

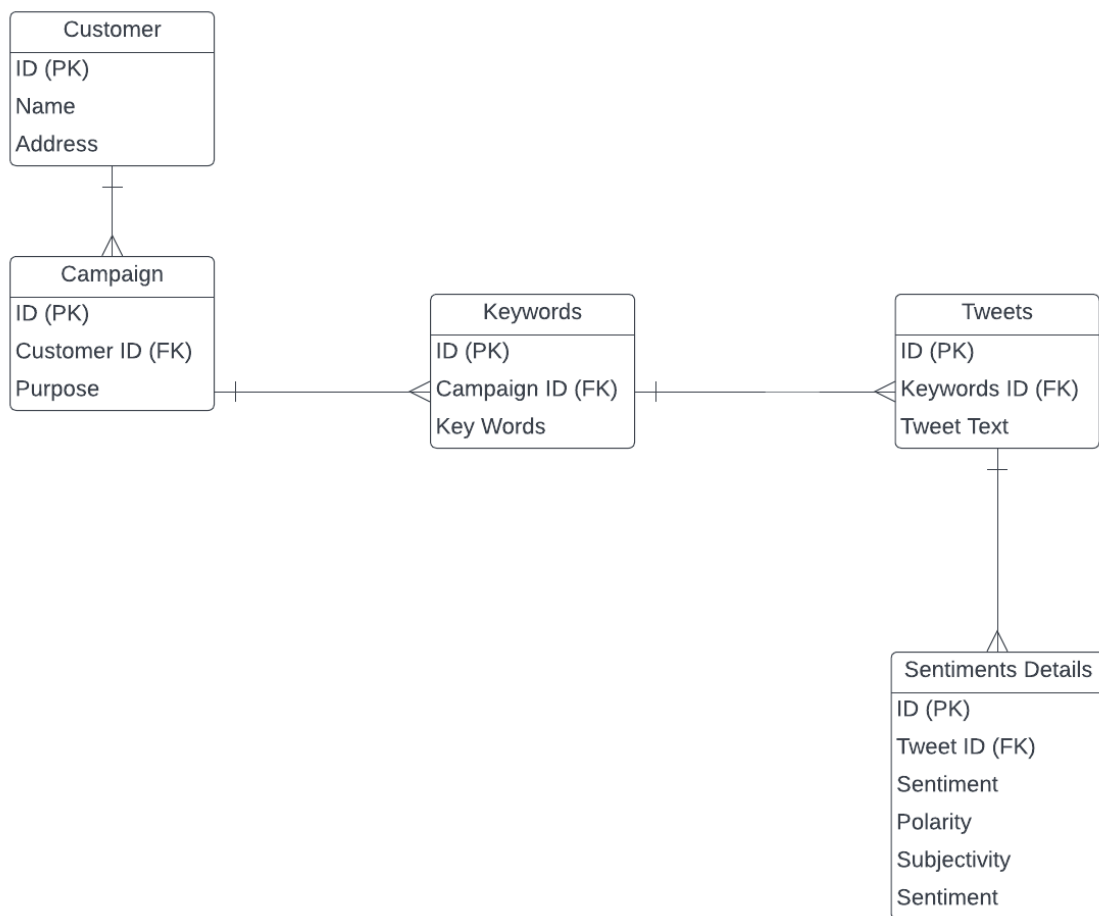
Project Name: Sentiment Analytics

Business Justification : Gauge public sentiments for new products and/or organizations.

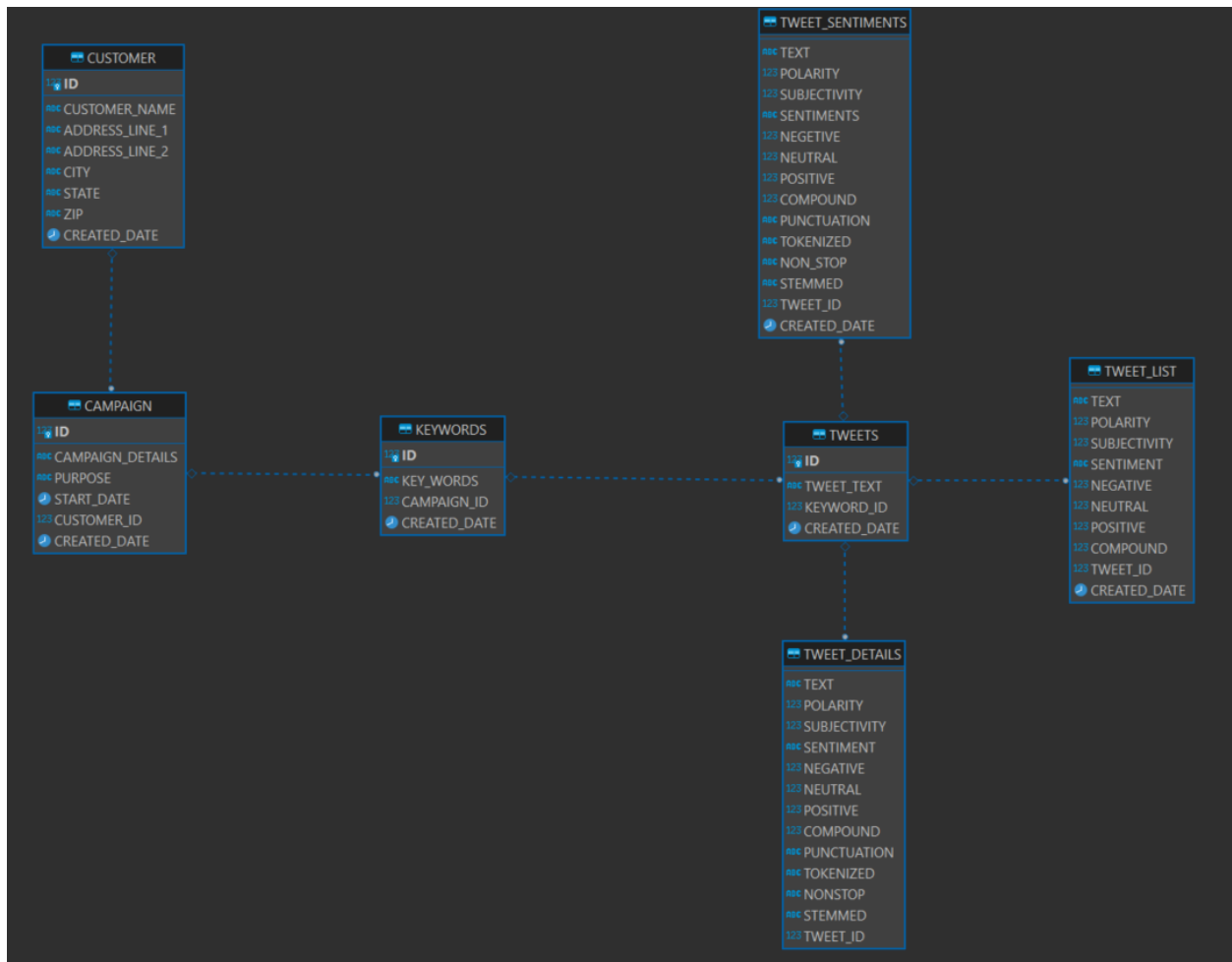
As a use case Premier league club Arsenal wants to know how people reacted to their comprehensive victory after the first weekend of the premier league.

Project Description: This project is based on retrieving twitter data from their website through a developer api and run some basic analysis on the data.

Logical Model



ERD



DDL

-- public."CUSTOMER" definition

-- Drop table

-- DROP TABLE public."CUSTOMER";

```
CREATE TABLE public."CUSTOMER" (  
    "ID" serial4 NOT NULL,  
    "CUSTOMER_NAME" varchar(1000) NULL,  
    "ADDRESS_LINE_1" varchar(100) NULL,  
    "ADDRESS_LINE_2" varchar(100) NULL,  
    "CITY" varchar(100) NULL,  
    "STATE" varchar(50) NULL,  
    "ZIP" varchar(5) NULL,  
    "CREATED_DATE" date NULL,  
    CONSTRAINT "CUSTOMER_pkey" PRIMARY KEY ("ID")  
);
```

-- public."CAMPAIGN" definition

-- Drop table

-- DROP TABLE public."CAMPAIGN";

```
CREATE TABLE public."CAMPAIGN" (  
    "ID" int4 NOT NULL DEFAULT nextval('"CAMPAIGN_id_seq"::regclass),  
    "CAMPAIGN_DETAILS" varchar(1000) NULL,  
    "PURPOSE" varchar(100) NULL,  
    "START_DATE" date NULL,  
    "CUSTOMER_ID" int4 NULL,  
    "CREATED_DATE" date NULL,  
    CONSTRAINT "CAMPAIGN_pkey" PRIMARY KEY ("ID"),  
    CONSTRAINT fk_cus_to_cmpn FOREIGN KEY ("CUSTOMER_ID") REFERENCES  
public."CUSTOMER"("ID")  
);
```

-- public."KEYWORDS" definition

-- Drop table

-- DROP TABLE public."KEYWORDS";

```
CREATE TABLE public."KEYWORDS" (  
    "ID" int4 NOT NULL DEFAULT nextval('"'KEYWORDS_id_seq'"::regclass),  
    "KEY_WORDS" varchar(1000) NULL,  
    "CAMPAIGN_ID" int4 NULL,  
    "CREATED_DATE" date NULL,  
    CONSTRAINT "KEYWORDS_pkey" PRIMARY KEY ("ID"),  
    CONSTRAINT fk_cus_to_cmpn FOREIGN KEY ("CAMPAIGN_ID") REFERENCES  
public."CAMPAIGN"("ID")  
);
```

-- public."TWEETS" definition

-- Drop table

-- DROP TABLE public."TWEETS";

```
CREATE TABLE public."TWEETS" (  
    "ID" int4 NOT NULL DEFAULT nextval('tweets_id_seq'::regclass),  
    "TWEET_TEXT" varchar(1000) NULL,  
    "KEYWORD_ID" int4 NULL,  
    "CREATED_DATE" date NULL,  
    CONSTRAINT tweets_pkey PRIMARY KEY ("ID"),  
    CONSTRAINT fk_keywords_to_tweets FOREIGN KEY ("KEYWORD_ID") REFERENCES  
public."KEYWORDS"("ID")  
);
```

-- public."TWEET_DETAILS" definition

-- Drop table

-- DROP TABLE public."TWEET_DETAILS";

```
CREATE TABLE public."TWEET_DETAILS" (  
    "TEXT" varchar(1000) NULL,  
    "POLARITY" float4 NULL,  
    "SUBJECTIVITY" float4 NULL,  
    "SENTIMENT" varchar(50) NULL,  
    "NEGATIVE" float4 NULL,  
    "NEUTRAL" float4 NULL,  
    "POSITIVE" float4 NULL,  
    "COMPOUND" float4 NULL,  
    "PUNCTUATION" varchar(256) NULL,  
    "TOKENIZED" varchar(256) NULL,  
    "NONSTOP" varchar(256) NULL,  
    "STEMMED" varchar(256) NULL,  
    "TWEET_ID" int4 NULL,
```

```
        CONSTRAINT fk_td_to_tweets FOREIGN KEY ("TWEET_ID") REFERENCES public."TWEETS"("ID")
    );
```

```
-- public."TWEET_LIST" definition
```

```
-- Drop table
```

```
-- DROP TABLE public."TWEET_LIST";
```

```
CREATE TABLE public."TWEET_LIST" (
    "TEXT" varchar(256) NULL,
    "POLARITY" float4 NULL,
    "SUBJECTIVITY" float4 NULL,
    "SENTIMENT" varchar(50) NULL,
    "NEGATIVE" float4 NULL,
    "NEUTRAL" float4 NULL,
    "POSITIVE" float4 NULL,
    "COMPOUND" float4 NULL,
    "TWEET_ID" int4 NULL,
    "CREATED_DATE" date NULL,
    CONSTRAINT fk_tl_to_tweets FOREIGN KEY ("TWEET_ID") REFERENCES public."TWEETS"("ID")
);
```

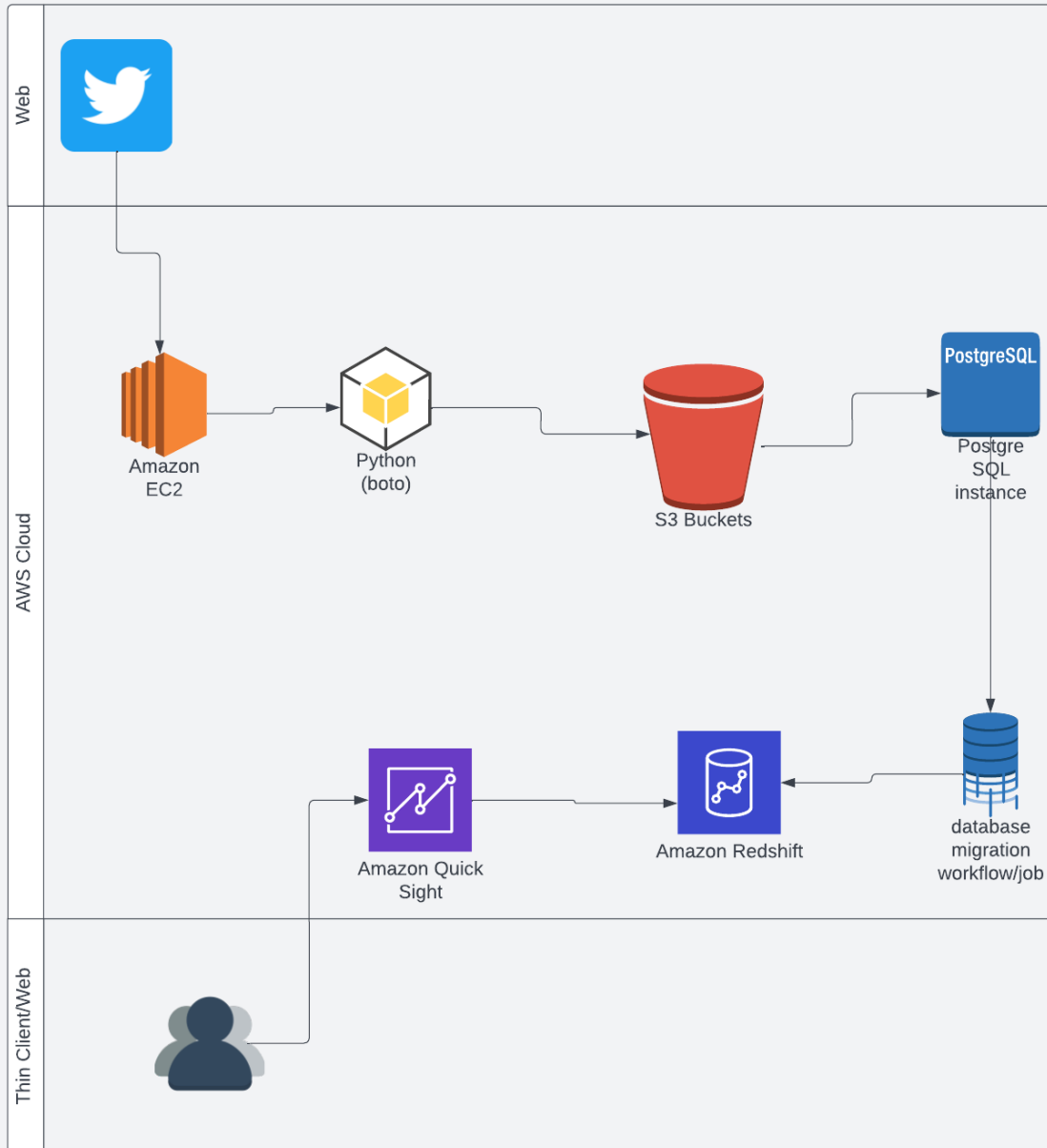
```
-- public."TWEET_SENTIMENTS" definition
```

```
-- Drop table
```

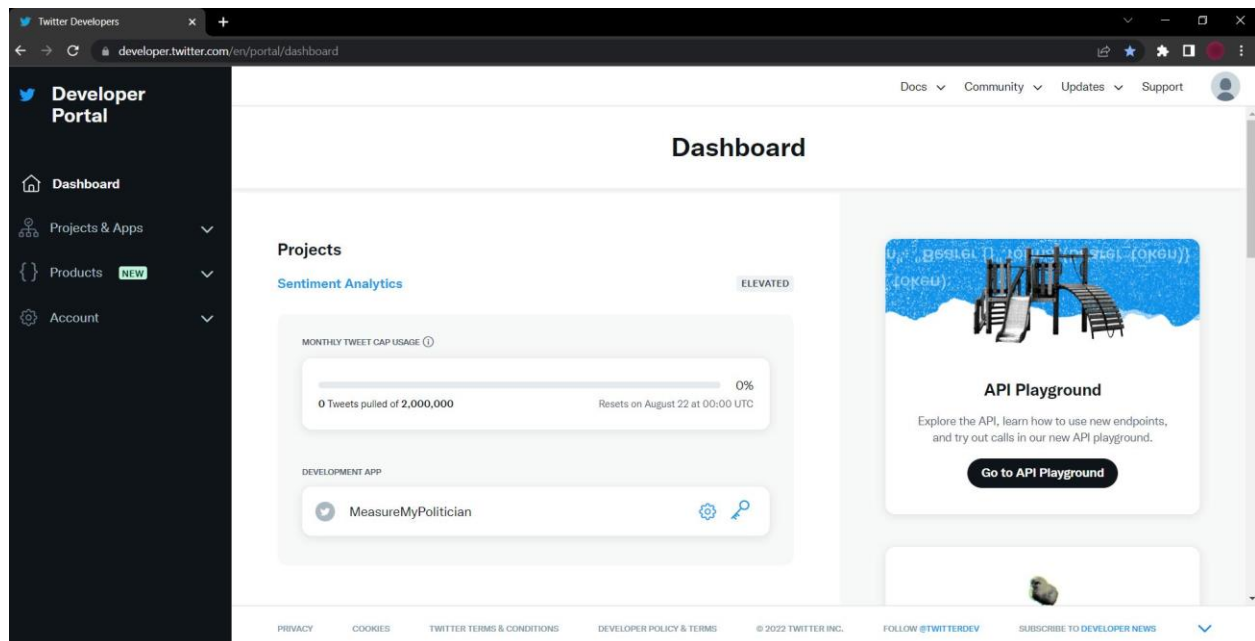
```
-- DROP TABLE public."TWEET_SENTIMENTS";
```

```
CREATE TABLE public."TWEET_SENTIMENTS" (
    "TEXT" varchar(256) NULL,
    "POLARITY" float4 NULL,
    "SUBJECTIVITY" float4 NULL,
    "SENTIMENTS" varchar(50) NULL,
    "NEGATIVE" float4 NULL,
    "NEUTRAL" float4 NULL,
    "POSITIVE" float4 NULL,
    "COMPOUND" float4 NULL,
    "PUNCTUATION" varchar(256) NULL,
    "TOKENIZED" varchar(256) NULL,
    "NON_STOP" varchar(256) NULL,
    "STEMMED" varchar(256) NULL,
    "TWEET_ID" int4 NULL,
    "CREATED_DATE" date NULL,
    CONSTRAINT fk_ts_to_tweets FOREIGN KEY ("TWEET_ID") REFERENCES public."TWEETS"("ID")
);
```

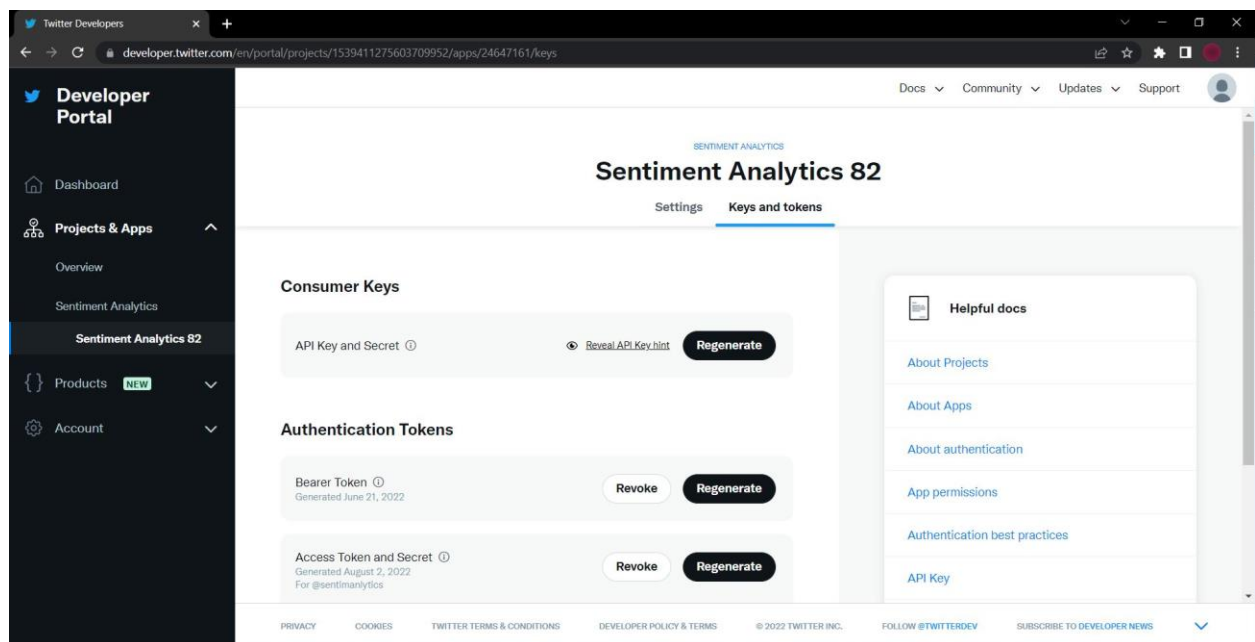
Tech Stack



Twitter Development Account:



The screenshot shows the Twitter Developer Portal Dashboard. The left sidebar contains the 'Developer Portal' logo and navigation links: Dashboard, Projects & Apps, Products (marked as NEW), and Account. The main content area is titled 'Dashboard' and features a 'Projects' section with 'Sentiment Analytics' (marked as ELEVATED). Below this, there is a 'MONTHLY TWEET CAP USAGE' section showing a progress bar at 0% and a 'DEVELOPMENT APP' section for 'MeasureMyPolitician'. On the right, there is an 'API Playground' section with a button to 'Go to API Playground'. The footer includes links for Privacy, Cookies, Twitter Terms & Conditions, Developer Policy & Terms, and social media links.



The screenshot shows the 'Keys and tokens' page for the 'Sentiment Analytics 82' project. The left sidebar is the same as the dashboard. The main content area is titled 'Sentiment Analytics 82' and has tabs for 'Settings' and 'Keys and tokens'. The 'Consumer Keys' section shows the 'API Key and Secret' with a 'Reveal API Key hint' link and a 'Regenerate' button. The 'Authentication Tokens' section shows a 'Bearer Token' (Generated June 21, 2022) and an 'Access Token and Secret' (Generated August 2, 2022, For @sentimentanalytics), both with 'Revoke' and 'Regenerate' buttons. On the right, there is a 'Helpful docs' section with links to 'About Projects', 'About Apps', 'About authentication', 'App permissions', 'Authentication best practices', and 'API Key'. The footer is the same as the dashboard.

