

Holiday Kickoff Sentiment

Analyzing tweets from Black Friday and Cyber Monday

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Project Background

- Use tweets to quantify various aspects of Black Friday and Cyber Monday deal popularity
- Collect tweets prior to and during holiday kickoff weekend (11/27 - 11/30)
- Examine popular brands to see how they compare to each other
 - Current idea is to examine consumer electronics brands
- Examine difference between Black Friday and Cyber Monday deal popularity
- Further opportunity to examine sentiment of tweets to gauge customers' attitudes towards brands

Domain: Electronics

- Samsung
- Apple
- Sony
- Lenovo
- Dell
- Canon
- Nikon
- Microsoft
- CyberPowerPC
- Sharp
- Panasonic
- Asus
- MSi
- LG
- Vizio
- Acer
- Hewlett Packard
- PNY

Basic Tools and Platforms

Trawler, GNU parallel

<https://github.com/ericwhyne/trawler>



S3, EC2, EMR



Spark, Storm, R



Timeline

October 1 - 17: Set up initial database

October 18 - 31: Test proper ingest using preliminary Black Friday/Cyber Monday chatter

November 1 - 31: Data gathering - tweak as necessary

December: Analysis