

1.125 Arch & Engineering Software Systems Term Project Assignment

Deliverable #1

Due Date:

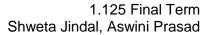
Thursday, Nov 10th, 2016

Team:

Aswini Narayana Prasad and Shweta Jindal

Competitive Analysis

Existing Tools/Codes	Pros	Cons
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.





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.