

# Queuing Times for CapOne Banks

- My project will be tied to understanding customer wait times at Capital One banks. A major obstacle is the lack of wait time data – only transactional data exists.
- One possibility includes pulling Twitter data (tweets, dates, times, locations) with a sentiment analysis
- Can the unhappy customers be tied back to a specific branch location, or a specific time?



# Example Tweets for:

## “Captialone”

'I like how @CharlesBarkley has finally embraced his "personality" with these @CapitalOne @FinalFour ads #DoYouThinkHeKnows',

'These March Madness @CapitalOne commercials with Charles Barkley in them are great!! #TheyArePrettyFunny #MarchMadness',

'@CapitalOne how is your commercial with #CharlesBarkley #marketing your services? #failure #brandmanagement',

'Please let there be many more Charles Barkley/Samuel L. Jackson/Spike Lee commercials to come. Hilarious. #intheannapolis #capitalone',

'The @CapitalOne commercial "in the Annapolis" was hilarious!',

'@CAPITALONE THIEVE FOREIGN OVERSEA EMPLOYEES WILL TRY 2 MAKE U BELIEVE THEY SPEAK ENGLISH BY USING <https://t.co/kDY65akfuP> FAIL ENGLISH EXAM',

## “Capitalone bank or line”

'Just got served alcohol from an @capitalone bank teller station #sxsw']

'@CapitalOne Really? Your "24-Hour Customer Service" line just told me to call back in the morning after 9am.',

"The @CapitalOne agent was supposed to conference me over but he wasn't on the line so was on hold for 30 mins for no reason????!!"

'When are you guys moving a Capital One Bank in Alabama, Georgia, & Florida? @CapitalOne I would hate to have to change banks.',

"Another Bank Is Giving Big to Boost #Worker #Skills. Here's Why. <http://t.co/qz00Y7KKFn> @CapitalOne #philanthropy