



CODEHOUSE

vmware®

<Reach++>

CookieArmy

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OBJECTIVE



OUR SOLUTION



YEARLY TREND SHIFT

Trend shift in technologies during VMworld since the past 3 years has been analysed.



CORRELATING SOCIAL MEDIA WITH STOCK MARKET PRICES

Analysing day-wise sentiments across tweets and relating it with the stock prices for each day.



NEGATIVE TWEET ANALYSIS

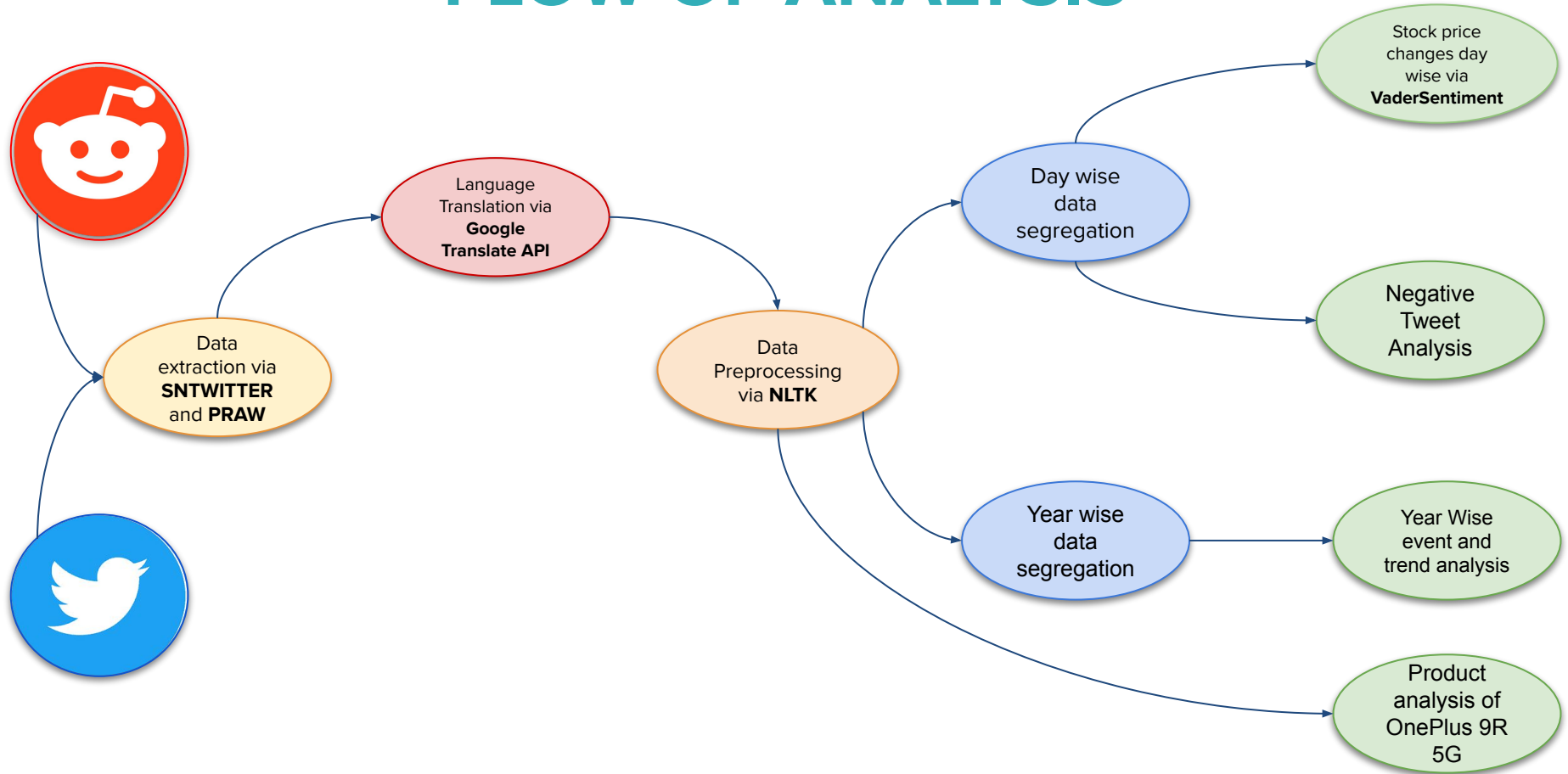
Analysing the negative tweets for each day and finding out the appropriate measures to be taken.



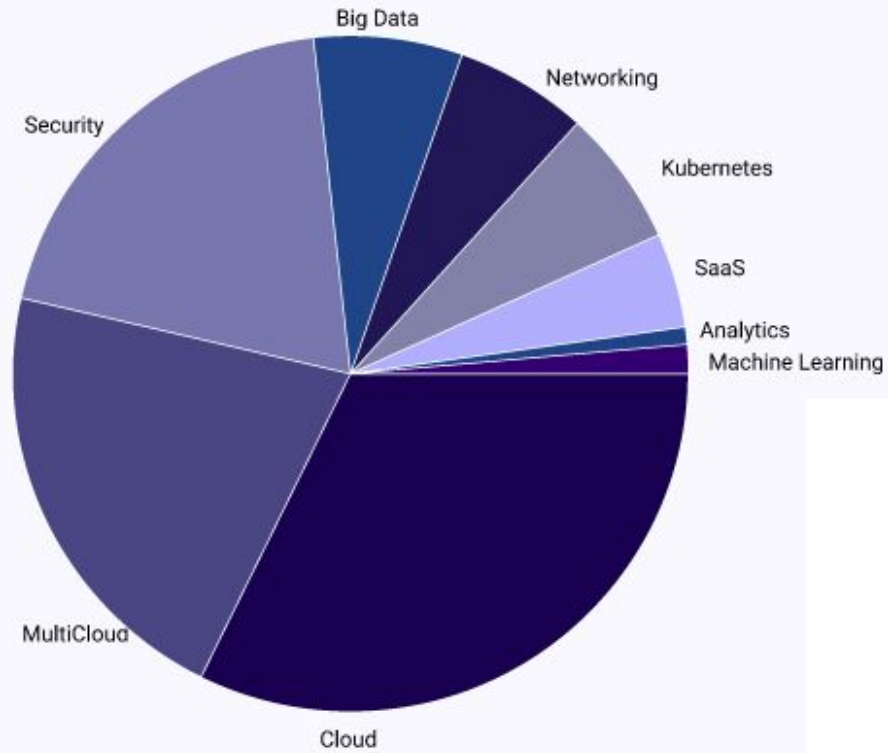
PRODUCT ANALYSIS

Analysing the most liked features as well as the problems faced by the customers using a particular product.

FLOW OF ANALYSIS

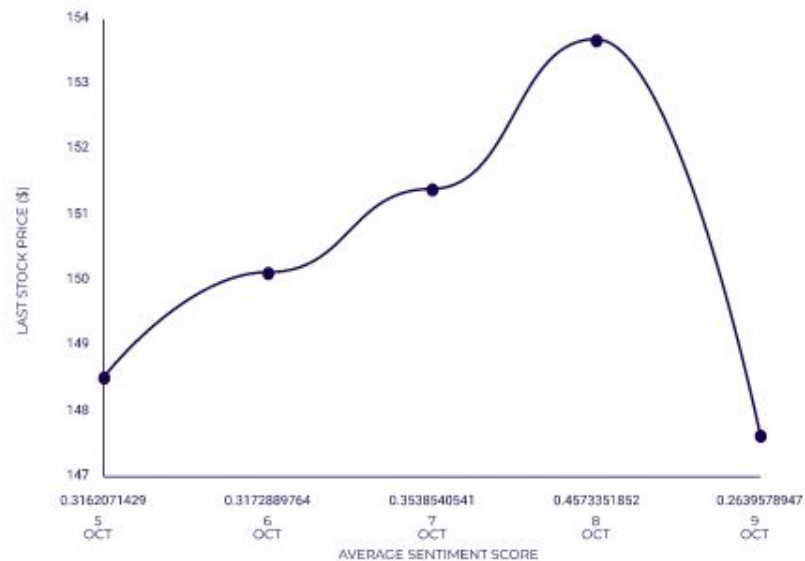


<PROJECT DEMO>

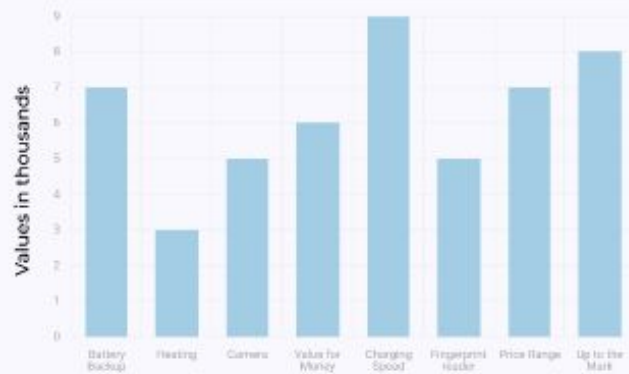


Trending Technology Topic in VmWorld2021

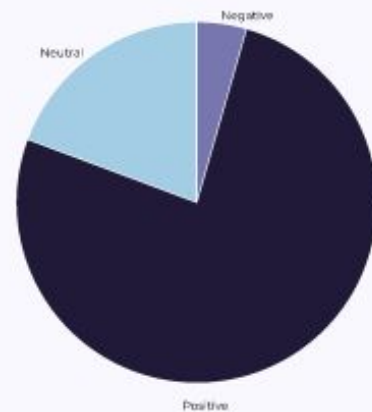
Correlation between average sentiment score and stock prices



Brand - OnePlus
Year - 2021
Product - OnePlus 9Pro 5G

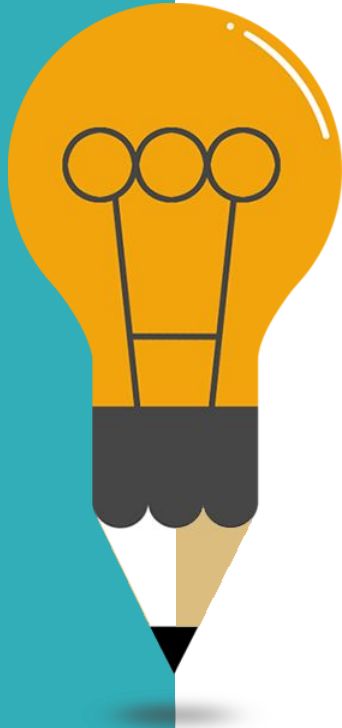


Product Specifications



Sentiment Analysis

IMPACT



01

Detecting trends in technology

Always help brands stay on top of their game

02

Identifying issues and improvement

Identifying issues fast & addressing them makes brands reliable

03

Understanding customers' sentiments

Helps understand customer needs, likes and dislikes

04

Two way communication

Starts a dialogue between company and customers about their needs and expectations.

FUTURE GOALS

Extending the current solutions to other brands and events.

1

2

Perform competitive research analysis of various brands.

3

Be able to fetch and analyze data from sources other than social media.

Any Questions?

THANK YOU!