

**TWEEIMPACT**

<https://tweempact.herokuapp.com/>

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# Table of contents

1. Web architecture

2. Functionalities

3. Model

4. Data sources

# Web architecture



**Impact prediction**  
Anticipate the future!



**Historical evolution**  
of your tweets

**Requires:**

Username

Futurible Tweet

**Requires:**

Last 10 tweets of user

**Where is it  
obtained?**

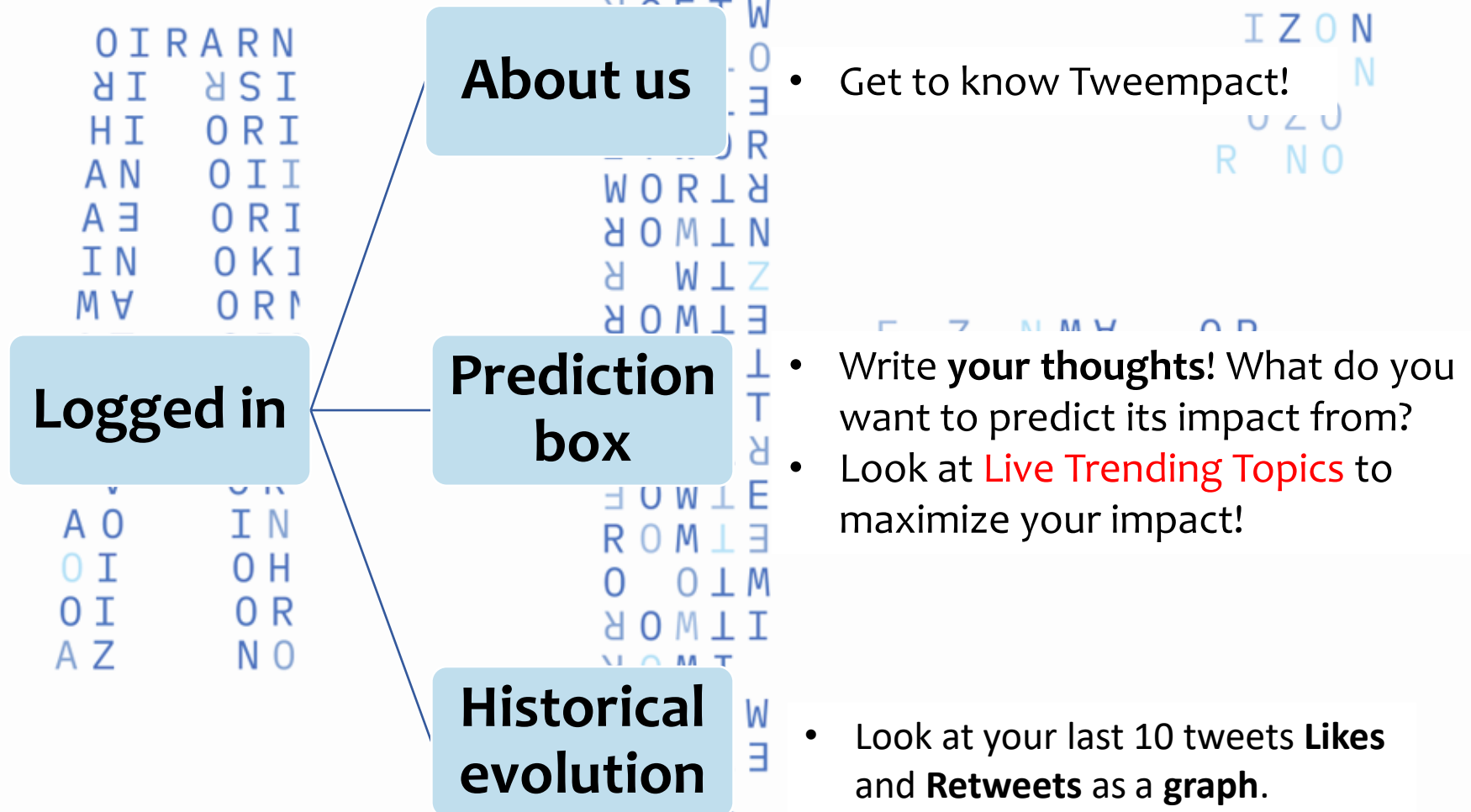
**Login**

**Prediction box**

**Model**

**Impact**

# Functionalities



# Model

## Descriptive Analysis

**Is the data  
representative?**

**How the data is  
distributed**

**Check the  
importance of  
the variables**

# Model

## Machine Learning Models

```
graph TD; A[Machine Learning Models] --> B[Authors Model]; A --> C[Text Model]; B --> D[Variables (6)]; C --> E[Variables (1)];
```

### Authors Model

#### Variables (6)

- **Mean** and **standard deviation** of the last 10 tweets (for likes and retweets)
- Number of **friends**
- Number of **followers**

### Text Model

#### Variables (1)

- **Text**

# Model

## Authors

- Predict in which kind of person you are using machine learning techniques.
- The intervals in which we separate the population are:
  - Likes ❤️: Low/Medium/High influence
  - Retweets ↕: Low/Medium/High influence
- The model that we use to predict are:
  - Likes ❤️: Logistic Regression
  - Retweets ↕: Logistic Regression

# Model

Text



Likes ❤️

Model	Class 1	Class 2	Class 3
	Mean of the last 10 tweets	Logistic Regression	Random Forest



# Model

Text



Retweets ↕

	Class 1	Class 2	Class 3
Model	Mean of the last 10 tweets	MLP Classifier (Neural Network)	MLP Classifier (Neural Network)

# Data Sources

Located in **MLAB**

Extracted from the  
**Twitter API** for python

Users	Tweets
4,077 users	39,283 tweets
335.293 KB	196 MB

Screen name	Id
	Text
	Entities (hashtags, mentions)
	Information of user
	Impact of tweet

This data is **processed** to get **cleaned** csv files from it and sent to the **model**.

# Demo

- <https://tweempact.herokuapp.com/>

Thank you!