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**Elon destroying the entire
crypto market with a tweet.**





Cryptocurrency Information

Name	Since	Worst Price	Best Price	Market Cap
Bitcoin	2009	\$0.08	\$64,400	\$707.4b
Ethereum	2015	\$2.77	\$4,644.43	\$294.7b
Binance	2017	\$4.61	\$649.20	\$14.2b
Tether	2014	\$1.00	\$1.00	\$78.2b
Solana	2019	\$0.55	\$258.76	\$29.9b

Introduction

Motivation:



With more cryptocurrencies are invented, crypto has become a new investment trend.



Social platforms are great tools for us to understand crypto fans and investors' thoughts and interests.



What is crypto community talking about? Can we get business trend analysis from tweets?

Objective and goal:



Deeper Understanding of the key topics and interests among crypto community. Provide social media marketing insights for crypto companies.

Does **not** know what
cryptocurrency is

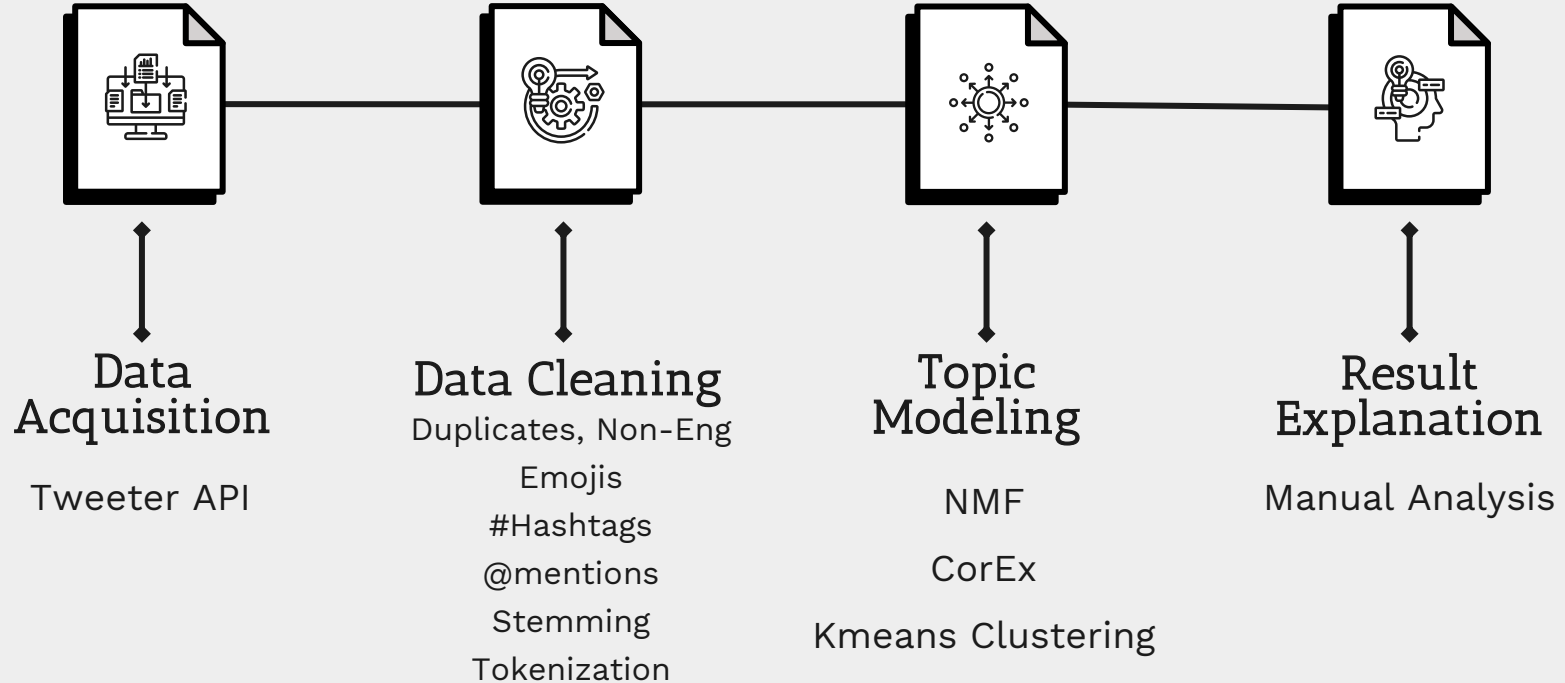
Does know what
cryptocurrency is



Does
not
invest in
crypto

Does
invest in
crypto

Methodology





10,000

Tweets

Keywords: Bitcoin, Ethereum, Binance, Tether, Solana

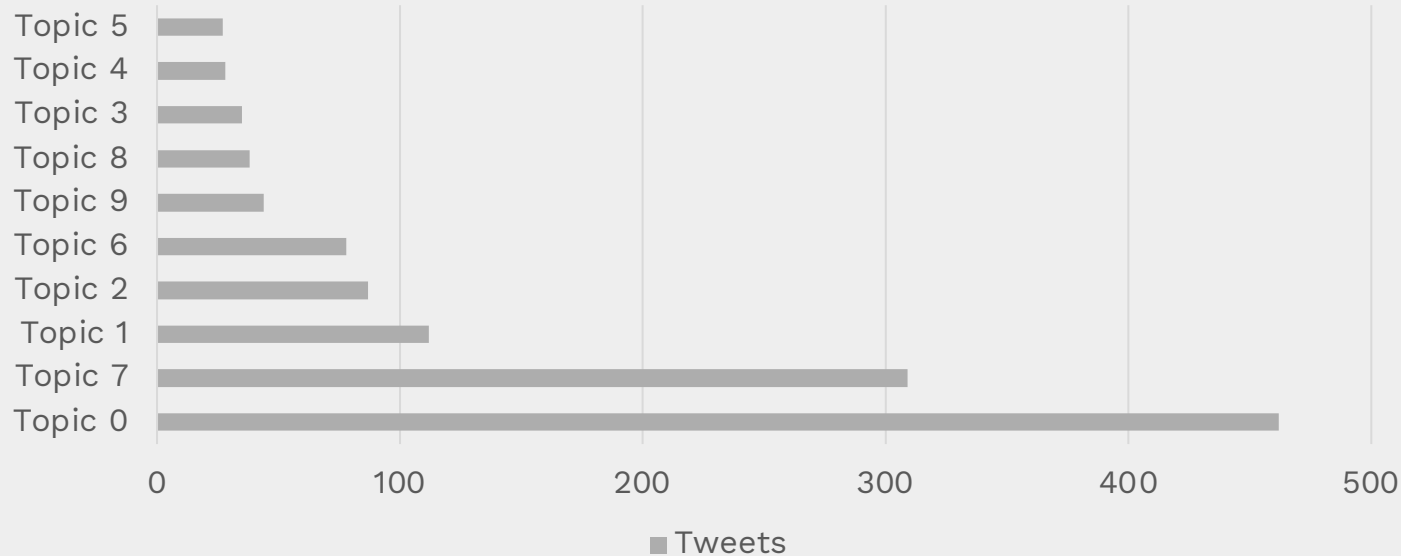
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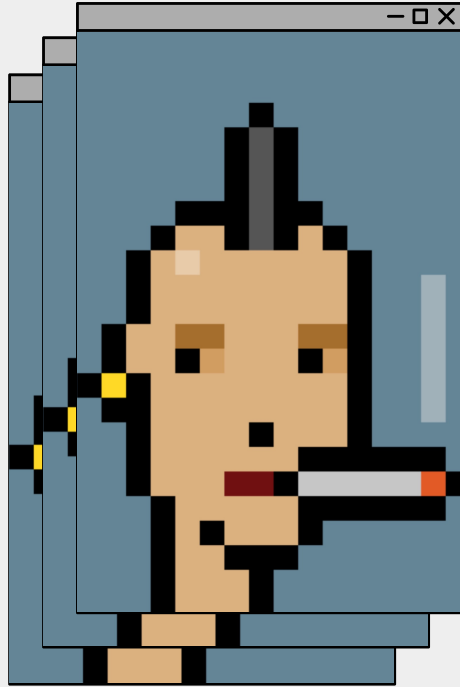
Topics each crypto

Bitcoin

Tweets



Bitcoin Topics Analysis



No.1 Topic

General Fans of Bitcoin

"b'RT @wmiddelkoop: Bitcoin, Gold and Inflation with/mit Willem Middelkoop (English/German) \\n\\nBy @marcfriedrich7 \\n\\nhhttps://t.co/98qWEMI42q"

No.2 Topic

Analysis on price and future growth

"b'#Bitcoin monthly price on each 16 over the last year:\\n\\nJan: \$42,990\\nDec: \$47,833\\nNov: \$60,607\\nOct: \$60,809\\nSep: \$47\\xe2\\x80\\xa6 <https://t.co/7BGKUdvAzp>'

No.3 Topic

Robot accounts to promote a certain website or service

'b"@Terri_Bsparrow #bluesparrow isn't it amazing?\\n\\xe2\\x80\\xa2 Daily & weekly & monthly draw

No.4 Topic

Hispanic bitcoin fans

"b'RT @healthy_pockets: Llega el cruce de la muerte de Bitcoin | \xc2\xbfQu\xc3\xa9 va a pasar con las Criptomonedas?\n\nhttps://t.co/IWSQXdcINe\n\n#Bitcoin #B\ne2\x80\xa6"

No.5 Topic

Price prediction & investment advices

"b'BITCOIN PREDICTION RESULT\n\nSELL 0.1BTC for 43,166.42 USDT.\n\nIt was BOUGHT for 43,126.34 USDT apiece 3 min ago on Bin\ne2\x80\xa6 <https://t.co/g0nyrcAZcN>"

Insights:

El Salvador buying 410 new BTC drove the Hispanic community

Ethereum

Topic (ranked)	Key Words	About
Topic 0	ethereum, network, price, buy, gas	Ethereum Network, how other cryptos are affected
Topic 4	nft, collection, follow, drop, purchase	NFT
Topic 6	airdrop, free, coin, new, world	A guy called Richard Heart(PulseX.com) posting about his Youtube Live event
Topic 5	bitcoin, binance, price, cash, bet	More intellectual thoughts about Eth and other cryptos
Topic 1	eye, yet, dream, find, ha	Robot accounts to promote NFTs

Binance

Topic (ranked)	Key Words	About
Topic 9	go, bitcoin, day, let, today	General talks on cryptos: value fluctuations, investment analysis, projections
Topic 0	ash, rise, like, take, taste	FEG token (a hyper-deflationary token on both the Eth blockchain and the Bi Smart Chain)
Topic 1	binance, need, future, en, time	Positive hopes to Binance's future
Topic 4	nft, market, buy, place, consider	'Buy Signals' for binance, NFTs
Topic 3	token, fan, think, moon, first	Different tokens and transaction within Binance network.



Tether

Topic (ranked)	Key Words	About
Topic 1	tether, like, freeze, million, look	Positives and negatives (Tether executives)
Topic 0	try, stop, instead, buy, tether	Poken (PKN), a cross-chain utility token for Pokmi
Topic 3	bitcoin, de, binance, strike, para	Talks about bitcoin price drops, confidence in Bitcoin
Topic 8	coin, stable, ha, unstable, backed	Debate between holding USDC (USD COIN) OR USDT (USD Tether)
Topic 7	ethereum, freeze, supply, binance, frozen	More content about \$160 million froze on Ethereum blockchain



Solana

Topic (ranked)	Key Words	About
Topic 0	solana, price, ethereum, forget, like	Solana's popularity especially among NFT fans
Topic 7	giveaway, discord, join, ethereum, mint	Solana NFT give aways
Topic 3	project, amazing, great, good, nice	Promoting different new Solana projects
Topic 6	follow, tag, like, away, giving	follow, tag friends, give away Solana coins or NFTs to increase Twitter followers
Topic 4	sol, going, shill, massive, ape	People asking questions about Solana's popularity

What do we learn?

In general, twitters about Ethereum is more random than Bitcoin, possibly because Eth is faster and cheaper, so it is currently more widely used

Binance has the largest volume. But because the founder is Chinese, Binance has met some obstructions from western world.

Solana has the potential to outrun Tether because of the faster speed and the financial potential NFTs brought with.



Future Works



Sentiment Analysis



Use sentiment analysis to distinguish between positive and negative opinions



Utilize location data



Visualize geographic distributions of potential customers



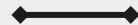
Refine Topics



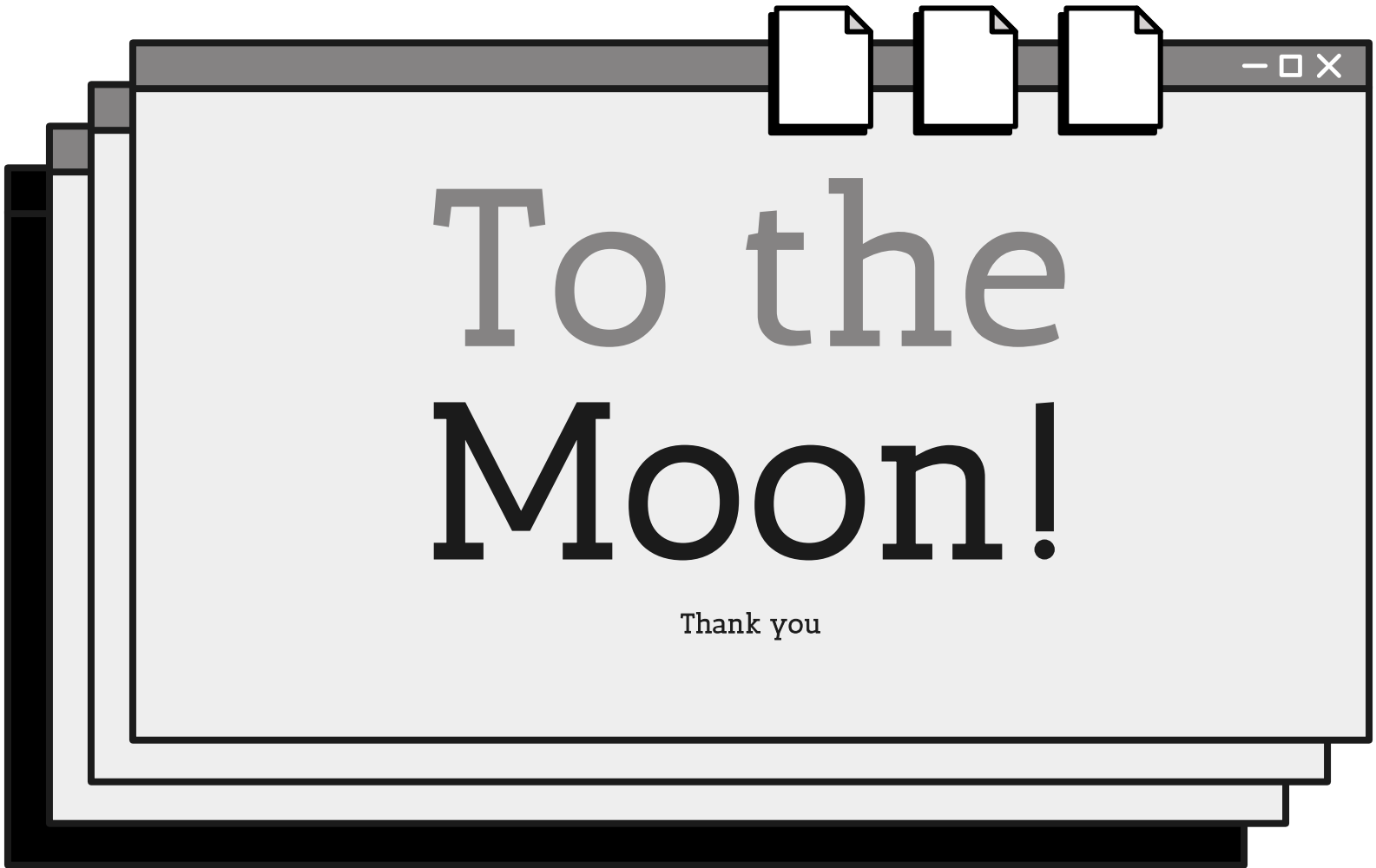
Current data needs more cleaning and topics need to be merged



Build Machine Learning Models



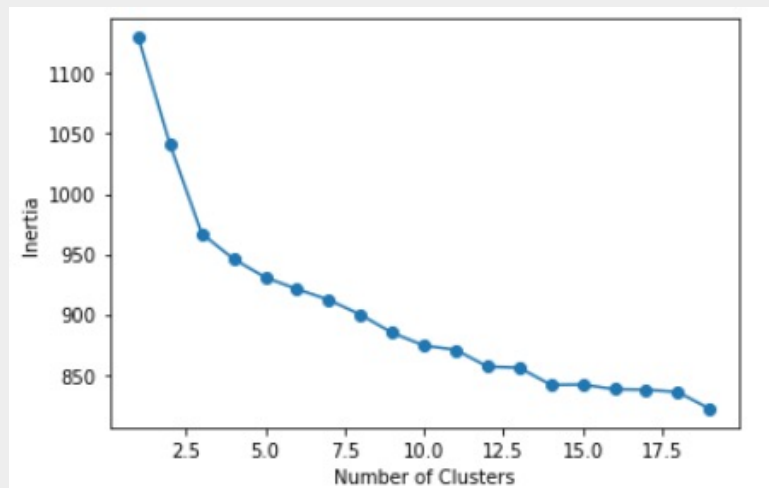
Build classification model to identify “investors” and “spammers”



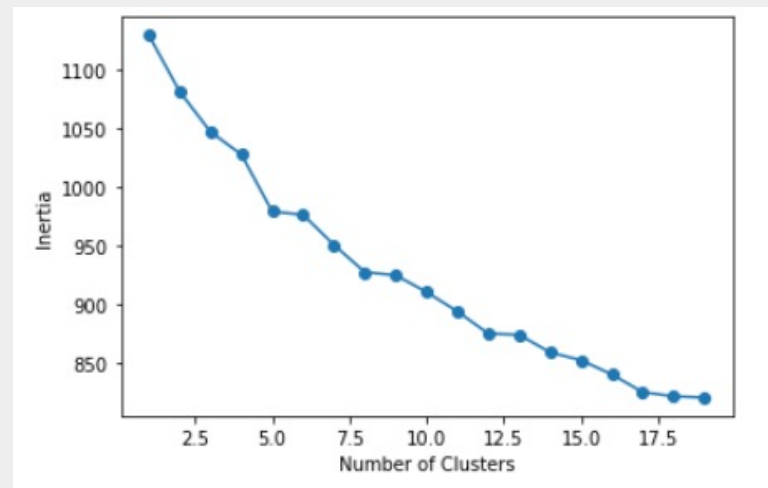
To the
Moon!

Thank you

Appendix

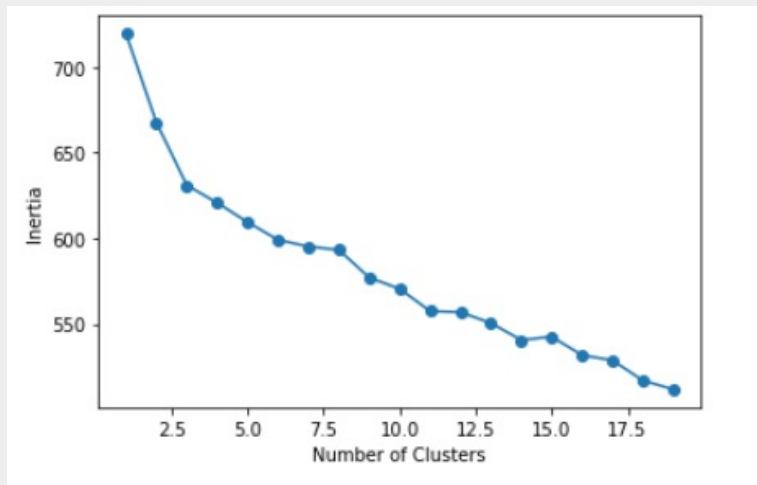


Bitcoin

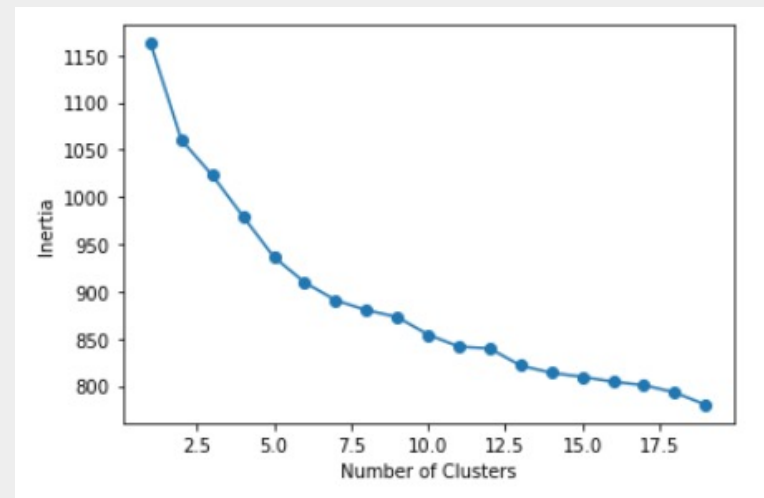


Ethereum

Appendix

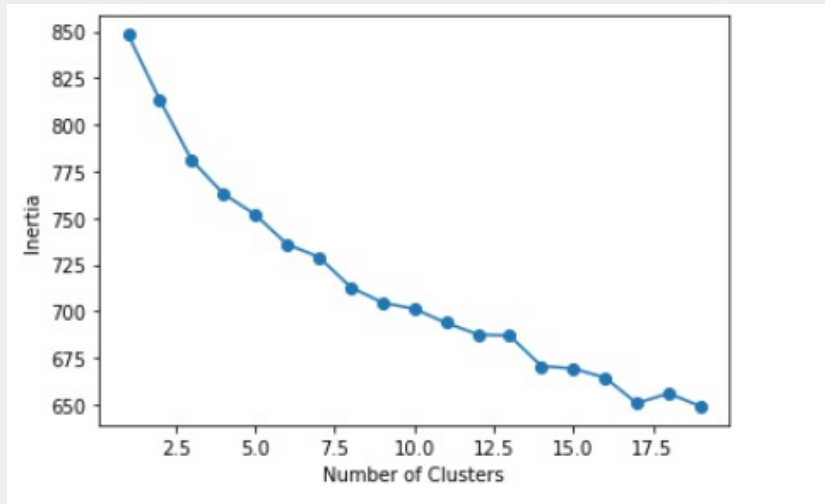


Binance



Tether

Appendix



Solana