Proposal for Twitter Data Analysis of @CommBank

Objective

The primary objective of this project is to conduct a comprehensive analysis of Twitter data related to @CommBank. By extracting and analyzing this data, InsightSpark aims to gain actionable insights into customer interactions, sentiment, and the overall public perception of the bank.

Data Collection

We will leverage the Twitter API to gather tweets from @CommBank. The dataset will include:

- **Tweet Content:** The text of the tweet.
- **Timestamp:** The date and time the tweet was posted.
- **Engagement Metrics:** Including retweet count and favorite count.
- **Associated Hashtags and Mentions:** To identify any connected entities or trending topics.

This dataset will provide a solid foundation for detailed analysis.

Data Analysis

1. **Sentiment Analysis**

   We will apply sentiment analysis techniques to assess the emotional tone of the tweets. This will allow us to gauge customer reactions to @CommBank's services, announcements, and overall brand image.

2. **Topic Modeling**

   Utilizing topic modeling algorithms, we will identify the key themes and subjects discussed in @CommBank's tweets. This will help us understand the bank's primary areas of focus and how these priorities evolve over time.

3. **Hashtag and Mention Analysis**

   By analyzing hashtags and mentions, we will uncover which topics and entities are frequently associated with @CommBank. This analysis can highlight potential partnerships, concerns, or trending discussions linked to the bank.

<u>Business Applications</u>

1. **Customer Perception**

   Understanding the sentiment and themes of @CommBank's tweets will offer insights into customer perceptions. These insights are valuable for benchmarking against competitors and identifying areas of strength or concern.

2. **Trend Analysis**

   Analyzing the evolution of topics over time will allow us to detect emerging trends or shifts in @CommBank's communication strategy. This information is crucial for strategic planning and anticipating market needs.

3. **Crisis Management**

   Early detection of negative sentiment trends can serve as an early warning system for potential crises. Monitoring these trends allows for timely intervention, helping @CommBank address issues before they escalate.

This analysis will equip InsightSpark with a deeper understanding of @CommBank's online presence, providing actionable insights that can drive informed decision-making and enhance strategic initiatives.