

BY

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GOALS

Motivation:

This project is motivated to develop a system to store, analyze and visualize Twitters tweets.

Significance:

It provides a wealth of information that helps to create meaningful tweets that resonates with target audience. Compare followers with different personas, demographics, interests and consumer behaviours to see brand measures up etc.

Watch individual Tweet performance, cumulative overview to compare monthly activity etc.

Objectives:

- Work on the tweets related to Search Engine and to figure out how to store them in Spark SQL.
- Write interesting analytical queries to explore and understand the data collected.
- Develop interesting visualizations of written queries.

Features:

Planning to add Sentiment Analysis on the data and analyze whether tweet is positive or negative.

Reference:

https://www.digitalvidya.com/blog/twitter-sentiment-analysis-introduction-and-techniques/

https://www.earthdatascience.org/courses/earth-analytics/get-data-using-apis/use-twitter-api-r/

PHASE 1

OBJECTIVE:

The main purpose of this project is to develop a system to store, analyze and visualize Twitter's tweets. The tasks to be performed in this phase are as follows:

- To work on the tweets related to the recently released mobile phones & their accessories and to figure out how to store them in Spark SQL.
- · To write interesting analytical queries to explore and understand the data collected.
- To develop interesting visualizations of the above written queries.

DATASET : Twitter data set(Phones/E-Accessories)

IMPLEMENTATION:

Initially collected the tweets in JSON format for which a Python program is written, the
output of the program contains the tweets with all the details like the IDs, URLs,
Hashtags, Created at, Text etc.

- The twitter data is collected on the concept based on to <u>analyse</u> & visualize the data regarding various phone/e-accessories.
- The extracted JSON tweets are persisted into the Apache Spark in the form of tables.
- Query written in Scala language will be sent to spark server and the outputs files are stored in the form of CSV/JSON files.
- These CSV/JSON output files are used to visualize the data using Bar Graphs, Pie Charts through Tableau.
- Key-words used in the <u>tweets</u> extraction are as follows: iphone, iphonex, iPhoneXs, iPhoneXr, iPhone, #iPhone, AirPods, mobile, watch, technology, Accessories, Mac, iOS, update, music, latest etc.

1) TWEETS COLLECTION:

- Initially a Twitter Developer Account is created using this url. https://developer.twitter.com
- The credentials to access the Twitter API are generated in the form of API ACCESS_TOKEN, ACCESS_SECRET, CONSUMER_KEY, CONSUMER_SECRET and are as follows:

Tokens and Keys Generated:

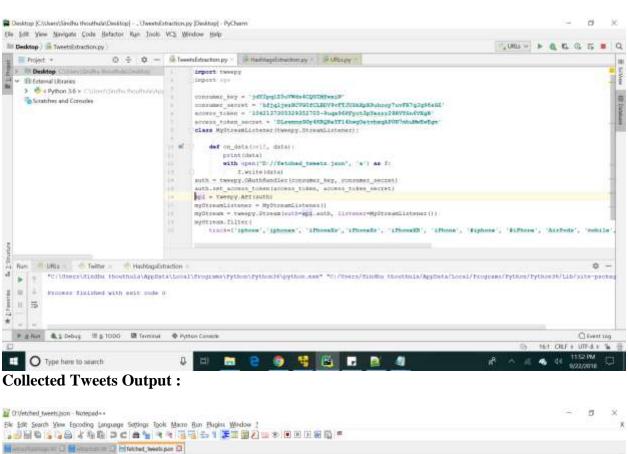
Consumer API keys:-

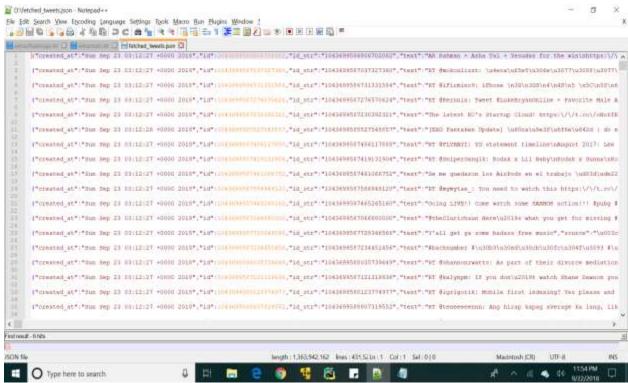
- jdY2pqlZ5uVWds4CQGIMfwxiN (API key)
- 2) hfjqljwzHCVG0fCLBDV9vFTJUSkXpX9uhcoy7uvFR7qJq96zGZ (API secret key)

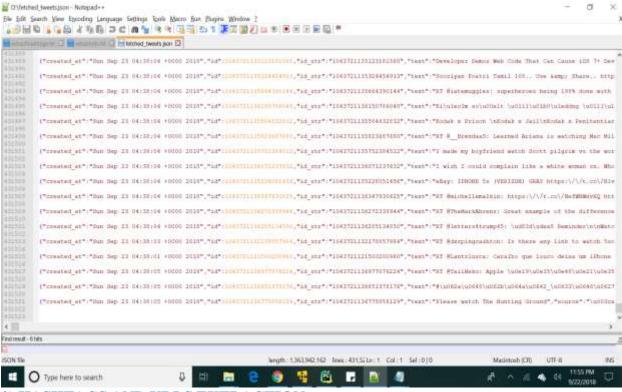
Access token & access token secret:-

- 1) 1042137305329352705-9uqx96PFyct3pTezrr29RVTSn6VXgB (Access token)
- 2) DLswmmzGGy4KRQReYF14hwgOetvbxqAP0N7mhuMwEwEgm (Access token secret) Read and write (Access level)

Python Code for Tweets Collection:





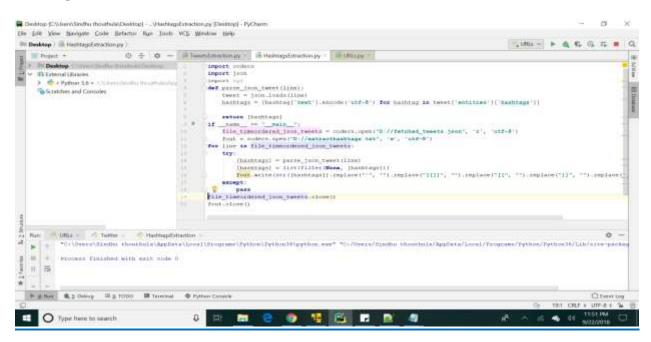


2) HASHTAGS AND URLS EXTRACTION:

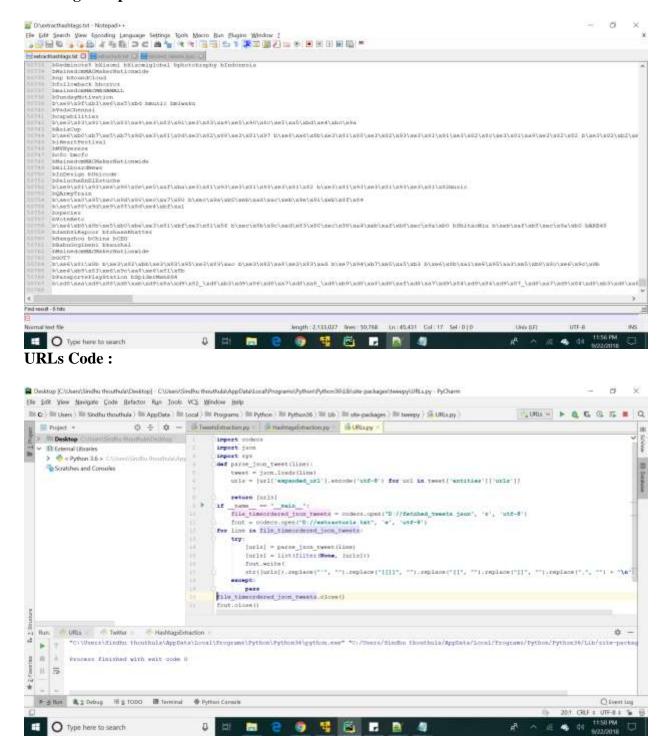
To extract the hashtags and URLs from the collected Tweets, we have again run two Python programs through which we generated the files containing the hashtags and URls alone.

RELATED SCREENSHOTS:

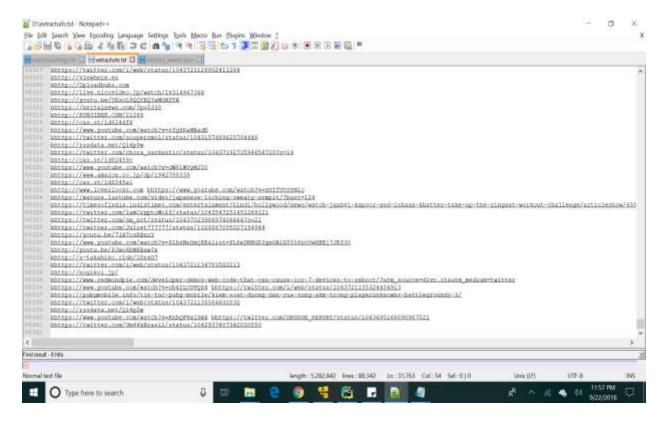
Hashtags Code:



Hashtags Output:

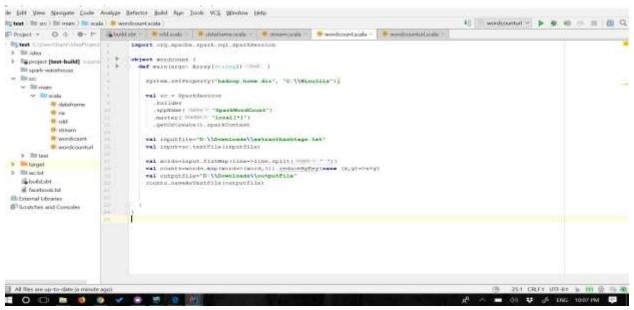


URLs Output:

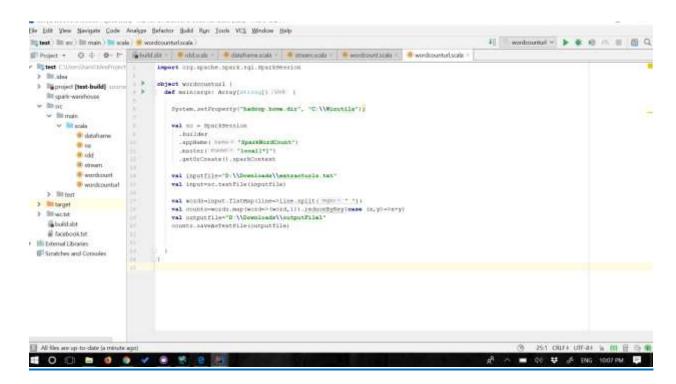


3) RUNNING THE WORDCOUNT IN APACHE HADOOP AND APACHE SPARK:

Hashtags Extraction Code – Spark:



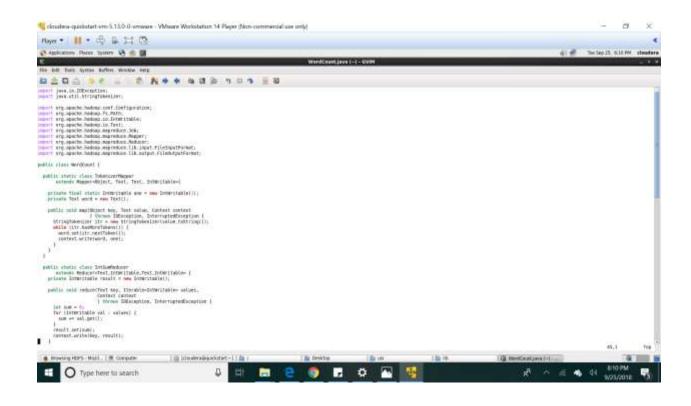
URLs Extraction Code – Spark:

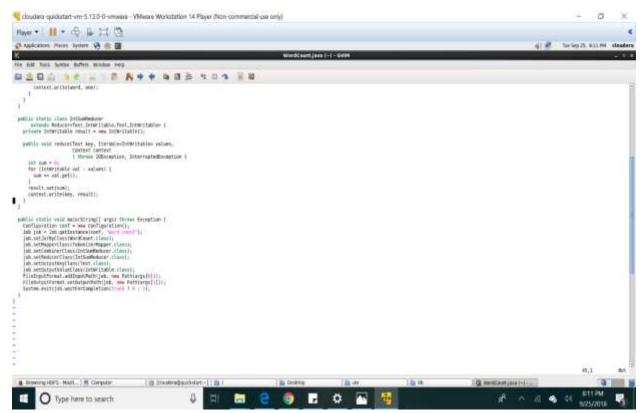


WordCount in Hadoop:

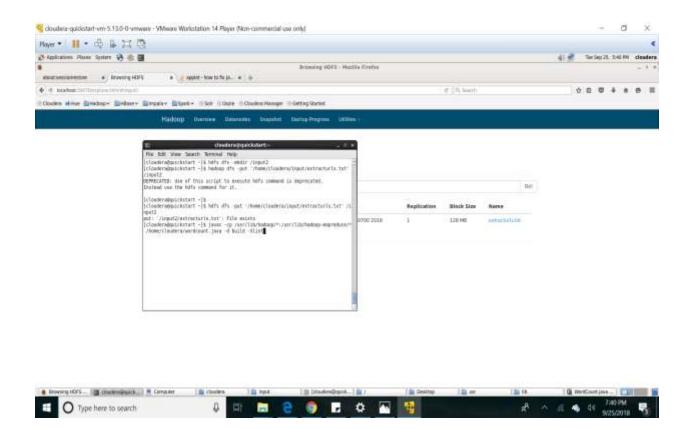
- \$ cat > /home/cloudera/extracturls.txt
- \$ hdfs dfs -mkdir /input2
- \$ hdfs dfs -put '/home/cloudera/input/extracturls.txt' /input2
- \$ hdfs dfs -cat /input2/extracturls.txt
- \$ hadoop jar wordcount.jar WordCount /input2 /wordcountoutput2
- \$ hdfs dfs -get /wordcountoutput2 /home/cloudera/output2
- \$ hdfs dfs -cat/output2/part-r-00000

WordCount Java Program - Hadoop:

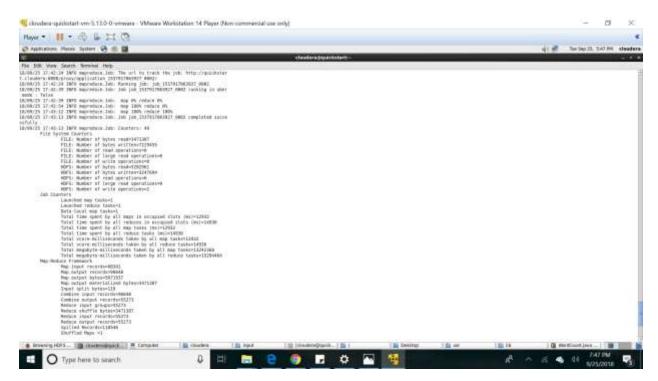




HDFS Commands to run the WordCount in Hadoop:



MapReduce Successful Output: map 100% reduce 100%

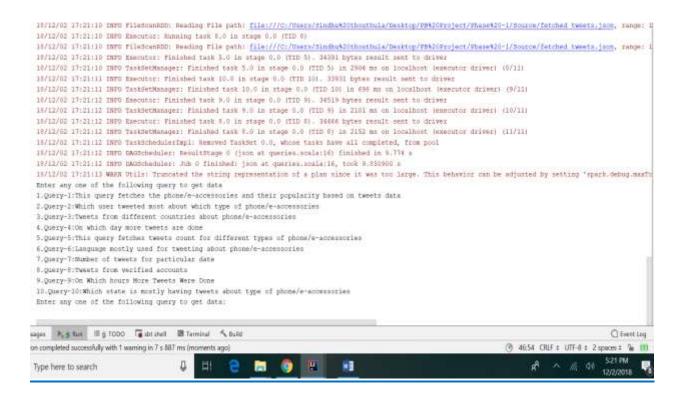


TWITTER ANALYSIS & VISUALIZATION OF PHONES/E-ACCESSORIES

ANALYTICAL QUERIES:

The following are the 10 queries on which we performed the visualizations.

```
"WHEN text like 'stechnologys' THOS 'TECHNOLOGY'"
                         "WHEN text like "WADDERFORMER" THEN "ADDERSORMES" +
                          "EMD AS phoneType from tweets where text is not null")
                      disCat.createOrReplaceTempViev( immNinne = "disCat2")
                     wal disCat] = sqlContext.sql( willest's "SELECT user name as UserName, user location as loc, text, created_at," *
                          "CASE WHEN text like 'alphonex' OR text like 'siphonex' OR text like 'alphonex' OR text like 'alphonex' OR text like 'alphonex' OR text like 'alphonex'."
                         "NHEE text like 'tiphone7' CE text like 'tiphone7plush' CE text like 'tiPECHE7' CE text like 'tiPECHE7' CF text like 'tiphone7' CE text like 'tiPECHE7
                        "MHEN text like "tiphone" OR text like "tiPHONE 8" OR text like "tiphone 8" ON text like "tiphone 9 lush" OR text like "tipHONE 9" OR text like "t
                        "WHEN text like 'shirFods' OR text like 'saixpods' THEN 'AirPods'" +
                         "WHEN text like 'smatcht' OR text like 'Watcht' OR text like 'stechnologys' OR text like 'sTechnologys' THEM 'TECHNOLOGY' +
                         "WHEN text like 'Rips' OR text like 'RIOS' OR text like 'RIOSS' THEN 'LOG'" #
                         "WHEN text like 'saccessories' OR text like 'saccessories' THEN 'Accessories' +
42
                         "WHEN text like 'WMack' OR text like 'Wmack' OR text like 'WMACk' THEN 'MAC'" +
                         "WHEN text like '%mobile' OR text like '%MOBILE' THEN 'Mobile' +
                        "END AS phoneType from tweets where text is not null")
40
                     discati.createbr@eplaceTemgView( minName = "disCat4")
                     println("Enter any one of the following query to get data")
                      printin("1.Query-1:This query fetches the phone/e-accessories and their popularity based on tweets data")
41
                     println("2.Query-2:Which user tweeted most about which type of phone/e-accessories")
                      printin("3.Quary-3.Tweets from different countries about phone/s-accessories")
                     printin("4.Query-4:On which day more tweets are done")
                      printin("5.Quary-5:This query fetches tweets count for different types of phone/e-accessories")
                      printin("E.Query-6:Language mostly used for tweeting about phone/e-accessories")
                      printing"7.Quary-7:Sumber of tweets for particular date ")
                      println("8.Query-8:Tweets from verified accounts")
                      println("3.Query-9:On Which hours More Tweets Were Done")
                      printle("10 Query=10:Which state is mostly having tweets about type of phone/e-accessories")
                     printlo("Enter any one of the following query to get data:")
                     wal count = scale, io, StdIn, readLine ii
                      count match 4
```



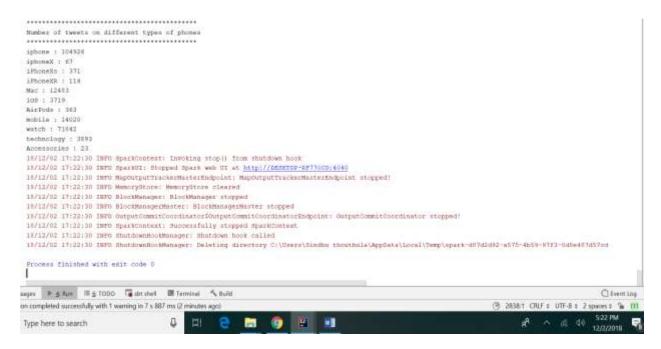
1.Query to fetch the tweets of phones/e-accessories based on the popularity.

This query is written to analyze the tweets that are made by the users on the particular key-words which would reflect the popularity of the phones/e-accessories. It would result the count i.e., how many times the phone/e-accessories would appear in the tweets made.

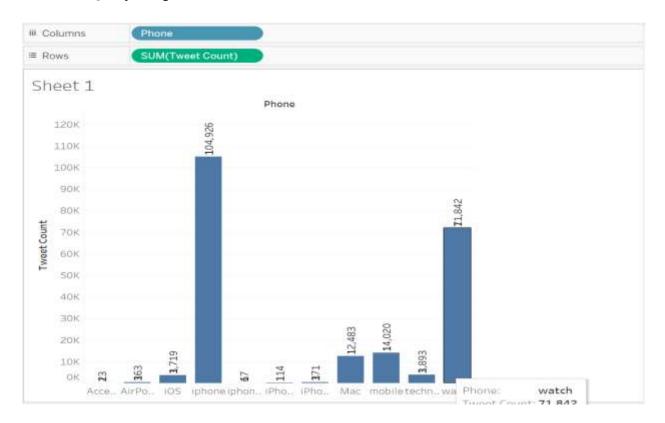
Query-Code:

```
-Cuery I: This query fetches the phones and its popularity based on tweets data-
val textFile = sc.textFile | puth = "C:\\Users\\Sindhu thouthula\\Desktop\\PB Project\\Phase -1\\Source\\fetched_tweets.json")
val iphone = (textFile.filter(line => line.contains("iphone")).count())
val iphoneX = (textFile.filter(line => line.contains("iphoneX")).count())
val iPhoneXs = (textFile.filter(line => line.contains("iPhoneXs")).count())
wal iPhoneXR = (textFile.filter(line => line.contains("iPhoneXR")).count())
val Mec = (textFile.filter(line => line.contains("Mac")).count())
val iOS = (textFile.filter(line ⇒ line.contains("iOS")).count())
val AirPods = (textFile.filter(line => line.contains("AirPode")).count())
val mobile = (textFile.filter(line <> line.contains("mobile")).count())
val watch = (textFile.filter(line => line.contains("watch")).count())
val technology = (textFile.filter(line => line.contains("technology")).count())
val Accessories - (textFile.filter(line -> line.contains("Accessories")).count())
println("Number of tweets on different types of phones")
printin("iphone : %s".format(iphone))
println("iphoneX : %s".format(iphoneX))
printin("iPhoneXs : %s".format(iPhoneXs))
println("iPhoneXR : %s".formst(iPhoneXR))
printin("Mac : %s".format(Mac))
printin("106 : %a".format(108))
println("AirPods : %s".format(AirPods))
println("mobile : %s".formst(nobile))
println("watch : %s", format (watch))
printin("technology : %s".format(technology))
printin("Accessories : 4s".format(Accessories))
```

Executed Query Output:



Executed Query Output Visualization:



2. Query for finding which user tweeted more about the type of phone/e-accessories.

This query is written to find the user that most tweeted about the phone/e-accessories so that it would result the count of how many times a user tweeted at most for each kind particularly.

Query-Code:

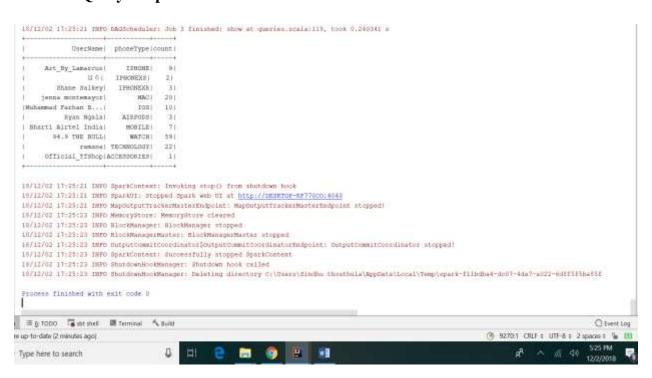
```
val x1 = sqlContext.sql: "Wildt" "SELECT UserName, 'IPHONE' as phoneType, count(*) as count FROM disCat2 WHERE phoneType-'IPHONE' " +
"group by UserHamm order by count deed limit 1")

val r2 = sqlContext.xql| sqlMst = "SELECT UserNamm, 'IPHOMEX' as phoneType, count(*) as count FROM disCat2 WHERE phoneType='IPHOMEX' * +
   group by UserWame order by count desc limit 1 "
val rl = sqlContext.sql; sqles = "SELECT UserName, 'IFROMEES' as phoneType count(*) as count FROM disCat2 WHERE phoneType='IFROMEES' " +
  "group by UserName order by count desc limit ! ")
val x4 = sql:context.sql: milen: "SELECT VoerName, 'IPHCMEXR' as phoneType, count(*) as count FRCM disCat? WHERE phoneType= IPHCMEXR' " +
  "group by UserName order by count desc limit 1 ")
val #5 = sqlCobtext.sql | sqlfesf = "EELECT UserHame, 'MAC' as phoneType.count(") as count fNOM disCat2 WHERE phoneType='MAC' " *
  'group by UserName order by count desc limit 1 ")
val zč = sqldcotext.sql( sqlts) = "SELECT UserName, 'IOS' as phoneType.count(*) as count FROM disCat2 WHERE phoneTypes'IOS' = s
"group by UserName order by count desc limit 1 ")

wal 17 = sqlcontext.sql( sqlint = "SELECT UserName, 'AIRPODS' as phoneType, count(*) as count FROM disCat2 WHERE phoneType='AIRPODS' " +
   group by UserName order by count desc limit 1 ")
wal r6 = sqlContext.sql; seffet = "SELECT UserName, 'MOBILE' as phoneType, count(") as count FROM disCat2 MHERE phoneType='MOBILE' " +
   group by UserWame order by count desc limit I "|
val r9 = sqlContext.sql; sql(s) = "EELECT UserName, 'WATCE' as phoneType, opunt(*) as count FROM disCat2 WHERE phoneType="WATCE" " +
   group by VeerMane order by count desc limit 1"1
val r10 = sqlcontext.sql( sqfrst = "MELECT UserHare, "ECCHOLOGY" as phoneType, dount(*) as dount FROM disCat2 WHERE phoneType="TECHNOLOGY" " +
'group by UsarName order by count dasc limit 1")

val ril = nqlcontext.nql( nqlm) = "RELECT UserName, 'ACCESSORIES' as phoneType.count(") as count FROM disCat? WHERE phoneType='ACCESSORIES' " +
  "group by UserName order by count desc limit 1 "|
val rddl = r1.union(r2).union(r3).union(r4).union(r5).union(r7).union(r7).union(r0).union(r2) union(r10).union(r11)
printin("Which user tweeted more on which type of ph
```

Executed Query Output:



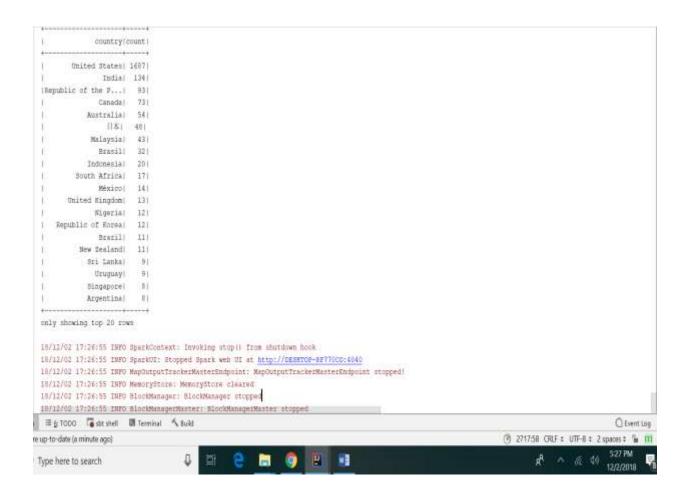


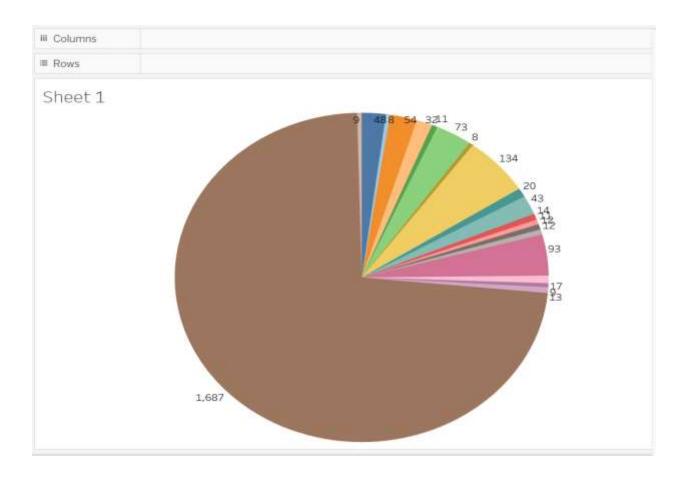
3. Query for fetching tweets from different countries.

This query is written to find the tweets based on the locations such that it would count how many tweets are posted about the phones/e-accessories from different countries.

Query-Code:

Executed Query Output:



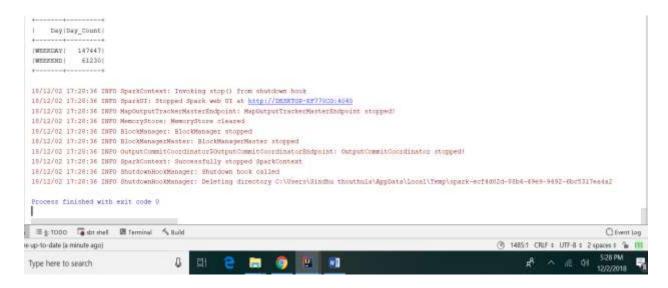


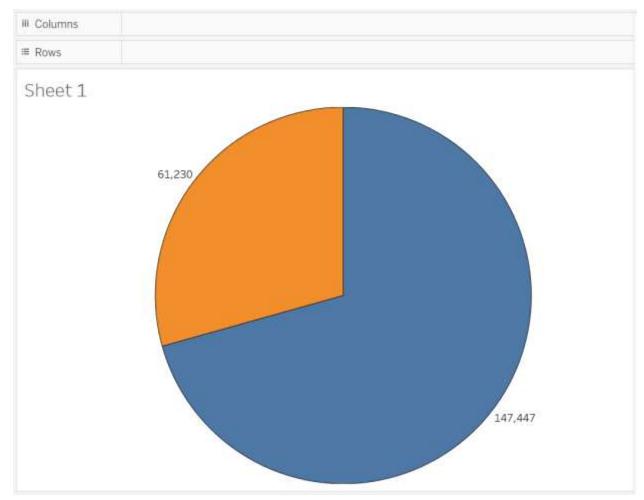
4.Query to fetch tweets to check on which day most of the tweets were made.

This query is written to find out the day on which more tweets were done so that it would count about giving us a figure.

Query-Code:

Executed Query Output:





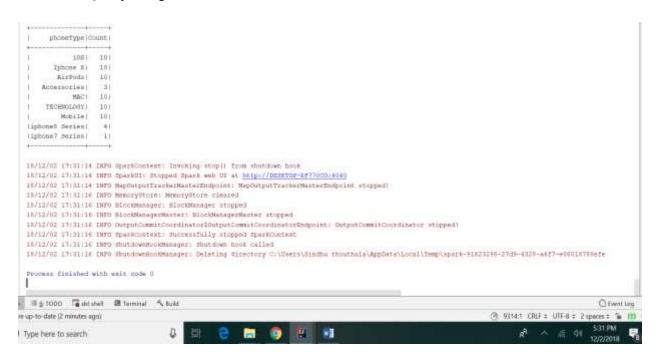
5. Query to fetch the tweets for the various series of the phone/e-accessories.

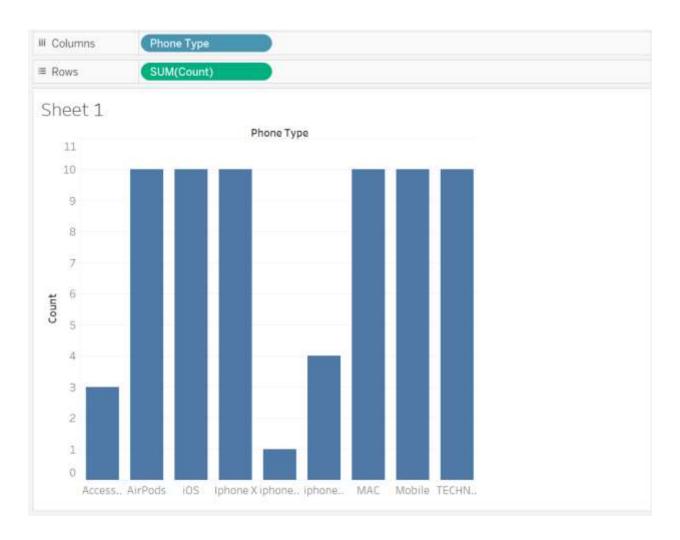
This query is written to extract the tweets that made on the different series of the phone/e-accessories so that it would count for it.

Query-Code:

```
--- Query 5: Tweets count for different types of phase models -----
case "5" ap-
   val r1 = sqlContext.sql( NUTsit = "SELECT log, Iphone X' as phoneType_count(*) as count FROM disCaté WHERE phoneType='Iphone X' " +
      "group by loc order by count desc limit 10")
   val r2 = sqlContext.sql( splint) "SELECT loc, iphone? Series' as phoneType_count(") as count FROM disCat4 WHERE phoneType='iphone? Series' " +
       "group by loc order by count desc limit 10")
   val r3 - sqlContext.sql( MUText = "SELECT loc, iphone" Series" as phoneType, count(*) as count FRCM disCat4 WHERE phoneType='iphoneType='iphoneType='iphoneType='iphoneType='iphoneType='iphoneType='iphoneType='iphoneType='iphoneType='iphoneType='iphoneType='iphoneType='iphoneType='iphoneType='iphoneType='iphoneType='iphoneType='iphoneType='iphoneType='iphoneType='iphoneType='iphoneType='iphoneType='iphoneType='iphoneType='iphoneType='iphoneType='iphoneType='iphoneType='iphoneType='iphoneType='iphoneType='iphoneType='iphoneType='iphoneType='iphoneType='iphoneType='iphoneType='iphoneType='iphoneType='iphoneType='iphoneType='iphoneType='iphoneType='iphoneType='iphoneType='iphoneType='iphoneType='iphoneType='iphoneType='iphoneType='iphoneType='iphoneType='iphoneType='iphoneType='iphoneType='iphoneType='iphoneType='iphoneType='iphoneType='iphoneType='iphoneType='iphoneType='iphoneType='iphoneType='iphoneType='iphoneType='iphoneType='iphoneType='iphoneType='iphoneType='iphoneType='iphoneType='iphoneType='iphoneType='iphoneType='iphoneType='iphoneType='iphoneType='iphoneType='iphoneType='iphoneType='iphoneType='iphoneType='iphoneType='iphoneType='iphoneType='iphoneType='iphoneType='iphoneType='iphoneType='iphoneType='iphoneType='iphoneType='iphoneType='iphoneType='iphoneType='iphoneType='iphoneType='iphoneType='iphoneType='iphoneType='iphoneType='iphoneType='iphoneType='iphoneType='iphoneType='iphoneType='iphoneType='iphoneType='iphoneType='iphoneType='iphoneType='iphoneType='iphoneType='iphoneType='iphoneType='iphoneType='iphoneType='iphoneType='iphoneType='iphoneType='iphoneType='iphoneType='iphoneType='iphoneType='iphoneType='iphoneType='iphoneType='iphoneType='iphoneType='iphoneType='iphoneType='iphoneType='iphoneType='iphoneType='iphoneType='iphoneType='iphoneType='iphoneType='iphoneType='iphoneType='iphoneType='iphoneType='iphoneType='iphoneType='iphoneType='iphoneType='iphoneType='iphoneType='iphoneType='iphoneType='iphoneType='iphoneType='iphoneType='iphoneType='iphoneType='iphoneType='iphoneType='iphoneType='i
       "group by loc order by count desc limit 10")
   val r4 = sqlContext.sql( NNText = "SELECT log, "AirFods" as phoneType ocunt(*) as count FROM disCaté WHERE phoneType="AirFods" " +
       "group by loc order by count desc limit 10")
   val r5 - sqlContext.sql( mffert = "SELECT loc, TECHNOLOGY" as phoneType.count(") as count FROM disCat4 MHERE phoneType= TECHNOLOGY" " *
       "group by loc order by count desc limit 10")
   val r6 = sql(context.sql( implied = "SELECT loc, 108" as phoneType.count(*) as count FROM disCaté WHERE phoneType='108' " +
       'group by loc order by count desc limit 10")
   val r7 = sqlContext.sql( nults) "SELECT loc, 'Accessories' as phoneType, count(*) as count FROM disCat4 WHERE phoneTypes'Accessories' " +
        "group by loc order by count desc limit 10")
    val c8 = sqlContext.sql( miller = "SELECT loc, MAC" as phoneType.count(*) as count FWOM disCat4 WRERE phoneType="MAC" " +
       "group by loc order by count desc limit 10")
   val r9 = sqlContext.sql( HUTBH = "SELECT loc, Mobile" as phoneType.count(*) as count FROM disCaté WHERE phoneType='Mobile' * +
         group by loc order by count desc limit 10")
   val rddl = r1.union(r2).union(r3).union(r4).union(r5).union(r6).union(r7).union(r8).union(r9)
   rddl.createOrReplaceTempView( weeName = "rddl")
   val res = sqlContext.sql( sqUet = "SELECT phoneType, Count(*) as Count from rddl where phoneType is not null group by phoneType";
   println("*********")
   printin("Model Type")
   res.show()
```

Executed Query Output:





6.Query to fetch the languages mostly used for tweeting about the phone/e-accessories.

This query is written to analyze the language mostly used by the users so that it would count how many times the users tweeted about the phone/e-accessories in a particular language.

Query-Code:

```
case "6" =>

val langWestCount = sqlContext.sql{ splon = "SELECT distinct id," +

"CASE when user lang LIKE 'west' then 'English'" +

"when user lang LIKE 'sjak' then 'Japanese'" +

"when user lang LIKE 'seak' then 'Spanish'" +

"when user lang LIKE 'siak' then 'Italian'" +

"when user lang LIKE 'bits' then 'Italian'" +

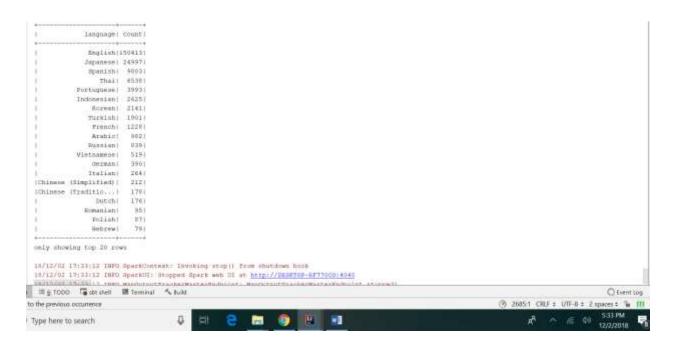
"when user lang LIKE 'srus' then 'Russian'" +

"when user lang LIKE 'srus' then 'Arabid'" +

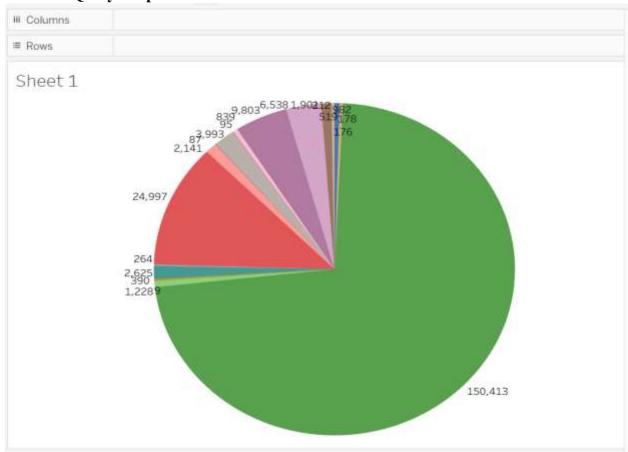
"when user lang LIKE 'sak' then 'Arabid'" +

"when user lang LIKE 'sak' then 'Crech'" +
```

Executed Query Output:



Executed Query Output Visualization:



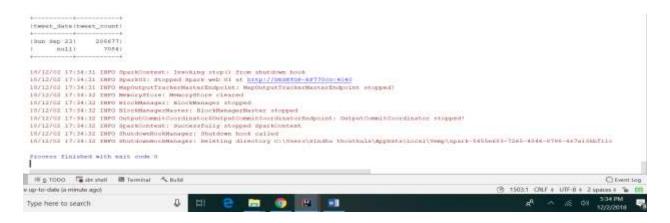
7. Query for fetching the count of the tweets made on a particular day.

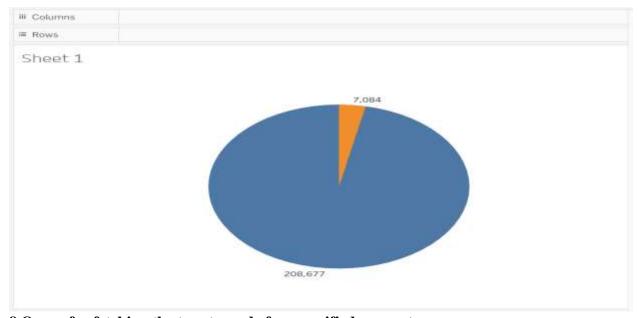
This query is written to analyze, depending upon the collected data for each day how many tweets are made.

Query-Code:



Executed Query Output:





8. Query for fetching the tweets made from verified accounts.

This query is written to make an analysis on the number of verified users. This query counts for the tweets made from the verified accounts only and gives us the value.

Query-Code:

```
val acctVerify = amicontent.oqti = "BELECT distinct id."

val acctVerify = amicontent.oqti = "BELECT distinct id."

"CASE when user verified LINE "strust "THEN VERIFIED ACCOUNT" +

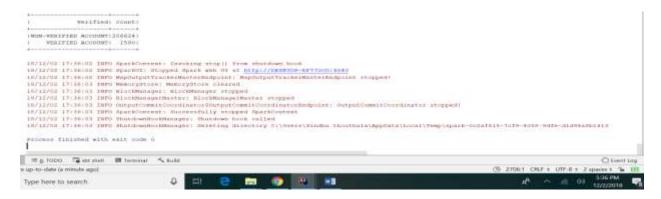
"when user verified LINE "falset "IREN "NON-VERIFIED ACCOUNT" +

"BED AN Verified from twests where test is not null")

acctVerify.crnstocCompylent identices = "sectVerify"
var acctVerifystat = smitontent.upt( select = "sectVerify distinct "sectVerify where id is NOT NVL and Verified is not mill group

printin("Account Verification")
printin("Account Verification")
printin("Account Verification")
acctVerifystat.asbu()
```

Executed Query Output:





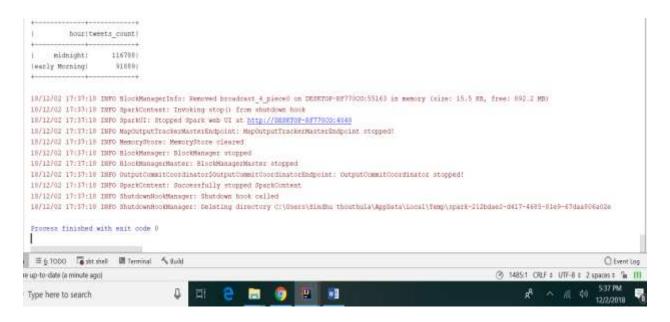
9. Query for fetching the tweets based on the hours on which most of them were made.

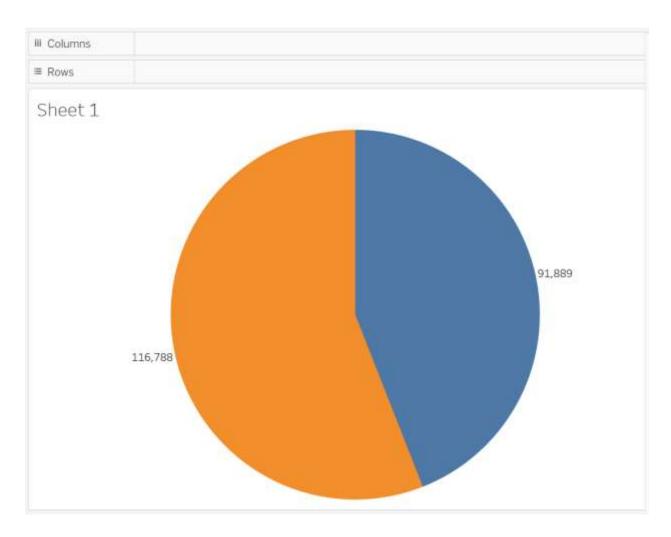
This query is written to analyze on which hours tweets are made like mornings, afternoon, evenings etc.

Query-Code:

```
case "9" =>
 wal timehour - sqlContext.sql(smless "SELECT SUBSTRING(created_at,12,2) as hour from tweets where text is not null")
 timehour.createOrReplaceTempView( erablance "timehour")
 wal timeAnalysis = sqlContext.sql(
  *** SELECT Case
    |when hour>=0 and hour <4 then 'midnight'
    |when hour>=4 and hour <7 then 'early Morning'
    |when hour >= 7 and hour <12 then 'Morning'
    |when hour>=12 and hour <15 then 'afternoon'
    |when hour>=15 and hour <18 then 'evening'
    |when hour>=18 and hour <=23 then 'might'
  end as time from timehour"".stripMargin!
 timeAnalysis.createGrReplaceTempView( viewName = "timeAnalysis")
 wal res = sqlContext.sql( sql(st = "SELECT time as hour,Count(*) as tweets count from timeAnalysis where time is not null group by time order by count(*)
 println["On Which hours More Tweets Were Done"]
```

Executed Query Output:





10.Query for fetching tweets based on which state has more tweets about particular type of phone/e-accessories.

This query is written to check which state users made most number of tweets about a type of phone/e-accessories.

Query-Code:

Executed Query Output:

Executed Query Output Visualization:



CODE TESTING:

We can test the code by opening the Project folder using IntelliJ IDEA and can run the code and see that the queries are being executed, later we can see the visualizations can be opened in Tableau and we can click on each of them to see the visualizations of ten queries.

Individual task: 3 queries each with respective visualization

Collection of data and Word Count (together)

Work to be Completed: Sentiment Analysis.