**Project Name: Influencer Byte**

**Team (C3-Group 7):**

Jenny Niemann (<email>)

Darshil Pandya (<email>)

Abhirup Panja (<email>)

Kavyaka Pellakuru ([kpellaku@andrew.cmu.edu](mailto:kpellaku@andrew.cmu.edu))

**About Project:** The goal of influencerByte is to recommend marketing options to an individual customer for a chosen product on some of the famous marketing platforms.

**Sources Used:**

**Youtube:**

**Twitter:** We have scrapped tweets from twitter using tweepy, a python library to access Twitter API. The Python script extracts tweets from twitter based on a particular hashtag input for the required product, and collects user profile specific data like username, tweetText, number of followers etc. to give an insight into the potential of the user as an influencer. To begin with, we have restricted the tweet data to about 300 latest tweets out of which the top influencers are picked based on the highest number of followers for a user.

**Stitcher:**

**Patreon:**

**Solution Design: TBA**

**Tools Used/Software Requirements:**

* Python 3.6 and above
* Spyder
* Jupyter Notebook
* Anaconda Prompt IDLE

**Files/Modules submitted: TBA**

**How to Install and run Run?** <sequence *of modules to import, main module specification*>

**What new to Install?**

None

**Any API key dependencies?**

In order to interact with Twitter, you will need Twitter’s developer account which provides you with the credentials needed to authorize from the Python Tweepy library. Below are the four API Keys and Tokens needed to access the twitter feed, which has been specified in the tweetscraper.py module as well.

consumer\_key = "MLQoquNNLu7TkNIHMh0VYz6ku"

consumer\_secret = "KBaIjVXhrWpkR6ys8jpI1e8DwmmTl4oouNjppvt8Na8darotHj"

access\_key = "1363081198503796737-5llNnqhomEZkbYLOk4FHWmINyWmSPM"

access\_secret = "p11argl6swGnmcNpxdtrR0WTgdo7lfyc9SFf1d2aiD02F"

**Link to Video:**