

BDP Project Proposal

Team:

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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/>