

Corporate Twitter Profiler

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The idea

- Standing out during interviews
- More impactful than just researching a company's mission statement before an interview
- Great talking point for projects

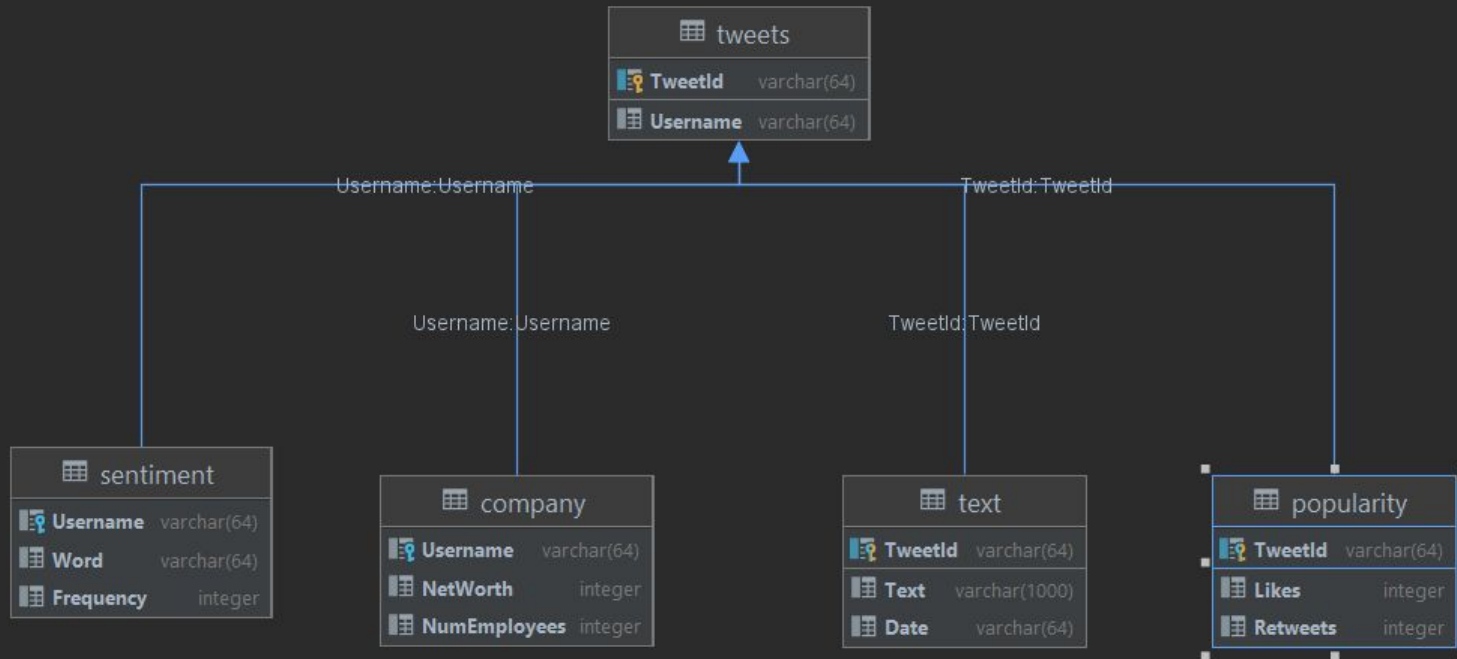


Game plan

- Decided to use Twitter as the social media platform
- Registered for Twitter's developer api
- Using libraries to gather data on each company
- Storing data in data frames then importing into MySQL database
- Running NLP on a certain companies' Tweets to gain a better understanding of their values



Schema Diagram



Brief overview of the functionality

- Gathers tweets of a desired company (this functionality does take a while depending on how many tweets are desired)
- Stores the tweets in the database, being parsed out to the different tables
- NLP is also ran on the contents of the tweet to fill the sentiment table
- Then you are able to perform CRUD calls using the data



DEMO

Conclusion

- Using NLP on tech companies' twitter pages as a major talking point during interviews
- Able to speak about a company, while being able to relate to the overall feel of the company
- Access key issues causing my demo to not be ready

