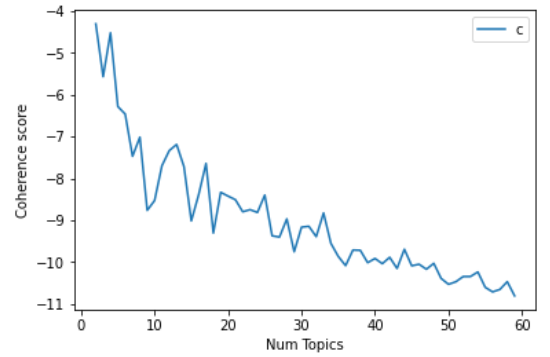
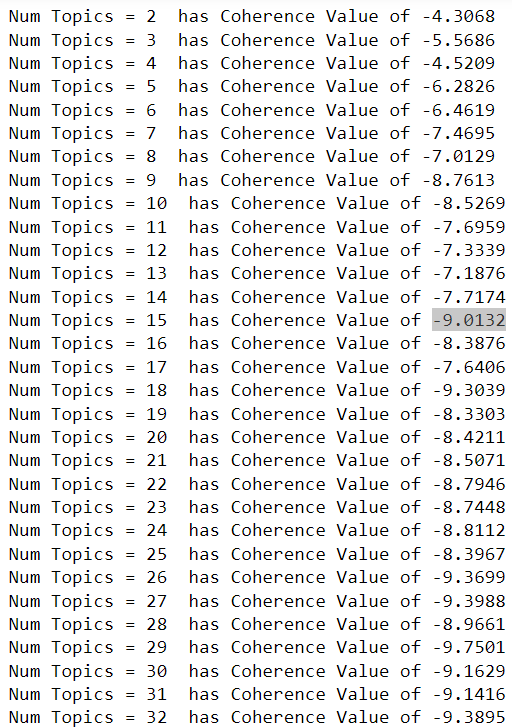
**Topic Modelling- GoDaddy Tweets**

**Based on the Coherence Score vs Number of topics plot, ELBOW point having relatively minimum Coherence Score (Maximum Magnitude) was identified for 15 topics (Coherence score=-9.0132).**

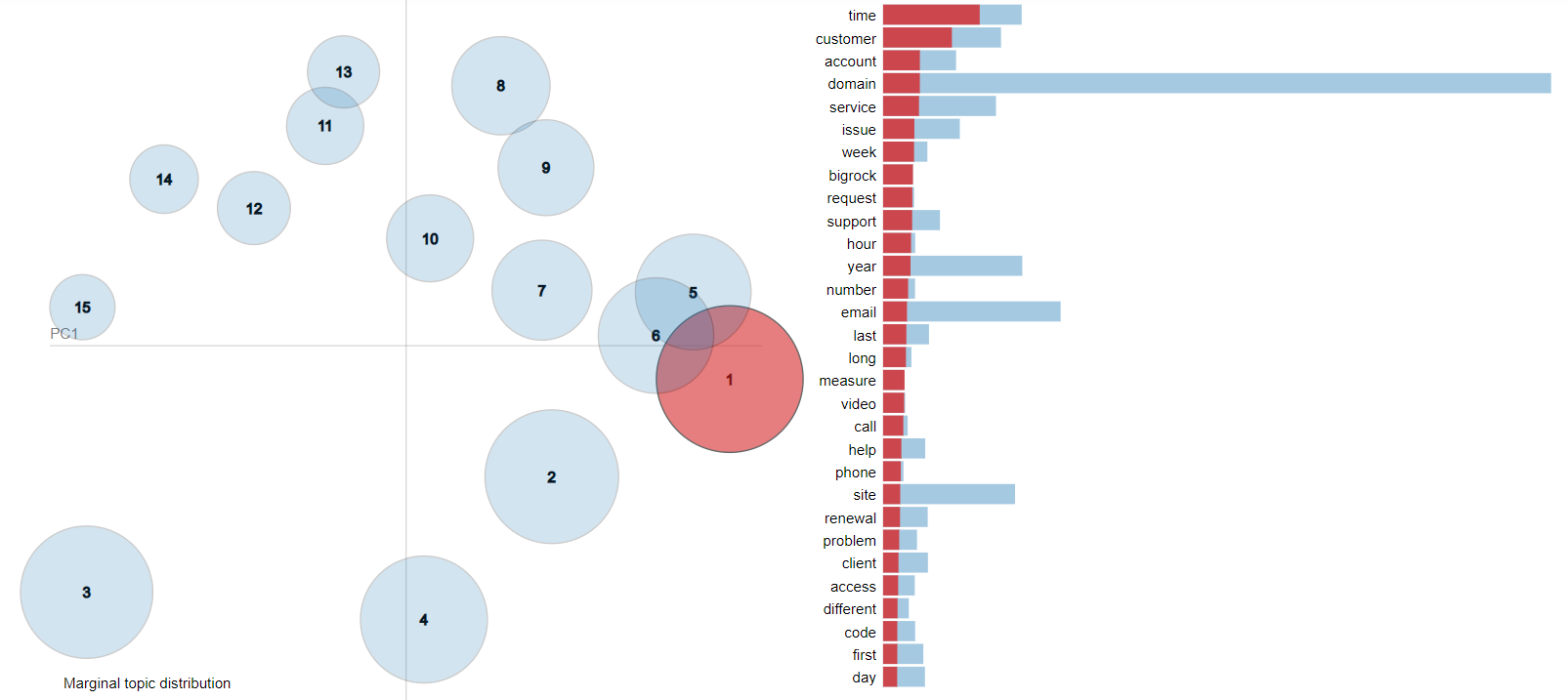
****

LDA plot for 15 topics had minimum overlapping circles!



**15 topics/categories**

**1. First Circle/Topic**



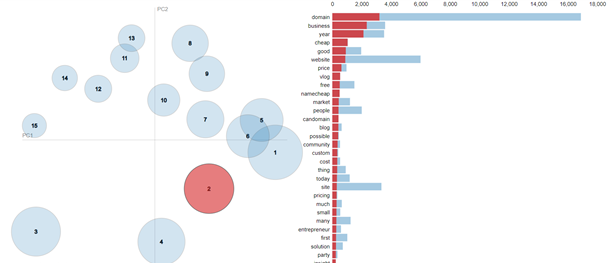
'0.052\*"time" + 0.037\*"customer" + 0.020\*"account" + 0.020\*"domain" + 0.019\*"service" + 0.017\*"issue" + 0.017\*"week" + 0.016\*"bigrock" + 0.016\*"request" + 0.016\*"support"'

**Possible topics for these keywords:**

1. Mention of a GoDaddy competitor 'BigRock' (an Indian web hosting company),

2. customer service/support by video calling/email/phone support

**2. Second Circle/Topic**



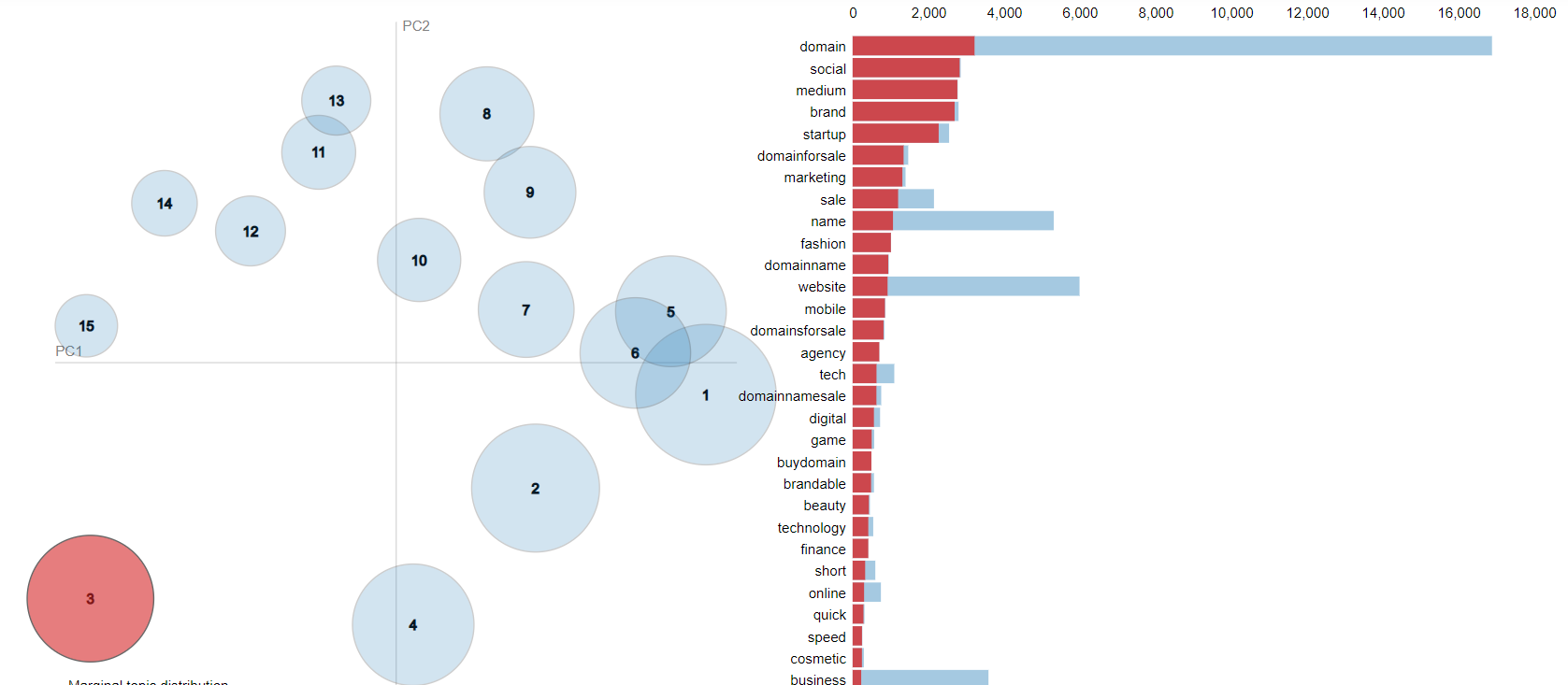
'0.082\*"domain" + 0.060\*"business" + 0.054\*"year" + 0.027\*"cheap" + 0.024\*"good" + 0.023\*"website" + 0.016\*"price" + 0.014\*"vlog" + 0.013\*"free" + 0.013\*"namecheap"')

**Possible topics(s):**

good & cheap/free business domain

Business – Vlogs/blogs etc.

**3. Third Circle/Topic**

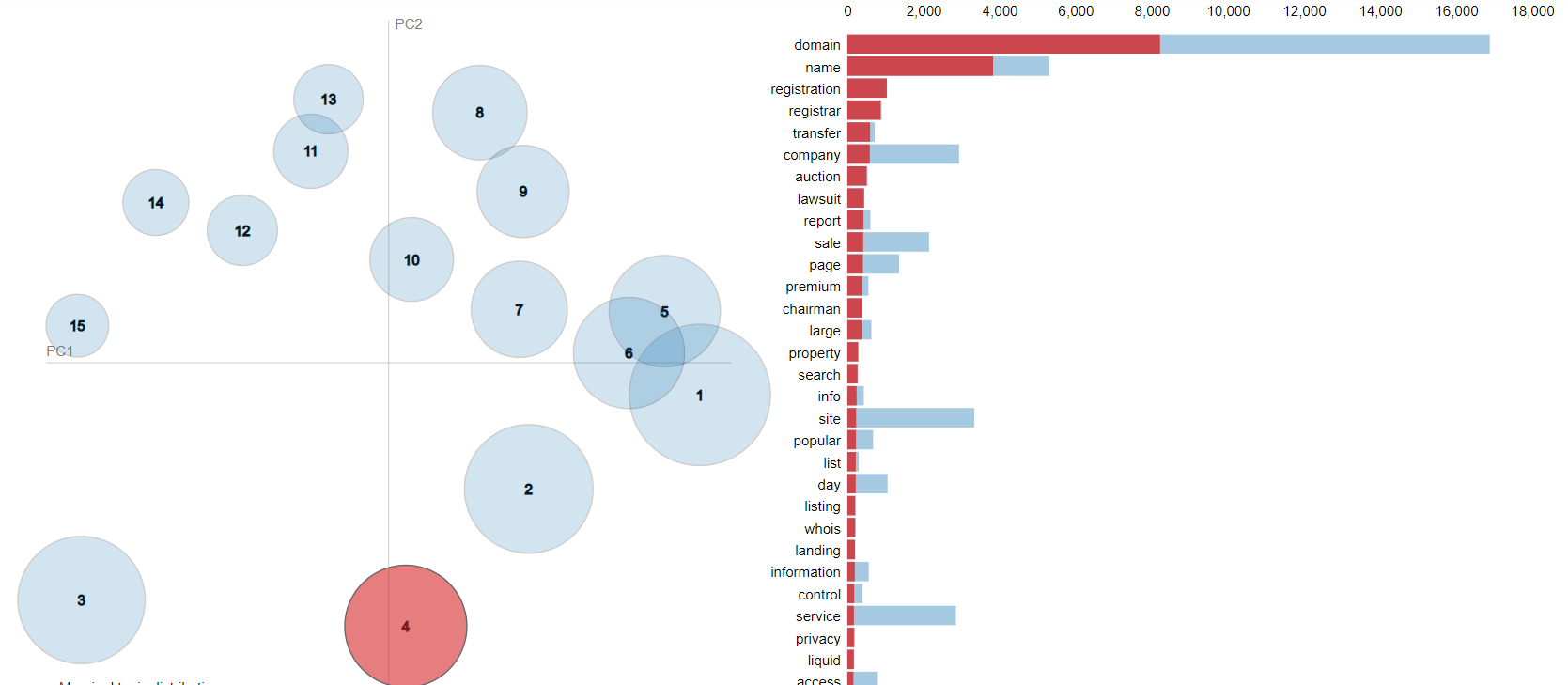


'0.085\*"domain" + 0.074\*"social" + 0.073\*"medium" + 0.071\*"brand" + 0.060\*"startup" + 0.035\*"domainforsale" + 0.035\*"marketing" + 0.032\*"sale" + 0.028\*"name" + 0.027\*"fashion"'

**Possible topics(s):**

domain names for sale… for social startups/brands

**4.**

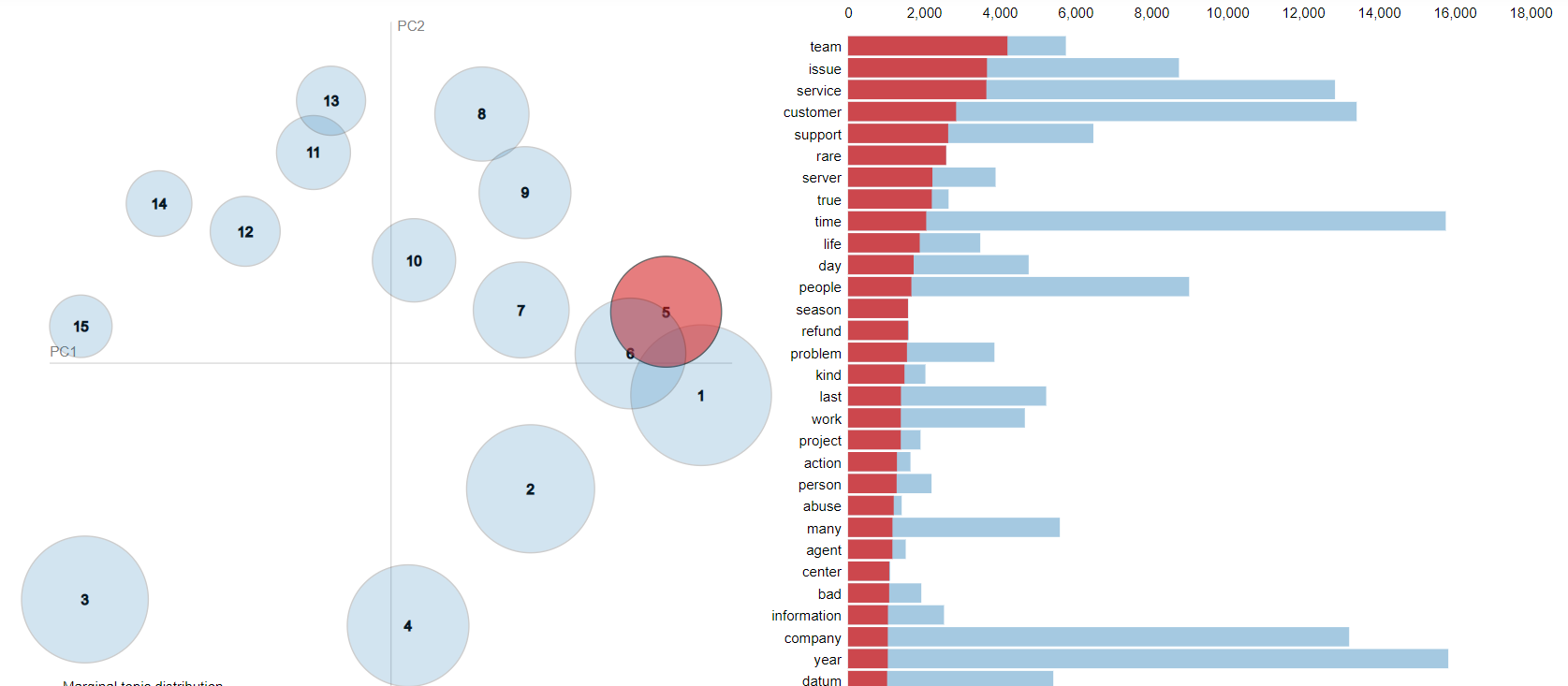


'0.234\*"domain" + 0.109\*"name" + 0.030\*"registration" + 0.025\*"registrar" + 0.017\*"transfer" + 0.017\*"company" + 0.014\*"auction" + 0.013\*"lawsuit" + 0.012\*"report" + 0.012\*"sale"'

**Possible topic(s):** 1.) Domain name Registration at Registrar; 2.) Domain name Auctions

3.) Sale/Transfer of company

**5.**



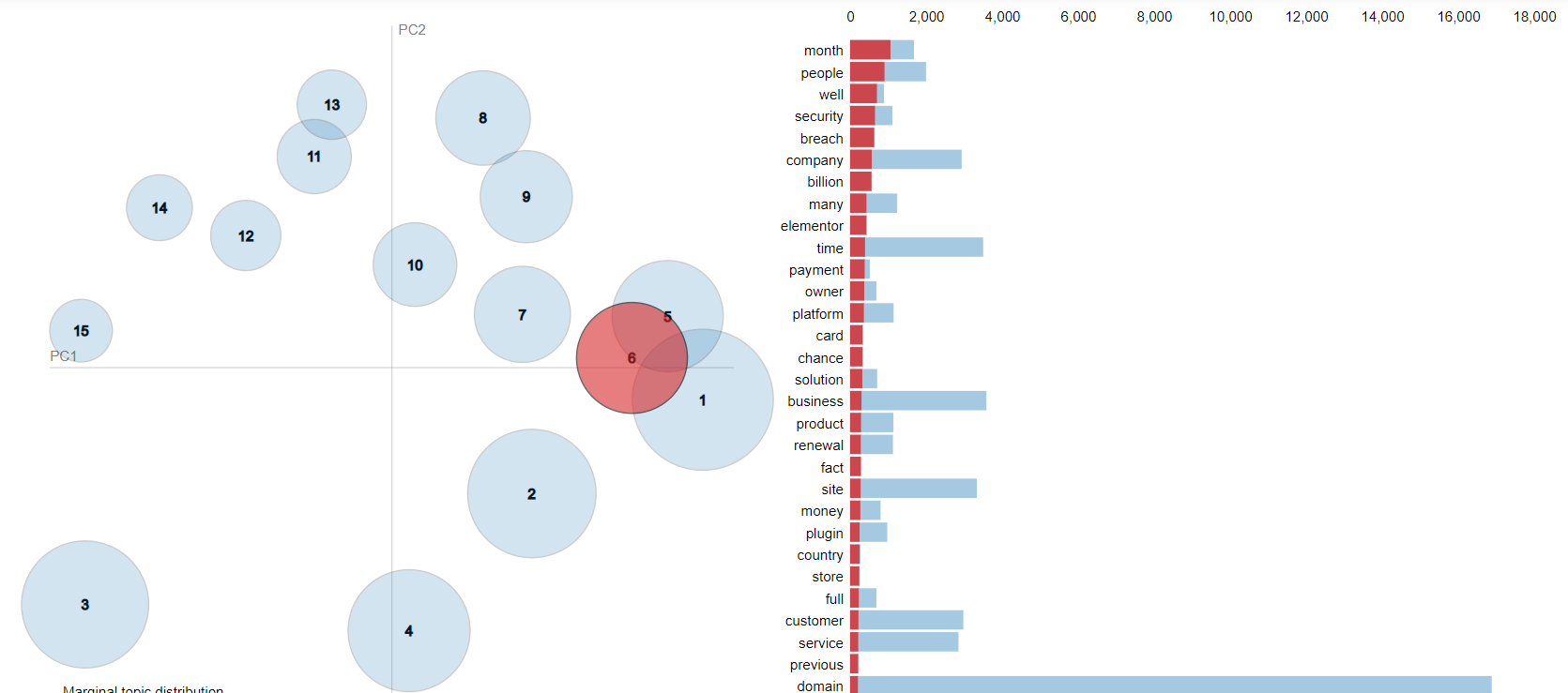
'0.032\*"team" + 0.028\*"issue" + 0.028\*"service" + 0.022\*"customer" + 0.020\*"support" + 0.020\*"rare" + 0.017\*"server" + 0.017\*"true" + 0.016\*"time" + 0.014\*"life"'

**Possible topic(s):**

1. Customer Service Support that caters to prob like refund, issues etc

2. true issues solved by customer service team

**6.**

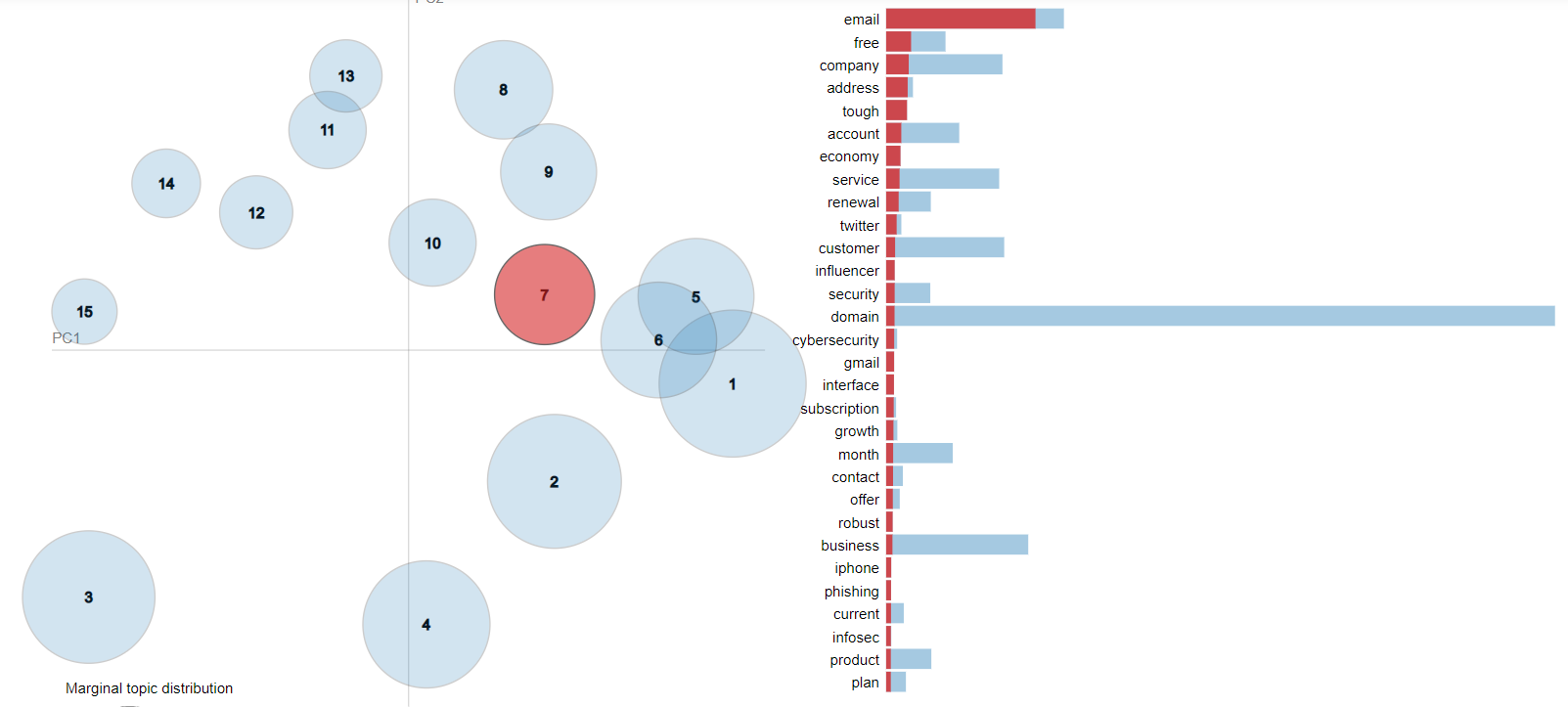


'0.037\*"month" + 0.031\*"people" + 0.024\*"well" + 0.023\*"security" + 0.022\*"breach" + 0.020\*"company" + 0.019\*"billion" + 0.015\*"many" + 0.015\*"elementor" + 0.014\*"time"'

**Possible topic(s):**

1. Security breach

**7.**



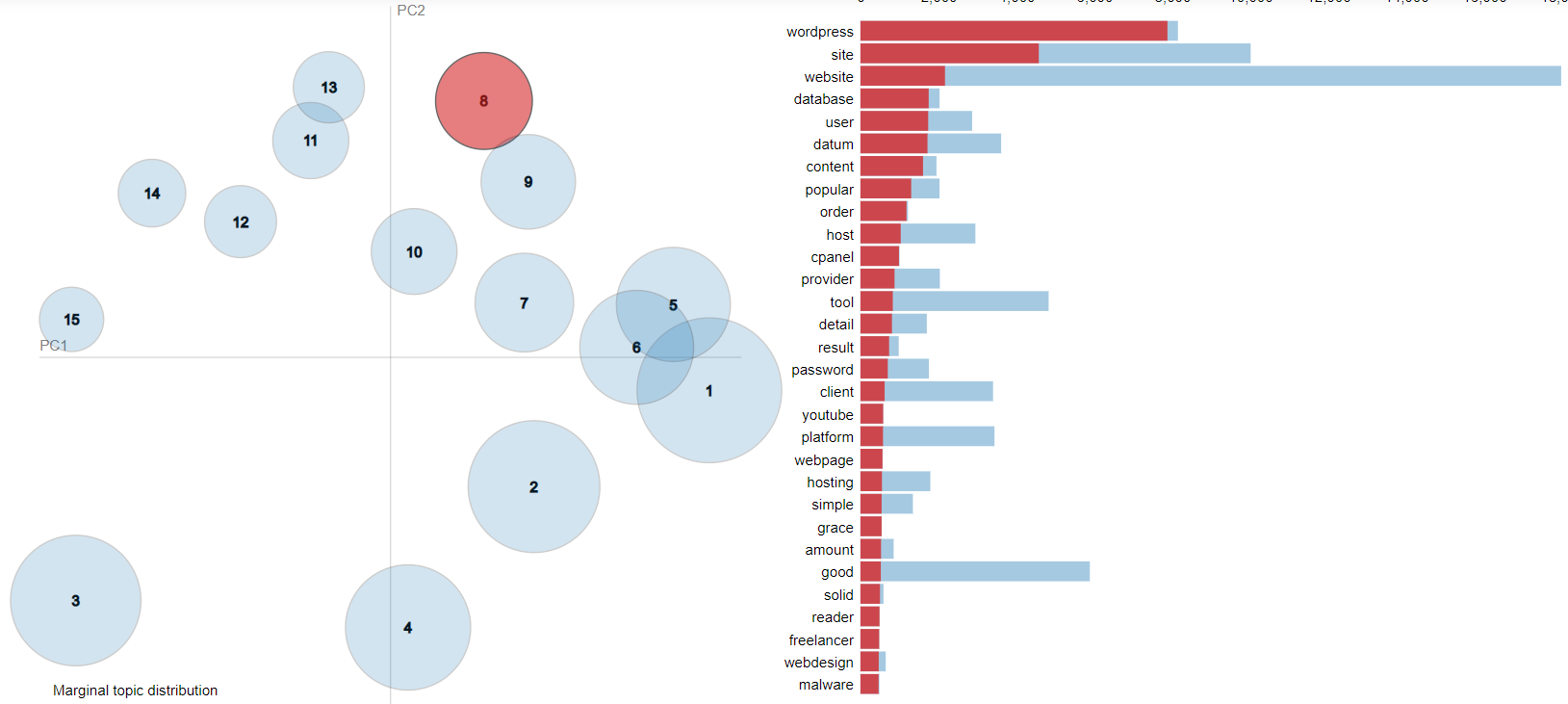
'0.173\*"email" + 0.029\*"free" + 0.026\*"company" + 0.025\*"address" + 0.024\*"tough" + 0.018\*"account" + 0.017\*"economy" + 0.016\*"service" + 0.015\*"renewal" + 0.012\*"twitter"'

**Possible topic(s):**

1.) Free email Service by company

2.) Economy Service renewal

**8.**



'0.125\*"wordpress" + 0.073\*"site" + 0.034\*"website" + 0.028\*"database" + 0.028\*"user" + 0.027\*"datum" + 0.026\*"content" + 0.021\*"popular" + 0.019\*"order" + 0.016\*"host"'

**Possible topic(s):**

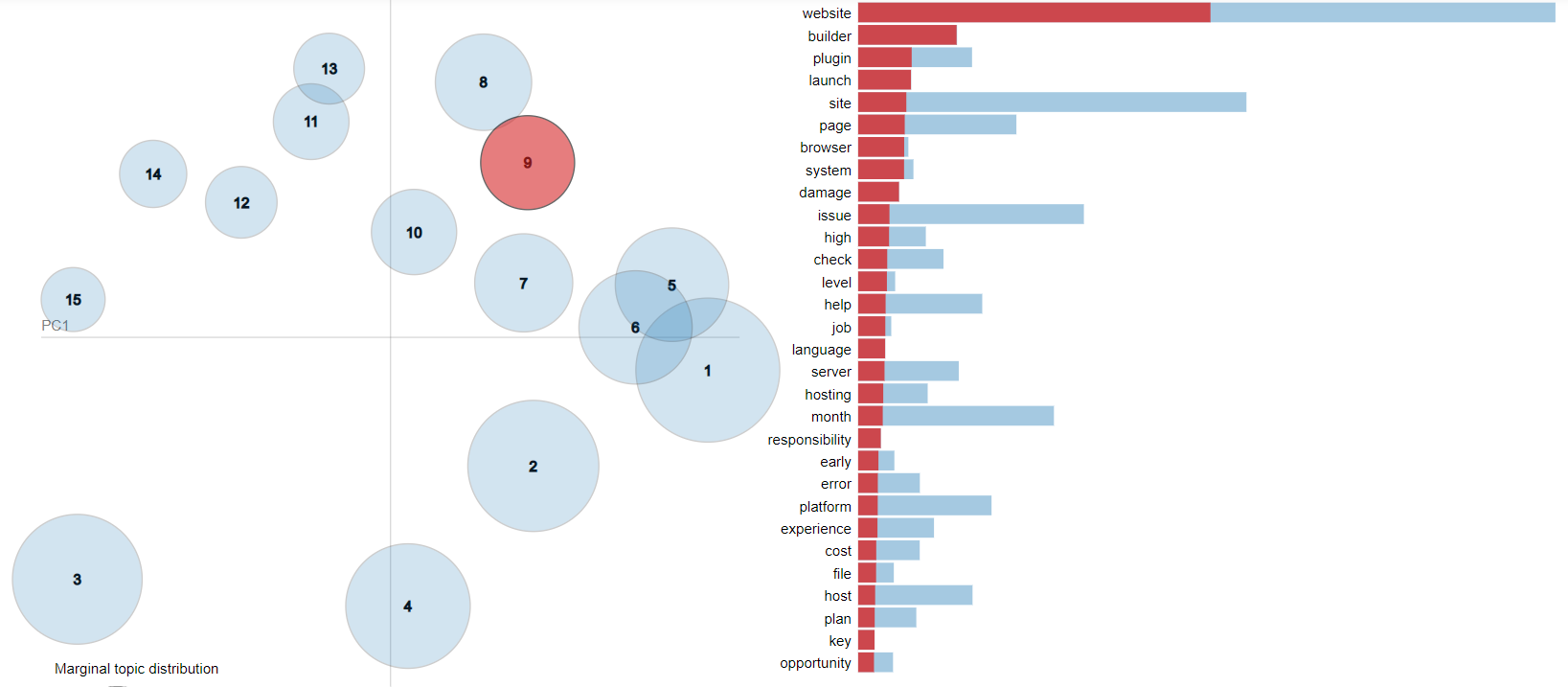
1.) Hosting a website on WordPress

2.) User Database

3.) Talks about cpanel (competitor cPanel is a popular control dashboard that helps you manage your web hosting server using a human-friendly web-based interface.)

cPanel is a web hosting control panel software developed by cPanel, LLC. It provides a graphical interface and automation tools designed to simplify the process of hosting a web site to the website owner or the "end user".

**9.**



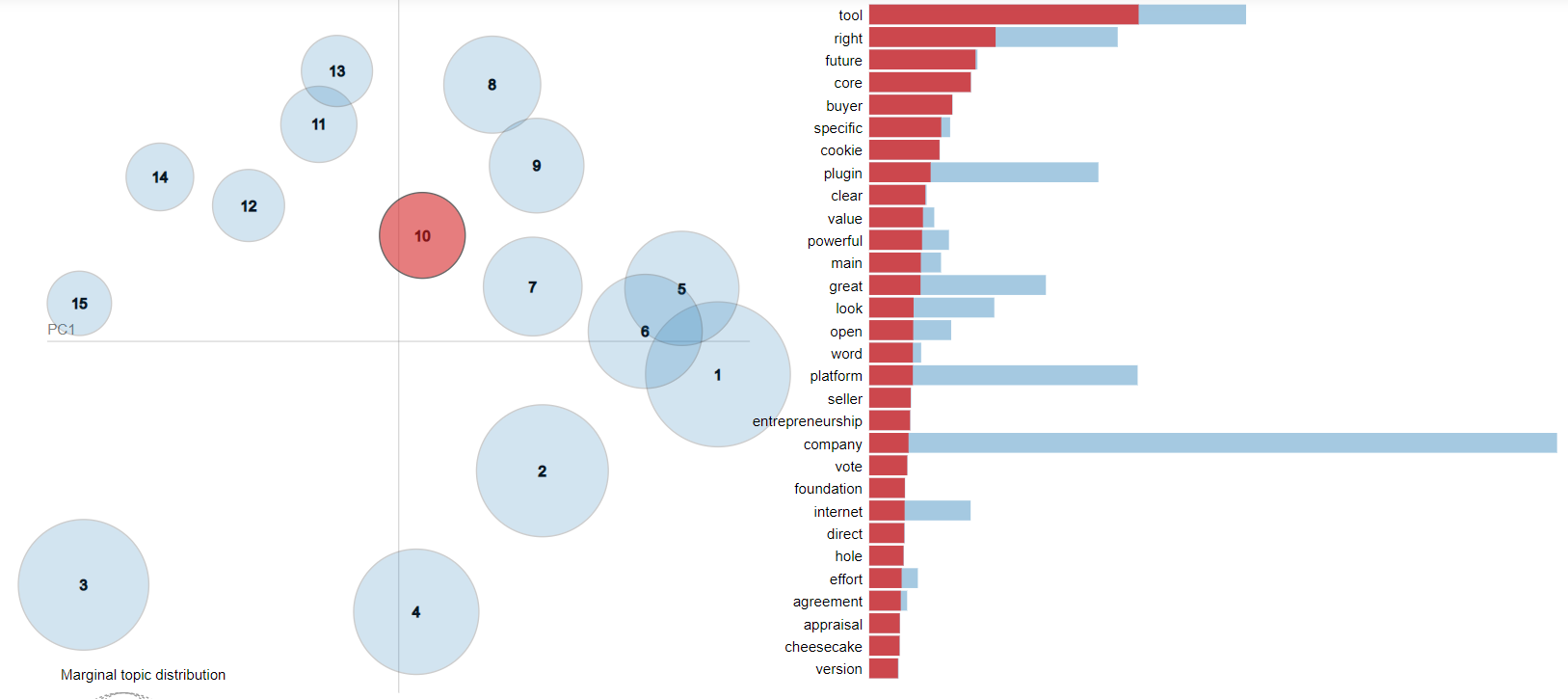
'0.152\*"website" + 0.042\*"builder" + 0.023\*"plugin" + 0.023\*"launch" + 0.021\*"site" + 0.020\*"page" + 0.020\*"browser" + 0.020\*"system" + 0.018\*"damage" + 0.013\*"issue"'

**Possible topic(s):**

1.) Website Builder, Site Launches

2.) Plugins for website building

**10.**



0.070\*"tool" + 0.033\*"right" + 0.028\*"future" + 0.026\*"core" + 0.022\*"buyer" + 0.019\*"specific" + 0.018\*"cookie" + 0.016\*"plugin" + 0.015\*"clear" + 0.014\*"value"'),

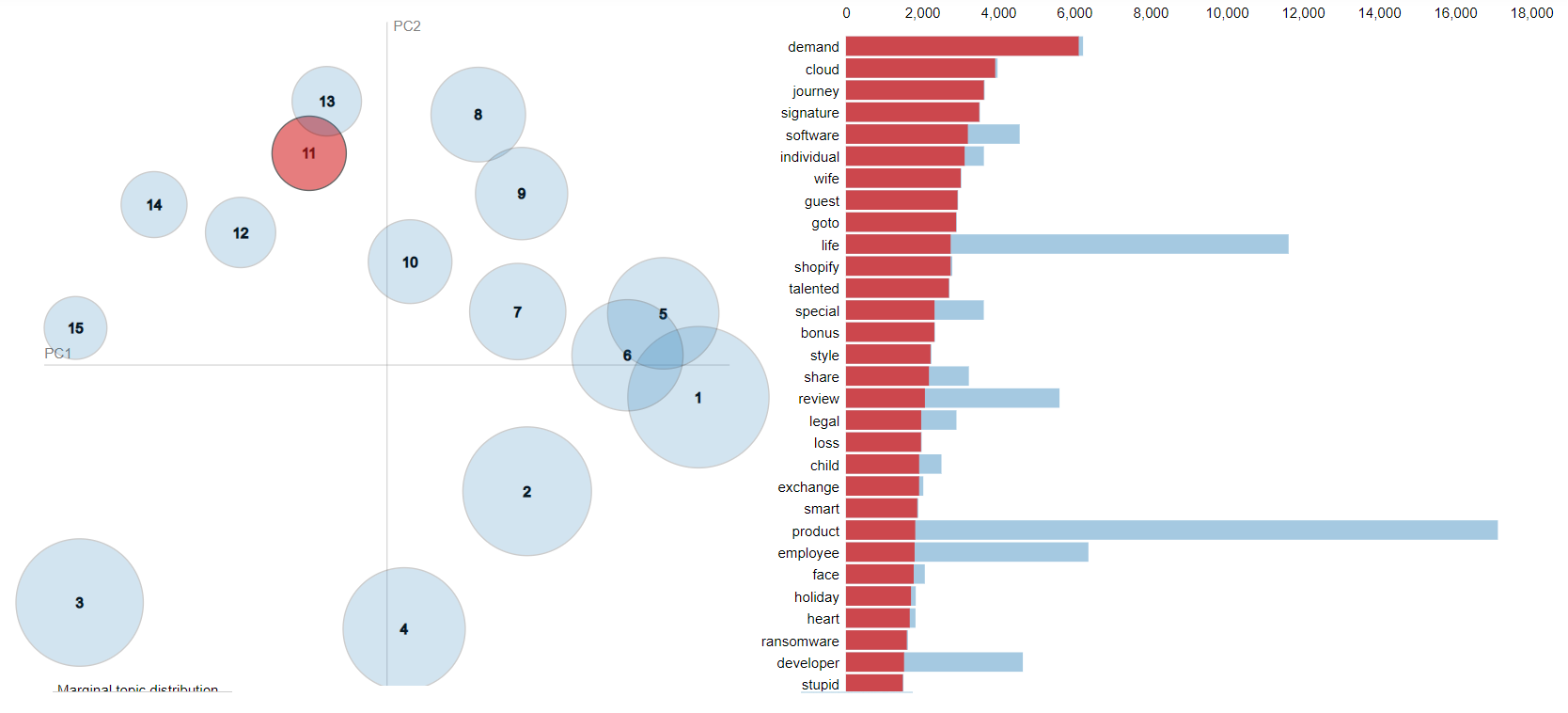
**Possible topic(s):**

1.) Building Right tools for specific Buyers

2.) Clearing Cookies, plugins

3.) Entrepreneurship

**11.**



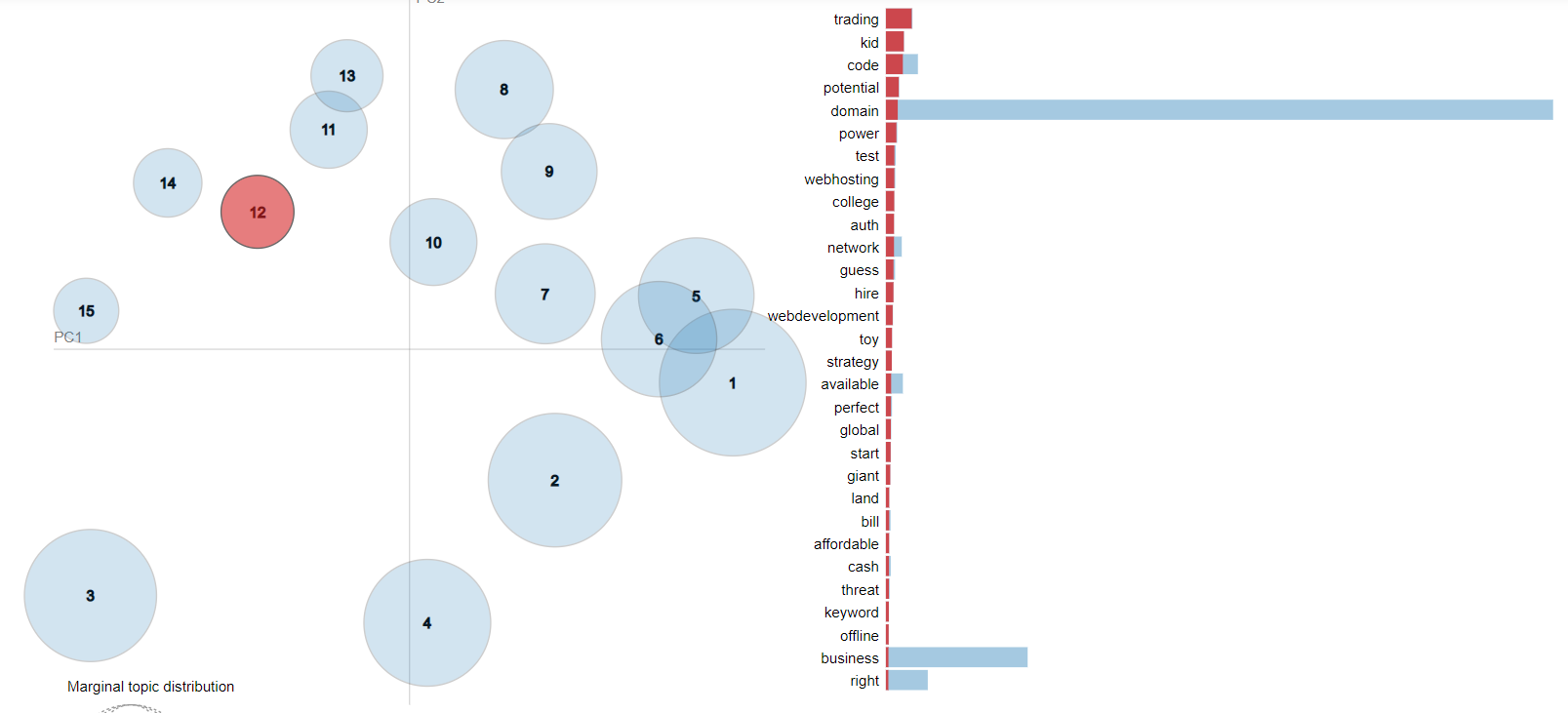
'0.031\*"demand" + 0.020\*"cloud" + 0.019\*"journey" + 0.018\*"signature" + 0.016\*"software" + 0.016\*"individual" + 0.016\*"wife" + 0.015\*"guest" + 0.015\*"goto" + 0.014\*"life"'

**Possible topic(s):**

1.) Demand of cloud, software signatures of individuals

2.) Makes a mention of Company ‘Shopify’ (Best e-commerce platform for online stores

**12.**



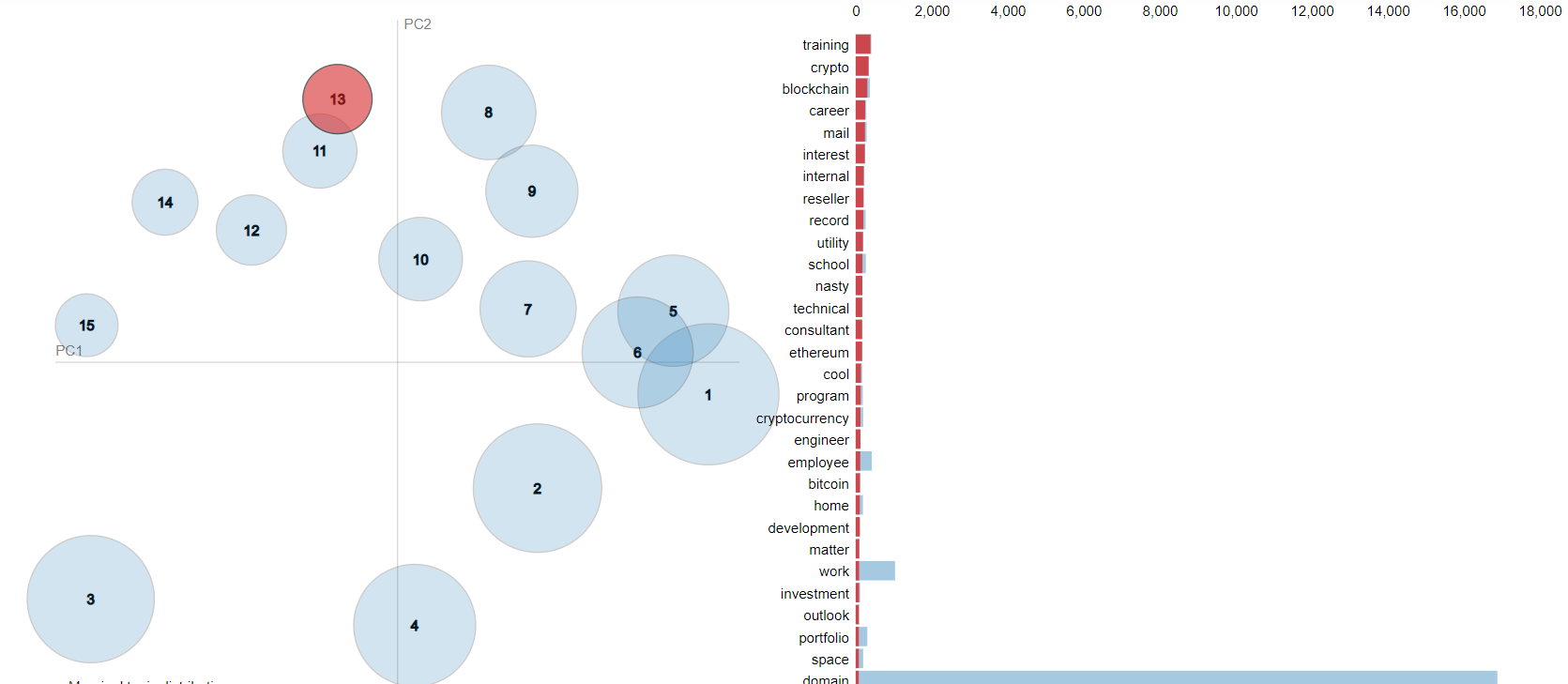
'0.056\*"trading" + 0.039\*"kid" + 0.037\*"code" + 0.028\*"potential" + 0.026\*"domain" + 0.023\*"power" + 0.019\*"test" + 0.019\*"webhosting" + 0.018\*"college" + 0.018\*"auth"'),

**Possible topic(s):**

1.) Potential domains for Trading purposes

2.) Webhosting/Web development

**13.**



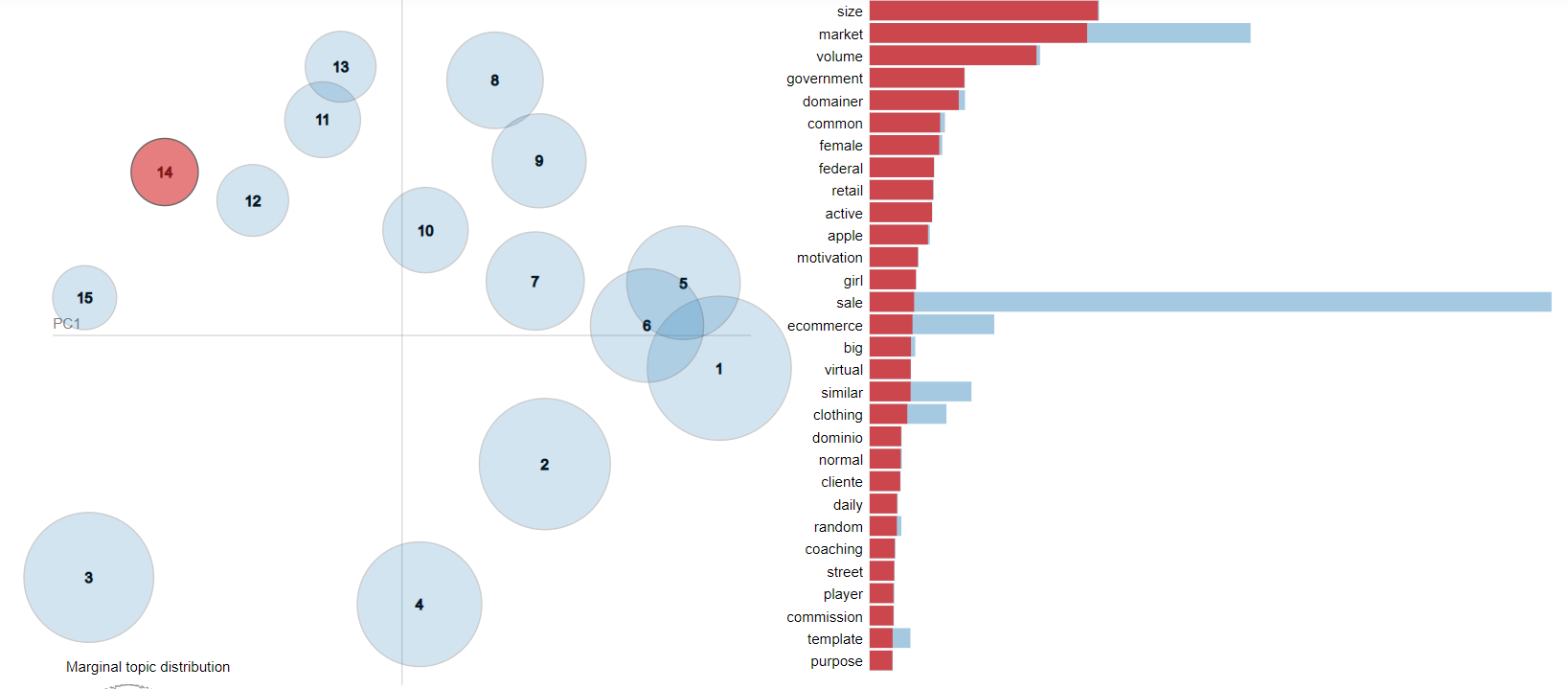
'0.035\*"training" + 0.030\*"crypto" + 0.027\*"blockchain" + 0.022\*"career" + 0.022\*"mail" + 0.021\*"interest" + 0.019\*"internal" + 0.018\*"reseller" + 0.018\*"record" + 0.017\*"utility"'

**Possible topic(s):**

1.) Crypto Currency

2.) Career interest in Blockchain training

**14.**



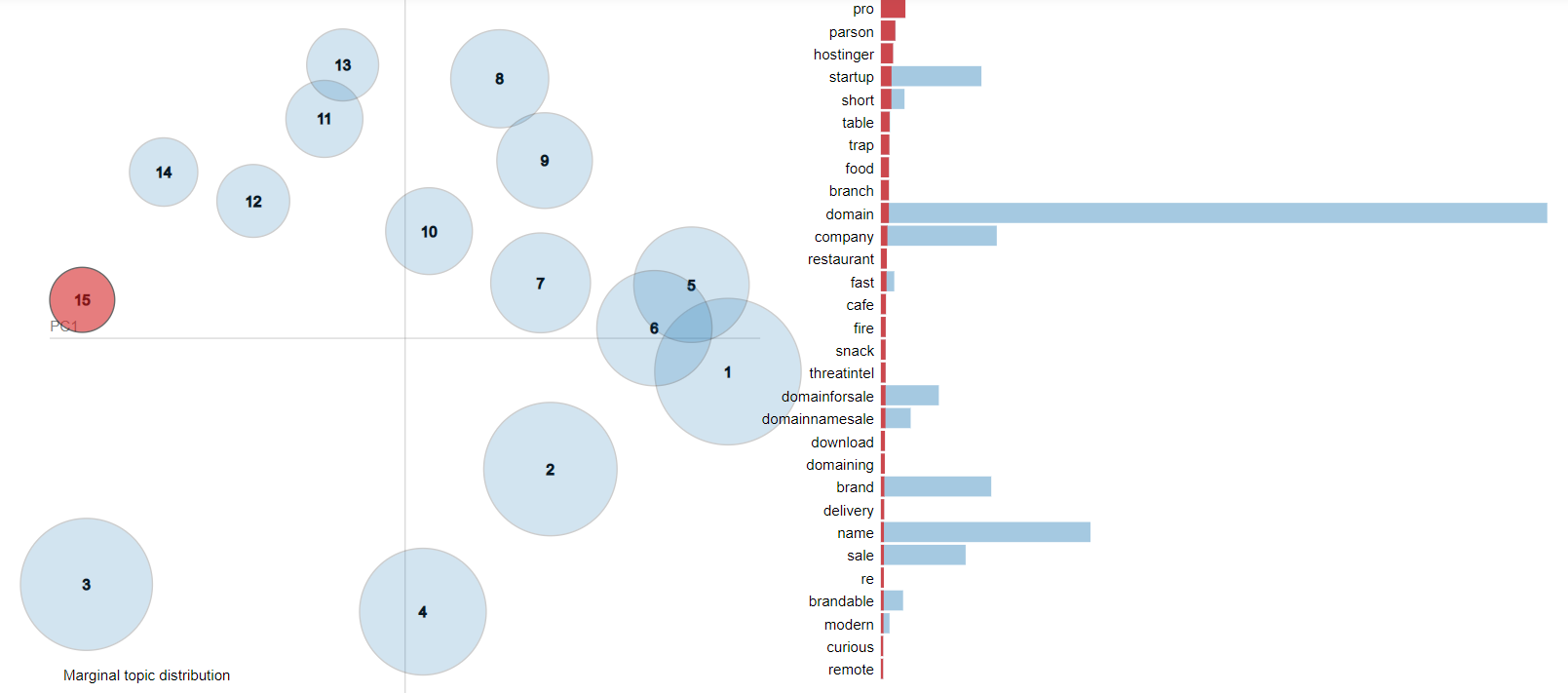
'0.071\*"size" + 0.067\*"market" + 0.052\*"volume" + 0.029\*"government" + 0.028\*"domainer" + 0.022\*"common" + 0.022\*"female" + 0.020\*"federal" + 0.020\*"retail" + 0.019\*"active"'

**Possible topic(s):**

1.) Market size/Volume of retail

2.) Govt/Federal domains

**15.**



'0.067\*"pro" + 0.040\*"parson" + 0.033\*"hostinger" + 0.029\*"startup" + 0.029\*"short" + 0.024\*"table" + 0.023\*"trap" + 0.022\*"food" + 0.022\*"branch" + 0.022\*"domain"'),

**Possible topic(s):**

1.) Mention of competitor Hostinger (Web hosting Company)