Problem Statement: Sentiment Analysis of tweets on Twitter and posts on Facebook using selected keywords and not the whole text

Context: Sentiment analysis can be used to determine how a user felt about a certain post/tweet. It is used to determine how the general population felt about a certain product. It can also help in marketing, by playing with a user's emotions to spread the product.

Criteria for Success: Obtain a RSME below 0.2 on unseen data, i.e., data not used for training or validation.

Scope of Solution Space: The sentiment analysis project can be extended to Amazon customer reviews for giving automatic ratings to the supplier as well as the product. It can also be extended to help identify people who may be in need of help in mental health issues by observing the general trend of tweets/posts.

Constraints: Since, I'll only be using keywords and their frequencies in a post/tweet, I'll not be able to obtain the contextual meaning of the sentence and obtain a better estimate of the sentiment of the user.

Stakeholders:
Chief Marketing Officer
Product Advertisement Team
Data Science Team Lead

Data Sources:
Twitter API for obtaining tweets and corresponding sentiment scores
Facebook Graph API for testing, maybe training too.