(a) Team ID: AL2

(b) Platform, area, topic: *IoT > Entertainment > Comment Analysis*

(c) Original problem statement (from Team 2 submission)

Problem Statement: While content creators in the entertainment industry prioritize content based on engagement metrics like likes, shares, and views, they often neglect the insights they can get from the comments. Comments are a direct and unfiltered way of getting audience input and sentiment, offering valuable insights and suggestions for content improvement. The lack of effective tools for comment analysis prevents content creators and corporations from taking full advantage of social media, leading to unoptimized content generation.

Target Users: Content creators such as influencers, social media personalities, digital creators, etc. who are looking for new tools to find out what their audiences think, spot sentiment trends, and improve the way they make content based on that information. Companies seeking to recruit ambassadors or influencers for brand collaborations want access to information regarding the candidates' audience engagement and comment analysis to ensure compatibility with their brand values and aims.

(d) Name of product or service you are recommending

Buy + Build (Comment Analytics)

(e) Order of speakers and sub-topic they are presenting.
- Priya Mandyal (Opening)
- Rhushabh Bontapalle (Comparative Analysis)
- Drashti Patel (Recommendation)
- Jay Patel (Preparation and Timeline)
- Kavankumar Brahmbhatt (Closing)

(f) Names of members who
  a. contributed to the preparation of the presentation
  - Drashti Patel (dr954742@dal.ca)
  - Jay Patel (jy451478@dal.ca)
  - Kavankumar Brahmbhatt (kv689265@dal.ca)
  - Priya Mandyal (pr335751@dal.ca)
  - Rhushabh Bontapalle (rh364338@dal.ca)

  b. attended all the rehearsals for the presentation
  - Drashti Patel (dr954742@dal.ca)
  - Jay Patel (jy451478@dal.ca)
  - Kavankumar Brahmbhatt (kv689265@dal.ca)
  - Priya Mandyal (pr335751@dal.ca)
  - Rhushabh Bontapalle (rh364338@dal.ca)