

1.125 Arch & Engineering Software Systems Term Project Assignment

Deliverable #1

Due Date:

Thursday, Nov 10th, 2016

Team:

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Competitive Analysis

Existing Tools/Codes	Pros	Cons
1. Predicting Stock market prices based on Tweets using psychology tool 'Profile of Mood States'	Accuracy as good as >85% in the tested cases	calmness index is not considered in predicting future prices Tweets are not filtered based on location and hence may not reflect rightly
2. http://twittersentiment.appspot.com - for twitter sentiment analysis based on machine learning	Nimble	Based on keyword and not sentence
3. http://brands.peoplebrowsr.com - Provides brand analyzer as part of a larger suite of tools.	Includes twitter as well as other social platforms	Paid version
4. Hootsuite – Enables marketing campaigns, schedule posts in advance, identify and grow audiences based on tracking of hashtags, mentions, Twitter lists	More focussed on marketing for a brand among focussed audience	Not strong in sentiment analysis, more for collaborative work
5. http://www.tweetfeel.com	Good with data visualisation	Paid version Based on keyword and not sentence.



Project

1.125 Final Term
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The data extraction from twitter will be done using API as in most of the above cases. However, for data classification and sentiment analysis, the statistical packages in R is leveraged to do a sentiment analysis on the complete sentence rather than word by word as in above case. Also the geo tag in the twitters will be leveraged (wherever) available to take a note of the location wise distribution of the tweets.