



CUSTOMER FEEDBACK VIA TWITTER

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THE PROBLEM

- Twitter has become a popular (and public) way for customers to vent or compliment firms



THE PROBLEM CONT.



- 500 million tweets per day
- How to use all that data?
 - Attempt to find insight into the future prospects of public firms

DATA AND MODELING APPROACH

- Twitter has several different APIs
 - I will use one of their “REST APIs” – these allow you to examine large sets of data
 - Twitter has already developed some tools to allow developers to narrow down their set of data
 - Keywords, specific accounts, etc.
- Also could add company specific economic indicators
 - Look for correlations
- Bag-of-words model or N-gram model
- Rely on back-testing



HYPOTHESIS

- Firms that experience a sustained relative increase in negative feedback directed at their official twitter accounts will see a decrease in future sales.
- Narrow scope