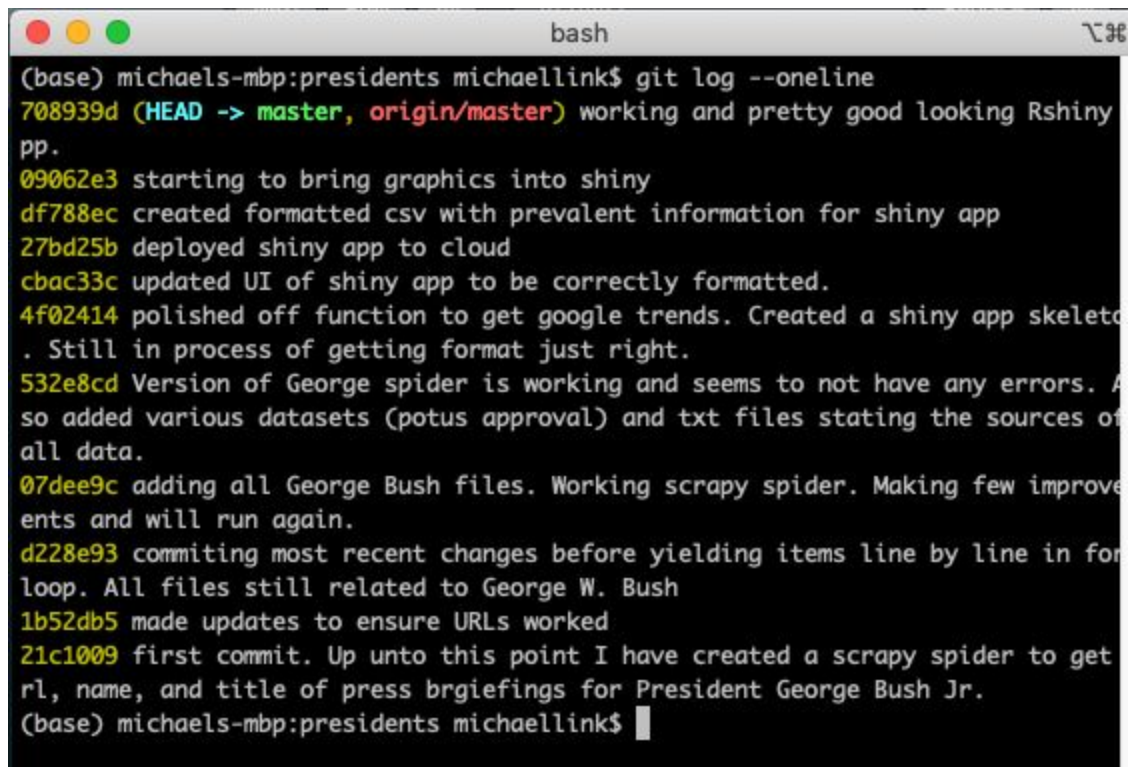


How to Talk Like a President

- **Project Submission -**

- GitHub Submission Date/Time:
 - 05/10/19 10:30 PM
- GitHub Repository:
 - https://github.com/Data-Science-Link/How_to_Talk_Like_a_President
- Shiny App URL:
 - https://data-science-link.shinyapps.io/How_to_Talk_Like_a_President/
- Documentation and Presentation URL:
 - https://github.com/Data-Science-Link/A_Flood_of_FEMA_FACTS/tree/master/documentation
- Online Classroom Submission Date/Time:
 - 05/10/19 11:45 PM
- Evidence of Version Control (git log --oneline):

A screenshot of a terminal window titled 'bash' with a standard macOS window header (red, yellow, green buttons). The terminal shows the output of the command 'git log --oneline' in a directory named 'presidents'. The output lists 13 commits with their hashes and descriptions. The first commit is '708939d (HEAD -> master, origin/master) working and pretty good looking Rshiny app.' and the last is '21c1009 first commit. Up unto this point I have created a scrapy spider to get rl, name, and title of press brgiefings for President George Bush Jr.'.

```
(base) michael's-mbp:presidents michael's-link$ git log --oneline
708939d (HEAD -> master, origin/master) working and pretty good looking Rshiny
pp.
09062e3 starting to bring graphics into shiny
df788ec created formatted csv with prevalent information for shiny app
27bd25b deployed shiny app to cloud
cbac33c updated UI of shiny app to be correctly formatted.
4f02414 polished off function to get google trends. Created a shiny app skelet
. Still in process of getting format just right.
532e8cd Version of George spider is working and seems to not have any errors. A
so added various datasets (potus approval) and txt files stating the sources of
all data.
07dee9c adding all George Bush files. Working scrapy spider. Making few improve
ents and will run again.
d228e93 committing most recent changes before yielding items line by line in for
loop. All files still related to George W. Bush
1b52db5 made updates to ensure URLs worked
21c1009 first commit. Up unto this point I have created a scrapy spider to get
rl, name, and title of press brgiefings for President George Bush Jr.
(base) michael's-mbp:presidents michael's-link$
```

- **Purpose -**

- Problem Statement:
 - *It is difficult to quantify Presidential temperament towards:*
 - *Policy initiatives*
 - *States*
 - *Countries*
 - *Without analysis, national and international leaders are forced to:*
 - *Digest secondary news sources OR*
 - *Sit through time-intensive briefings*
- Target Audience:
 - *Policy Advocates*
 - *State and International Leaders*
 - *Historians / General Public*
- Objective:
 - *Quantify Presidential temperament to understand:*
 - *Which initiatives the White House has prioritized*
 - *Which countries and states are emphasized*
 - *How the economy, presidential approval, and public focus have shifted over time*
- Business Value of Objective:
 - *If you are the steward of a given policy or nation it behoves you to understand the messaging of the most powerful nation.*
 - *By doing so, you can learn from the past and evaluate your current “brand perception”.*

- **Tools and Methods -**

- Tools and Methods Employed:
 - *Scrapy Web Scraping, Dplyr, Ggplot2, Plotly, Iterative loops, Shiny Dashboard Customization, Shiny Widgets*
- User Experience Considerations:
 - *Aesthetics, Intuitive Tab Names, Descriptive Text, Interactable Data, Ability for user to “come to their own conclusions.”*
- Widget Applications:
 - *Slider (Date Range), Radio Button Filter (Google Trends, S&P 500, Presidential Approval), Select Box (States, Countries)*

- **Outcome -**

- Problem Statement and Objective:
 - *TBD by Audience/Grader*
- Satisfaction of Objective:
 - *TBD by Audience/Grader*
- Value to Target Audience:
 - *TBD by Audience/Grader*

- **Presentation -**

- Presentation Elements:
 - *TBD by Audience/Grader*
- Presentation Location:
 - *TBD by Audience/Grader*