# Project Kick-Off Report

## Description

Gather twitter tweet to assess the popularity of three phones in the world market today: Google Nexus, iPhone 7, and the Samsung Galaxy S7. The data gathered will be used to achieve the following use cases:

1. Finding trends related to a specific keyword
2. Measuring brand sentiment
3. Gathering feedback about new products and services

## Problem Statement

Use twitter data to compare the popularity of three popular company phones in the world market: Google Nexus, iPhone 7, and the Samsung Galaxy S7.

## Required Dataset

The data for this project will be accessed using Google Tweets API via the tweepy library provided for python. Data pertaining to the three phones specified above will be gathered for the past 2 to 3 months to ensure a high number of observations for the predictive models used.

## Models & Algorithms

The models and algorithms used to make predictions from this data will be determined at a later time.