10 Academy Data Science Internship

Title

10 Academy July 2020 Training - Weekly Challenge: Week1

Topic

African influencers: Twitter users segmentation

Goal

Identify (African) influencers rank position from Twitter data

Research Questions

Here I would be framing meaningful research questions based on the goal/objective of this analytic effort.
Some of the research questions would include:

1. Who are the 10 most influential non political influencers in Africa based on:
   a. Popularity
   b. Reach
   c. Relevance

2. Who are the 10 most influential political influencers (Govt Leaders) in Africa based on:
   a. Popularity
   b. Reach
   c. Relevance

3. What are the most used hashtags among these influencers
4. What is the tone of their content? (Sentiment Analysis)

Methodology

This section would detail how I went about carrying out my research and analysis. Some of the highlights of these section would include:
1. Data Gathering Effort
2. Data Wrangling Effort
3. Analysis Effort

Insights and Observations

This section would detail the insights and observations gleaned from the analysis of the gathered data. It would also contain external references to further drive home these gleaned insights and observations

Recommendations & Conclusions

In this section, based on the findings from my analysis, I would be making a recommendation to a fictitious company seeking to know the right influencer(s) to partner with for a marketing campaign.

Limitations

Here I would be stating the challenges encountered in performing this analytic task as well as limitations to our analysis. This would also include some basic assumption.

References

Here, I would include a list of websites that was scraped for data gathering (including twitter api).
I would also include references to sites where further reading had to be done to drive home the findings front he data.