**Global Health Solutions**

**System Requirements Specification (SRS)**

**Version 0.4**

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**Executive Overview**

The Global Health Solutions (GHS) is a global Pharma Company trying to bring together the marketplace of private individuals and small companies to launch a new product. It wants to take advantage of the Internet and World Wide Web to radically improve the way it buys and sells items.

The **seller** objectives for the GHS are to:

* Provide them with a huge customer base of potential buyers.
* Enable them to easily target and personalize their marketing to appropriate potential buyers.
* Enable them to sell items that they could not otherwise afford to sell (e.g., by minimizing their overhead and transaction costs).
* Enable them to determine the market price of their items and set their prices accordingly (e.g., via auctions or direct sales).
* Make selling more convenient by allowing them to sell items:
* Anytime (i.e., 24 hours a day and 7 days a week).
* Anywhere the sellers have access to the Internet (e.g., at home, at work, while traveling).
* Minimize risks associated with selling over the Internet.

The **Datafly”s** objectives for the GHS are to:

* Minimize the costs of providing research, advertising and marketplace compared to physical alternatives.
* Maximize income by minimizing the costs.

**Revision History**

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| --- | --- | --- | --- |
| **Date** | **Version** | **Description** | **Author** |
| 06/23/2018 | 0.1 | Initial Draft including Introduction. | Data Dash Team |
| 06/27/2018 | 0.2 | Added executive summary.  Identified most externals and associated use cases.  Added path requirements for User. | Data Dash Team |
| 06/28/2018 | 0.3 | Rearranged topics | Data Dash Team |
| 07/04/2018 | 0.4 | Added to Web links and Output sections | Data Dash Team |
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# **Introduction**

Global Health Solutions (GHS) is a pharmaceutical company about to launch a new product. It is looking for a sentiment influencer to reach out to the target market segment and decide the location to launch

# **Business Goal & Objectives**

The business goal of the Global Health Solutions (GHS) is to take advantage of the Internet and World Wide Web, Twitter in particular, to radically improve the way private individuals and small companies buy and sell items.

# **Intended Audience**

The intended audiences of stakeholders for this specification of the GPM include:

* **Global Health Solutions (GHS) Employees:**
* Managers
* Customer Representatives, who must approve it.
* Accountants, who will perform accounting functions using the GHS.
* User Support Agents, who will provide a human interface for the GPM to the users.

# **Specification Definition & Objectives**

This specification documents the system-level requirements for the GPM system.

* Functional requirements.
* Data requirements.
* Quality requirements.
* Constraints.

# **Functional Requirements**

The section of the SRS specifies the functional requirements of the GHS in terms of use cases and their associated use case paths. It involves the following: -

Prepare a list of influential people across various domains from around the globe.

Capture Twitter Analytics through Tweepy for a given timeline.

Use Graphs, Plots and Charts to gather insights.

Use GMAPs to create heat map.

Ranking to create bins to categorize the impact.

Text search string for Vader Sentiment Analysis of -

1. Hashtags trending
2. Charity events
3. Charity organization
4. Conferences
5. Flash mob events
6. Social events

# **Data requirements**

1. From the Twitter API -

Date Twitter handle was created

Number of followers.

Number of tweets.

Number of re-tweets

Frequency of tweets

Language of tweets

Geographical location of the followers

1. From the Google API –

Coordinates of the followers on the Google maps (to prepare heat map)

# **Web Links**

https://data.world

[www.kaggle.com](http://www.kaggle.com)

[www.data.gov](http://www.data.gov)

https://trends24.in/united-states

https://www.hashtags.org

# **Output**

1. List & Count of influencers (csv or .xls)
2. List & Count of cities considered for launch (csv or .xls)
3. Count of average tweet the influencers make per day
4. Top 5 influencers
5. List of top # or topics tweeted on in last 7 days (can be changed)
6. List of # or topics tweeted on in last 7 days by top 5 influencers (can be changed)
7. Count of retweets on in last 7 days (can be changed)
8. Count of retweets on in last 7 days by top 5 influencers (can be changed)
9. Concentration of Geographic locations / coordinates of the followers

# **Graphs / Maps / Plots**

1. X\_axis = top 5 or 10 influencers y\_axis = average tweets per day or per week or per hour
2. Histogram - X\_axis = top 5 or 10 influencers y\_axis = number of followers
3. Pie chart of the influencers and their tweets
4. Pie chart of the influencers and their tweets
5. X\_axis = influencers, y axis =number of retweets
6. Tweet Polarity Scatter Plot for Top 5 Influencers last 100 tweets
7. Tweet Polarity Scatter Plot for Top 5 Tweeters last 100 tweets