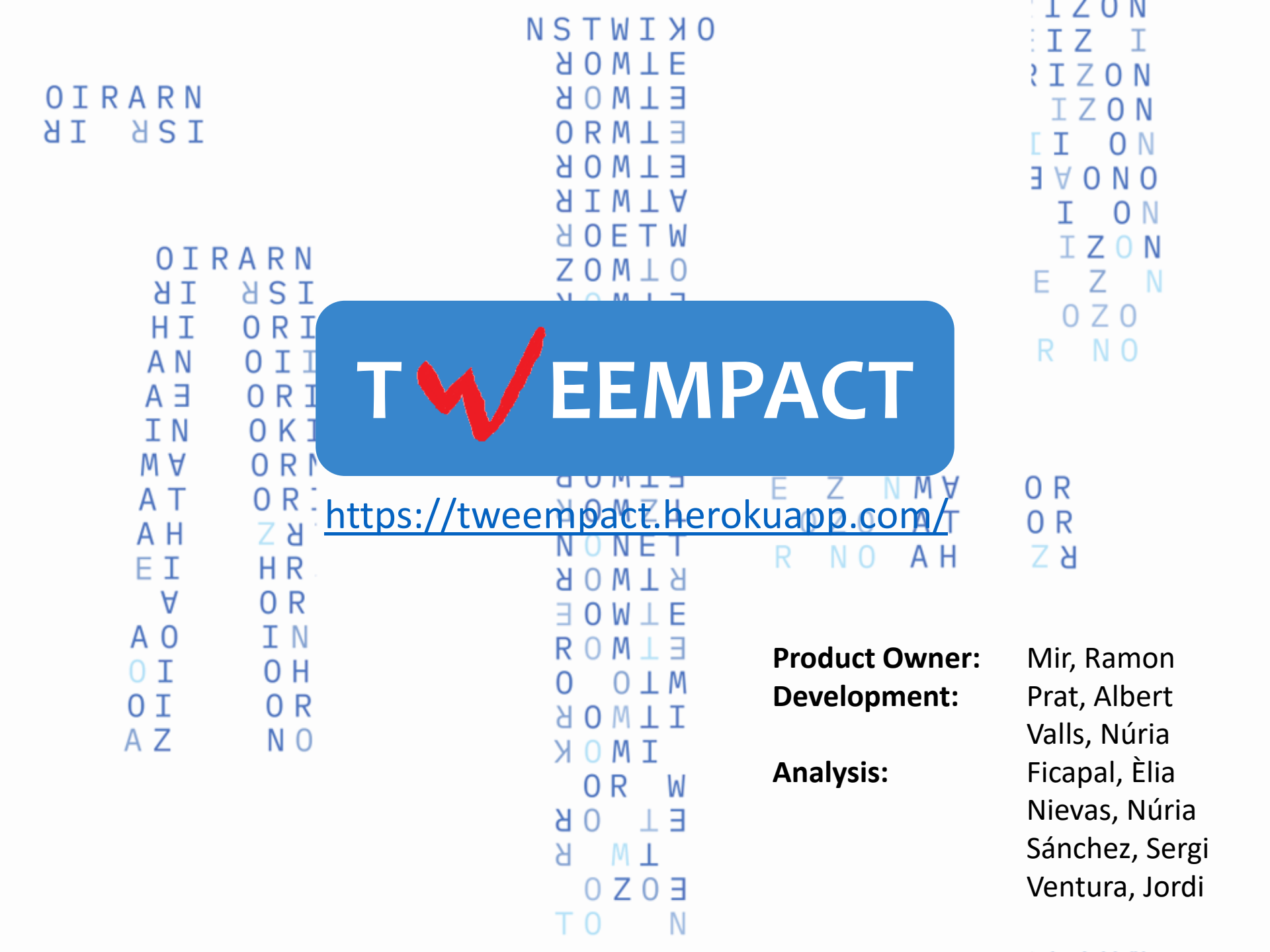


https://tweempact.herokuapp.com/

Product Owner: Mir, Ramon

Development: Prat, Albert
Valls, Núria

Analysis: Ficapal, Èlia
Nievas, Núria
Sánchez, Sergi
Ventura, Jordi

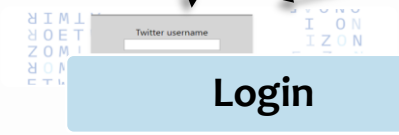
Table of contents

Web architecture

Impact prediction
Anticipate the future!

Historical evolution
of your tweets

Requires:		Requires:
Username	Futurible Tweet	Last 10 tweets of user



Login

Prediction box

Model

Impact

Where is it obtained?

Functionalities

Logged in

About us

- Get to know Tweempact!

Prediction box

- Write **your thoughts**! What do you want to predict its impact from?
- Look at Live Trending Topics to maximize your impact!

Historical evolution

- Look at your last 10 tweets **Likes** and **Retweets** as a **graph**.

Model

Descriptive Analysis

- **Is the data representative?**
- **How the data is distributed**
- **Check the importance of the variables**

Model

Machine Learning Models

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)**

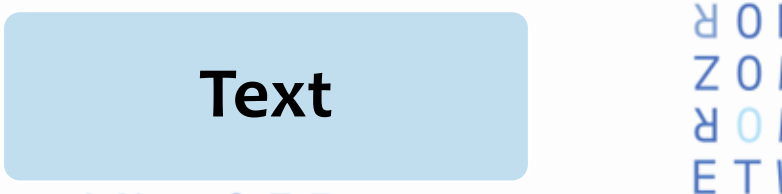
- **Text**

Model

Authors

- Predict in which kind of person you are using machine learning techniques.
- The intervals in which we separate the population are:
  - Likes ❤️: [0,15), [15,50] and (50,∞)
  - Retweets 🔁: [0,5), [5,25] and (25,∞)
- The model that we use to predict are:
  - Likes❤️: Logistic Regression
  - Retweets 🔁: Logistic Regression

Model



	Class 1 [0,15)	Class 2 [15,50]	Class 3 (50,∞)
Model	Mean of the last 10 tweets	Logistic Regression	Random Forest

Model

	Class 1 [0,5)	Class 2 [5,25]	Class 3 (25,∞)
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!