Project Summary: Brand Sentiment Monitor using Hugging Face

Brand Sentiment Monitor Project

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Overview

This project collects tweets on a specific brand or keyword (e.g., Elon Musk, Nike), analyzes the sentiment of each tweet using Hugging Face models, and presents results in a downloadable CSV file with sentiment labels. Optionally, a Streamlit UI can be used to visualize the data interactively.

Step-by-Step Process

1. Scraped tweets using:

   URL: https://huggingface.co/spaces/paulols/twitter-scraper

2. Exported CSV of tweets for keyword: e.g., "Elon Musk" or "Nike"

3. Performed sentiment analysis using Hugging Face's Transformers library (DistilBERT SST-2 model).

4. Saved results in a new CSV file: elon_musk_tweets_with_sentiment.csv or nike_tweets_with_sentiment.csv

5. Built a Streamlit UI to:

   - Upload CSV
   - Display tweets with sentiment
   - Show pie chart of sentiment distribution

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- Download analyzed results

Tools & Libraries Used

- Hugging Face Transformers
- Python (pandas, matplotlib)
- Streamlit (for UI)
- Tweet Scraper Hugging Face Space

Outcome

The user successfully completed the project end-to-end including:

- Data collection (tweets)
- Sentiment analysis
- CSV export with sentiment column
- Streamlit UI (optional visualization)

How to Use for Another Keyword

1. Go to the Twitter scraper UI.
2. Enter "Nike" or your desired brand in the search bar.
3. Download the new CSV of tweets.
4. Run the same sentiment analysis script with the new CSV file.
5. Optionally, update the Streamlit app to reflect the new filename.

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Future Enhancements

- Track sentiment trends over time.

- Add keyword filtering or language options.

- Deploy Streamlit app publicly (e.g., on Streamlit Cloud).

- Integrate with Twitter API (if needed in future).