**Business Problem:** Since the inception of the digital revolution, it’s becoming increasingly important to track digital media to understand patterns in conversations to prepare a focused marketing strategy. The dataset provided has conversations around an asset management firm (the client)and its competitors. You are to help the client’s marketing team understand their data by categorizing it into identifiable and meaningful patterns.

**Project Objective:**

1. To come up with possible themes and Subthemes that the data can be categorized into in a manner that business can derive insights from.
2. To classify the data into the supposed themes and Subthemes derived and provide a sample analysis on the same.

**Sample Data:**