**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**

Diagram

Description automatically generated

**ERD**

Text

Description automatically generated with medium confidence

**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,

"NEGETIVE" 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**

Diagram

Description automatically generated

**Twitter Development Account:**

![Graphical user interface, application

Description automatically generated]()

![Graphical user interface, application

Description automatically generated]()