

Market Perception Using Real-Time Tweets



Are you someone who wants to...



know how your audience feels about a new product?

guage the opinion of people on a new technology?

make sure you have an effective marketing strategy?

Real-time Perception Analysis is the way to go!

Why use Twitter?



Monitor your Competition



Free Access to Live Data



Gather Public Opinion

How to Decode Perception?



Check what's trending space



Monitor retweets and likes



Sentiment Analysis

Analysis Flow



Get Twitter
Streaming Data



databricks

Load and
Explore Data



Analyzing
Tweets



Data Studio

Visualizing
results

Business Use Case



Banking

Predict churn using customer perception



Healthcare

Identify sectors where the services are bad based on reviews



Stock market

Latest trends can determine if market is bearish or bullish



Retail

Analyze customer reviews
for creating product
placement strategies



Government

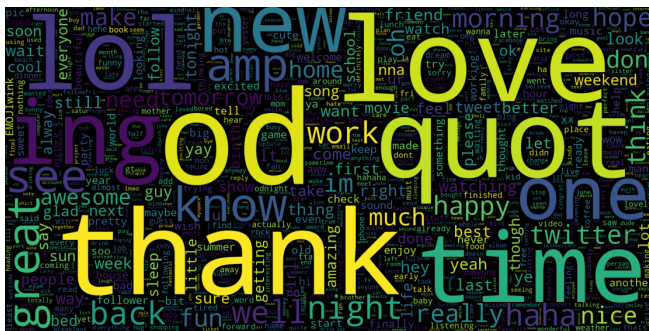
Analyze opinion of people on various government schemes

Decoding Perception



60%

Positive sentiments



Some of the most used words to describe positive sentiment are

Love, Thank, Time, New, Great, Happy

Team 18

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SCAN ME