

# Know your competitors, Know yourself:

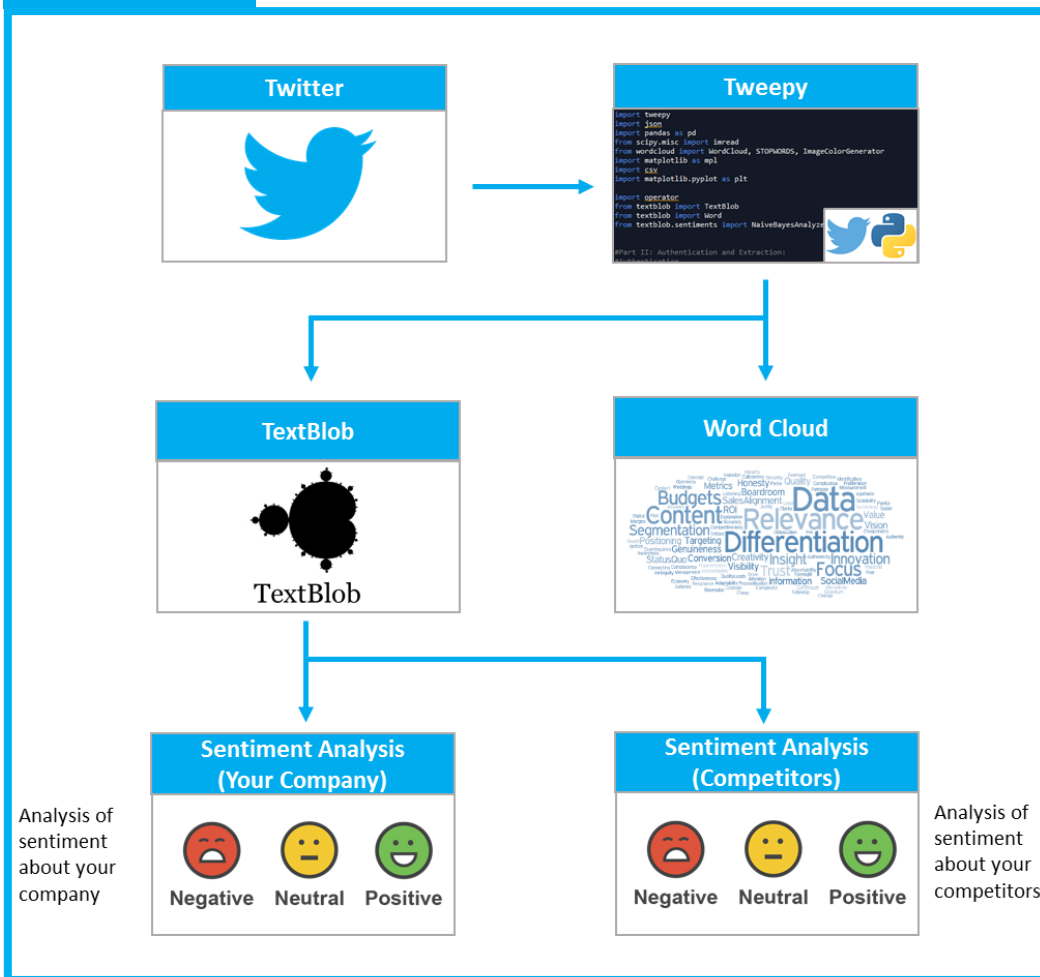
## Dynamic Opinion Mining Using Tweepy and TextBlob

“Opinion is the medium between knowledge and ignorance.” — Plato

### Why Opinion Mining Matters?

- Scalability: Process vast amounts of data efficiently and with open source programs.
- Real-time analysis: Immediately identify and assess potential issues, from PR to customer support.
- Consistency: Apply the same criteria to other text data sources, customer support robots, resumes, etc.
- Comparability: Compare your company against competitors.

### Process Flow



### Process Explanation:

Tweepy extracts tweets and hashtags from twitter, based on a word, company name, or phrase.

We extract the tweets and form a word cloud which presents the most mentioned words associated with what we searched.

TextBlob will identify key words and automatically classify them into different baskets (e.g. Positive, Negative, Neutral) based on the pre-built sentiment rules in TextBlob.

Using a visualization dashboard, you will get insights about your company's brand image and how your competitors are performing.

**API:** API stands for Application Programming Interface. It is a tool that makes the interaction with computer programs and the web services easy.

**Tweepy:** Tweepy is an easy-to-use Python library for accessing information on Twitter.

**TextBlob:** TextBlob is a Python library for processing textual data. It provides a simple API for diving into common natural language processing (NLP) tasks such as sentiment analysis and classification.

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