Sentiment Analysis Surrounding the Creation of the European Super League using Twitter Data

BA 890 – Analytics Practicum Research Paper

Antonio Moral

**Outline:**

**Explanation of project**

* **Why this data**
* **When it happened**
* **What is the process followed?**

**Data Scrapping**

* **Using the Twitter API**
* **Difficulties**
* **Use for comparison (old vs new data)**

**Data Analysis and Result Interpretation**

* **Data cleanup**
* **Word frequency comparison**
* **NER comparison**
* **Polarity and Subjectivity (sentiment)**

**Conclusion**

* **Findings and their impact**
* **Ways to improve the analysis**
* **Future steps for the project**