HypeTorch Intelligence Report

Customer Analysis

📊 Two-Week Analysis Period   📅 July 25 - August 7, 2025   🕐 Generated: August 09, 2025

Report Overview

This comprehensive intelligence report analyzes performance metrics and public attention patterns for Chicago Bears entities across a two-week period from **July 25 - August 7, 2025**. The analysis combines advanced algorithms with multi-source data intelligence to provide strategic insights into narrative momentum and digital relevance.

JORDN Score (Judge Of Relevance & Digital Notability)

A composite metric measuring overall "hype" and public attention. JORDN scores combine multiple factors including:

- **Talk Time:** Minutes of conversation weighted by audience reach
- **Mentions:** Raw mention count with context analysis
- **Search Trends:** Digital search interest over time
- **Social Discussion:** Cross-platform engagement patterns
- **Public Interest:** General awareness and information seeking

A score of 100 represents the average baseline performance.

RODMN Score (Rating Of Divisive Media Narratives)

A sophisticated controversy detection metric measuring divisiveness through sentiment variability analysis:

- **Sentiment Analysis:** Statistical variance in public sentiment
- **Polarization Detection:** Identification of divisive content patterns
- **Controversy Coefficients:** Mathematical modeling of narrative discord
- **Temporal Patterns:** Moving averages and trend analysis

Higher RODMN scores indicate greater controversy and narrative divisiveness.

Analysis Period Details

Week 1: July 25-31, 2025
Week 2: August 1-7, 2025
Data Sources: 10 YouTube channels, 65+ podcast episodes analyzed
Entities Tracked: 14 Chicago Bears players and coaching staff

Executive Summary

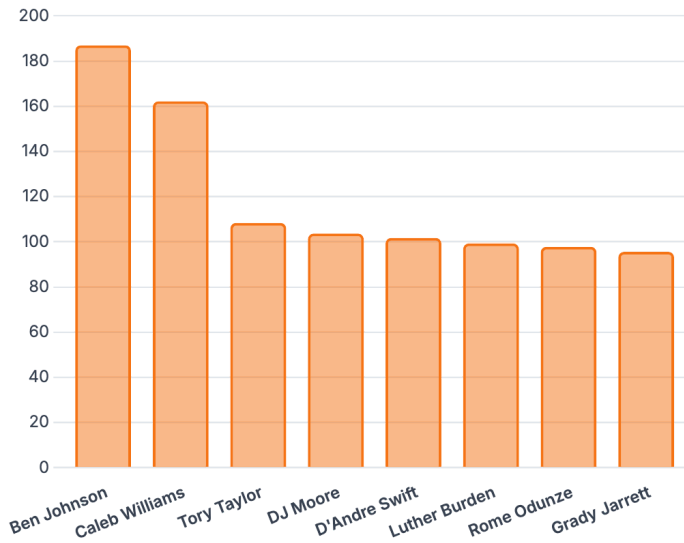|		
14	**100.0**	**187.0**
ENTITIES TRACKED	AVERAGE HYPE SCORE	PEAK HYPE SCORE

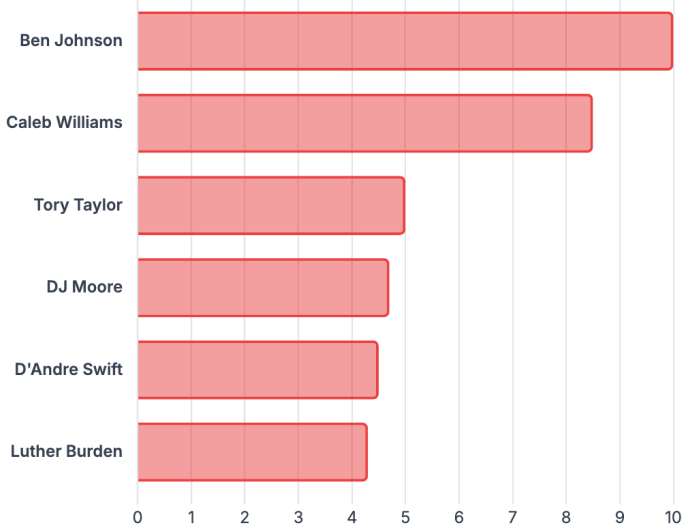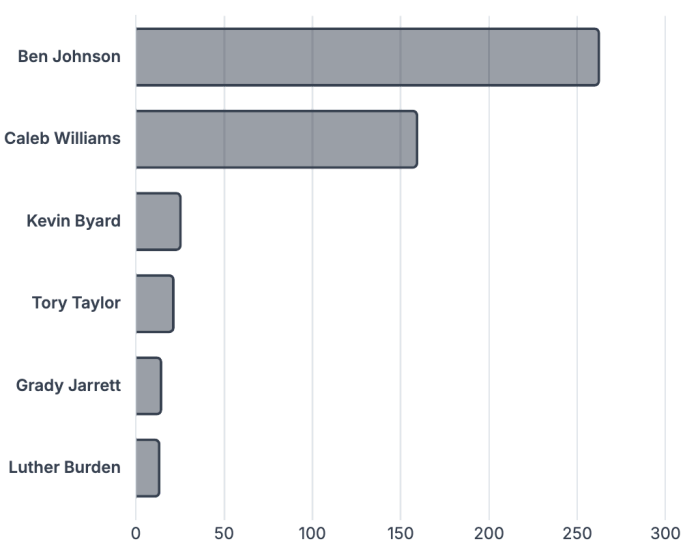|	
543	**61m**
TOTAL MENTIONS	TALK TIME

Performance Intelligence
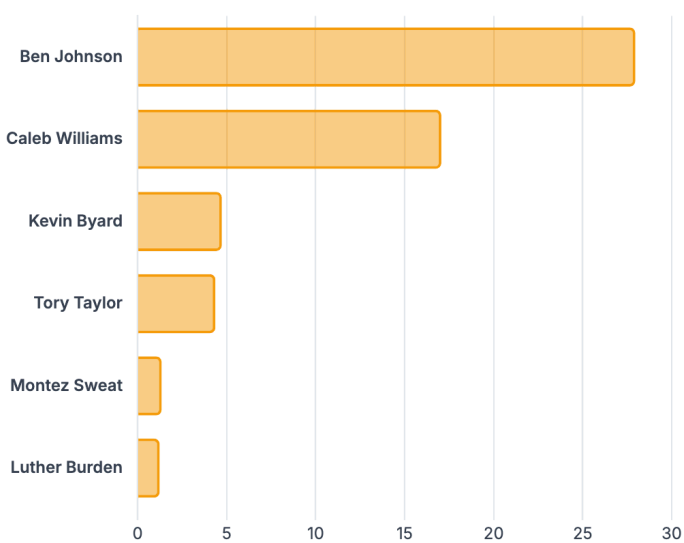
JORDN Score Rankings

RODMN Controversy Analysis

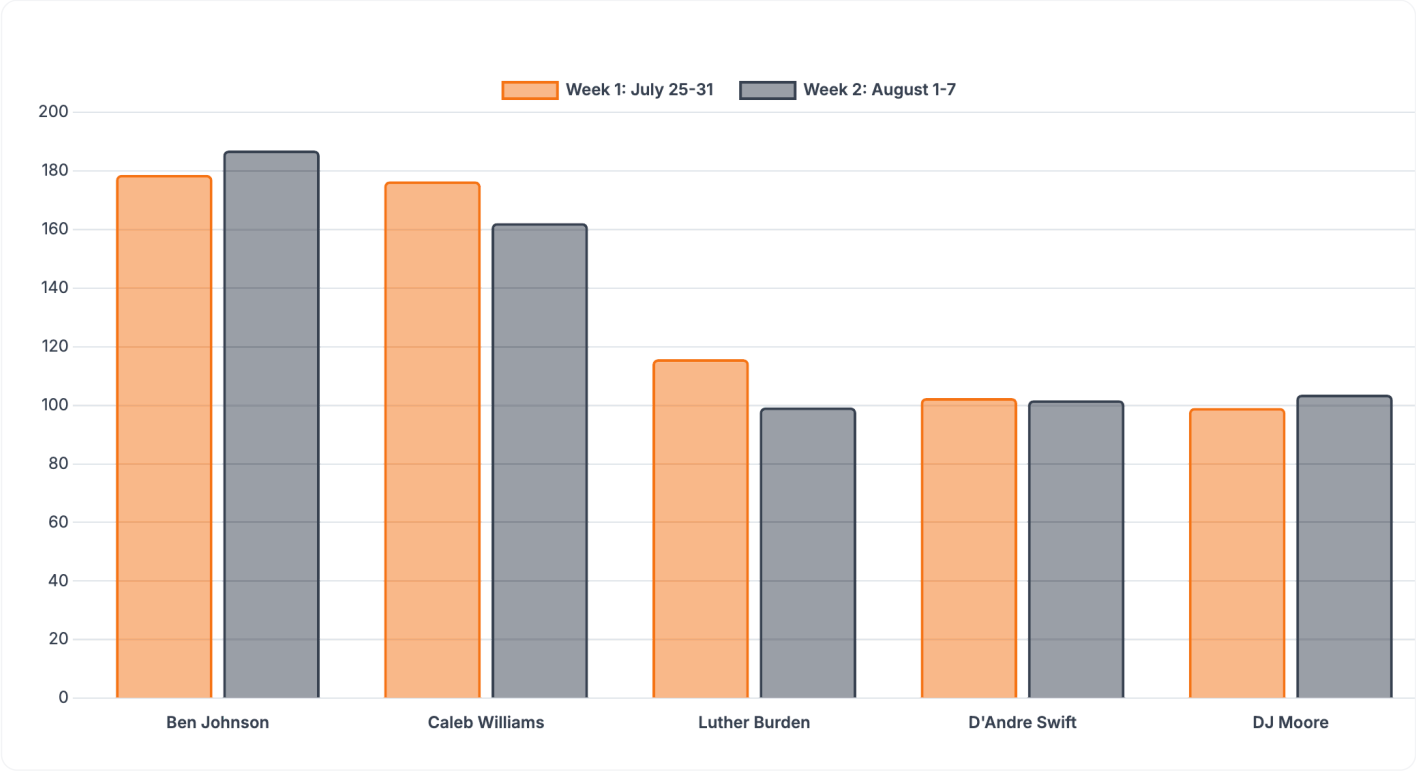## Mention Volume Distribution

Talk Time Analysis

Temporal Performance Analysis

Week-over-Week JORDN Performance

Comparative analysis showing performance evolution across two analytical periods. Focus on top 5 performers for clarity and strategic insights.

Legend: Week 1: July 25-31 / Week 2: August 1-7

Momentum Analysis

Performance Matrix

Intelligence Analytics
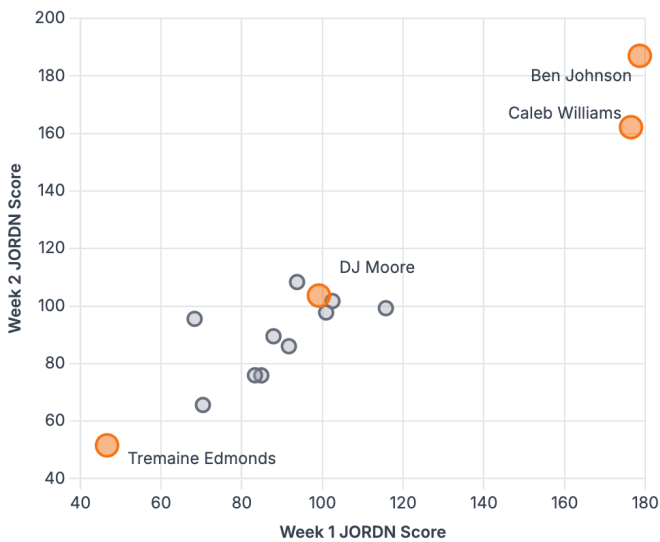
Multi-Dimensional Performance Radar

Comprehensive performance analysis across all tracked metrics including JORDN scores, talk time, mentions, controversy levels, and digital engagement patterns.

Entity Tracking Overview

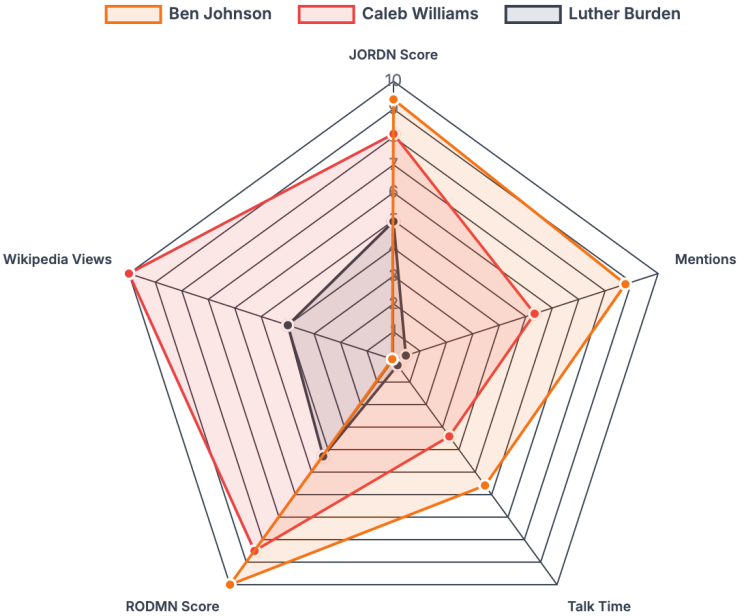| Entity Name	Category	Sport/League	Type
Caleb Williams	PLAYER	NFL	Person
Rome Odunze	PLAYER	NFL	Person
D'Andre Swift	PLAYER	NFL	Person
DJ Moore	PLAYER	NFL	Person
Luther Burden	PLAYER	NFL	Person
Cole Kmet	PLAYER	NFL	Person
Montez Sweat	PLAYER	NFL	Person
Grady Jarrett	PLAYER	NFL	Person
Tremaine Edmonds	PLAYER	NFL	Person
Jaylon Johnson	PLAYER	NFL	Person
Kevin Byard	PLAYER	NFL	Person
Cairo Santos	PLAYER	NFL	Person
Tory Taylor	PLAYER	NFL	Person
Ben Johnson	COACH	NFL	Person

Data Sources

Analysis based on 85 episodes across 10 YouTube channels, representing 5.7M total video views and comprehensive sports media coverage.

YouTube Channel	Episodes Analyzed	Total Views
TA Football Show	8	584K
Pro Football Focus	12	412K
The Ringer NFL	8	926K
Mina Kimes	5	157K
CHGO Sports	12	242K
Chicago Bears Official	10	1.7M
The GM Shuffle	7	505K
Sports Illustrated	12	416K
Yahoo Sports	6	460K
NFL Daily with Gregg Rosenthal	5	335K

Data Appendix

Complete raw data for all tracked metrics across both analytical periods. Each metric shows Week 1 (July 25-31) over Week 2 (August 1-7) values for comprehensive temporal analysis and trend identification.

Entity	JORDN W1/W2	RODMN W1/W2	MENTIONS W1/W2	TALK TIME W1/W2	WIKIPEDIA W1/W2	REDDIT W1/W2	G.TRENDS W1/W2	G.NEWS W1/W2
Ben Johnson	178.6 187.0	9.5 10.0	249 263	24.8 28.0	43 46	215 243	44.5 50.0	0 0
Caleb Williams	176.4 162.2	8.0 8.5	140 160	14.6 17.1	10k 12k	0 0	69.9 79.0	0 0
Tory Taylor	93.7 108.3	4.4 5.0	20 22	4.1 4.4	598 646	80 94	86.1 100.0	0 0
DJ Moore	99.1 103.7	4.1 4.7	9 11	0.9 1.0	16 19	230 250	74.2 84.0	0 0
D'Andre Swift	102.5 101.7	4.0 4.5	4 5	0.7 0.8	2k 3k	171 197	71.5 79.0	0 0
Luther Burden	115.7 99.3	4.0 4.3	12 14	1.1 1.2	3k 3k	213 249	48.0 54.0	0 0
Rome Odunze	100.9 97.8	3.8 4.2	1 2	0.2 0.2	3k 3k	214 250	55.4 62.0	0 0
Grady Jarrett	68.3 95.5	3.8 4.1	13 15	0.8 0.9	1k 1k	9 10	87.9 100.0	0 0
Kevin Byard	87.9 89.5	3.2 3.6	23 26	4.4 4.7	1k 1k	15 17	57.7 62.0	0 0
Cole Kmet	91.7 86.0	2.8 3.3	9 10	0.8 0.9	1k 1k	147 163	43.7 51.0	0 0
Montez Sweat	83.3 75.9	2.3 2.5	4 5	1.2 1.4	1k 1k	14 16	48.9 52.0	0 0
Jaylon Johnson	84.8 75.9	2.3 2.5	0 0	0 0	1k 1k	42 46	53.2 57.0	0 0
Cairo Santos	70.4 65.6	1.5 1.6	1 2	0.3 0.3	638 696	18 21	31.5 37.0	0 0
Tremaine Edmonds	46.6 51.6	0 0	7 8	0.5 0.6	1k 1k	0 0	0 0	0 0