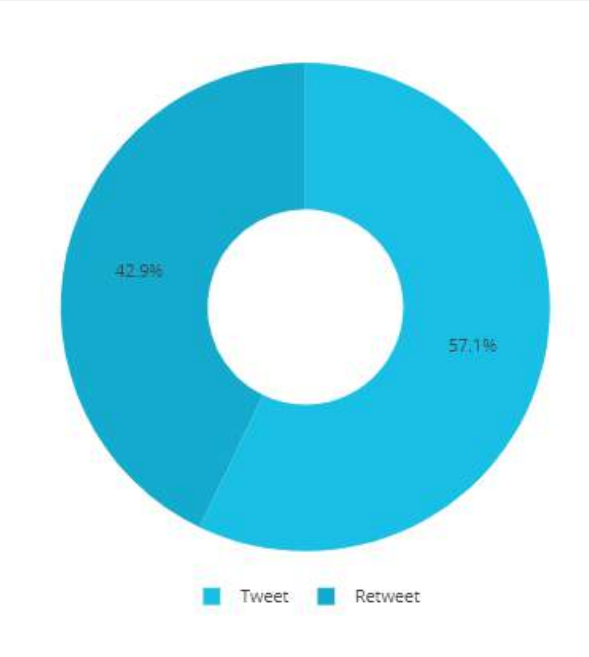
Activity Analysis



CONTENT TYPE

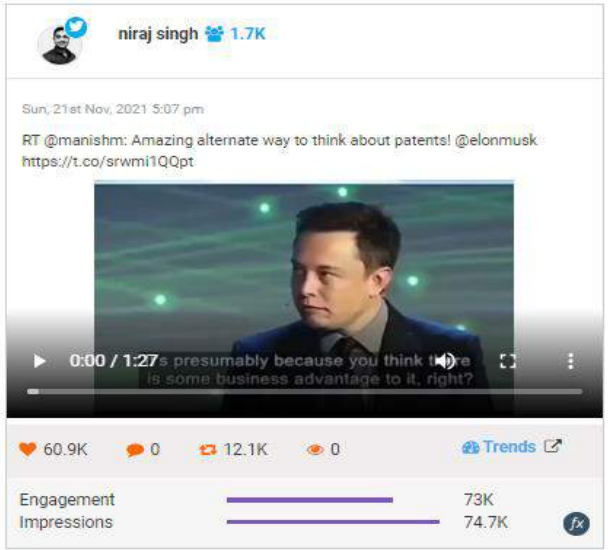


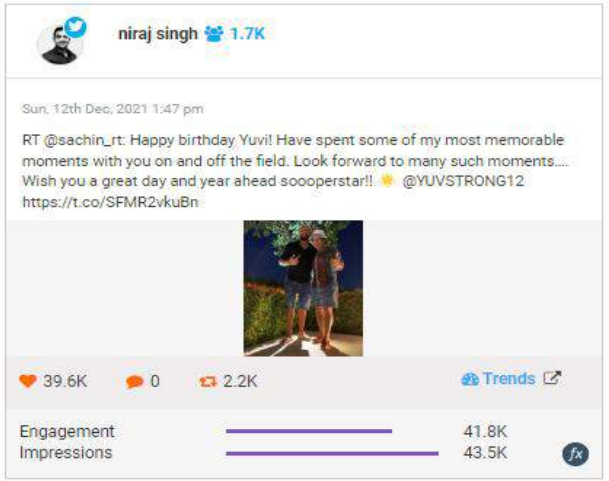
TWEET TYPE

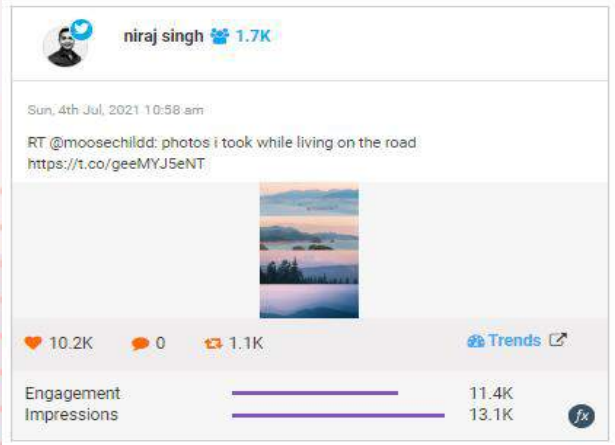


- 2.3k overall buzz observed wherein the peak was seen on Dec'21 with 565 conversations and 2.9K engagement. The Engagement was due to the tweet by Sachin Tendulkar which got 189 Retweets 5 Quote Tweets 2,748 Likes
- 81% of the overall buzz is text based followed by 11% of the image.
- 42% of the chatter is mainly retweets

Top Engaged Posts

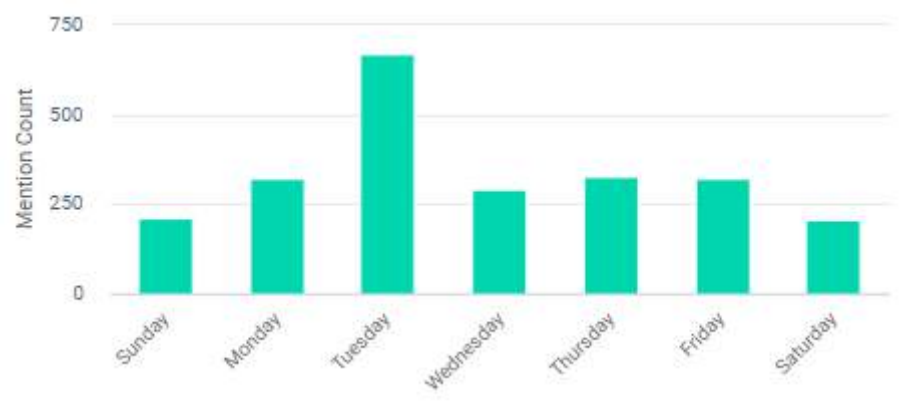




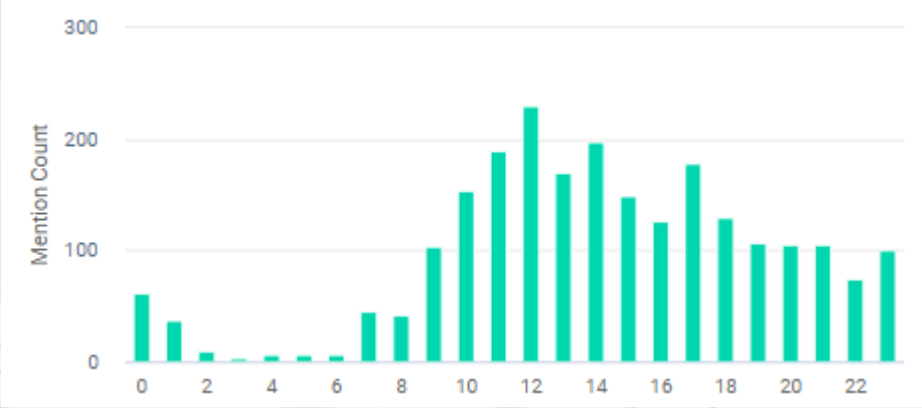


Tuesdays & Thursdays are the best days for him to engage on Twitter, between 11am to 5pm

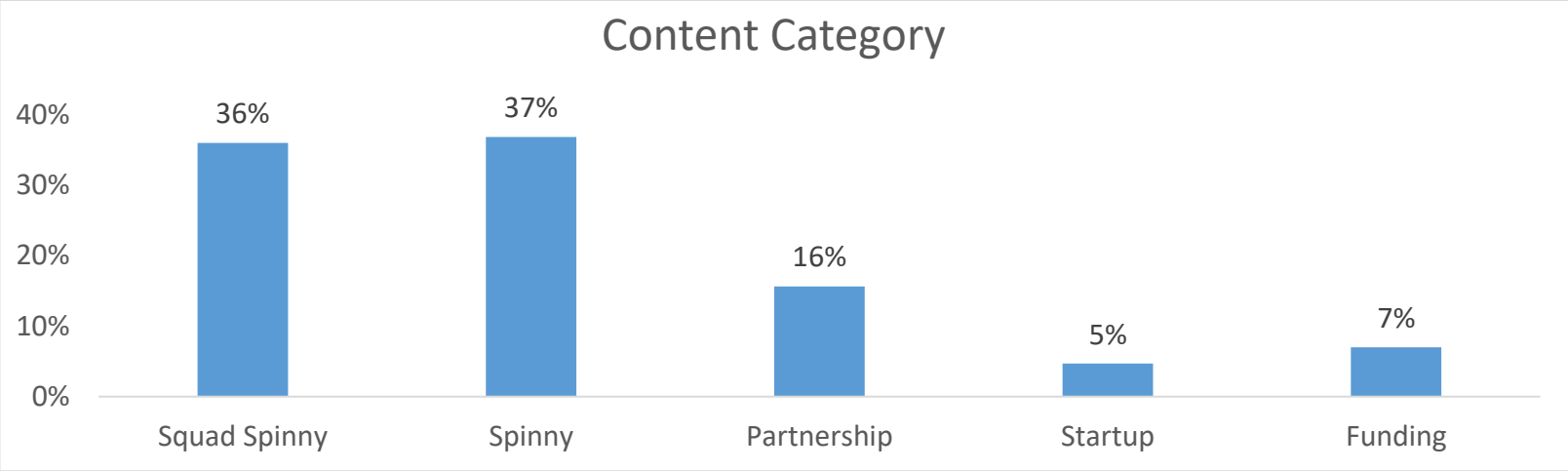
Best Day To Engage With Users



Best Time To Engage With Users



Conversation Theme | Niraj Singh



Spinny & SquadSpinny are the most talked about topics followed by partnership 16% & startup related conversation 5%

HASHTAG WORD CLOUD

KEY WORD CLOUD

Thank you