Capstone Project Proposal:

US Airline Twitter Sentiment Analysis

1. **Problem Statement**

**Social media sites like facebook and twitter have become an inseparable part of our lives. People use social media to stay connected and share their experiences with their friends and family. People also use it to express their opinions on any product or service they use. This provides a unique opportunity for corporations to leverage this new source of customer data to obtain feedback on their products and services. This project aims to use customer tweets for us airlines to obtain valuable insights from the data.**

1. **Target Customers**

**Airlines who want to use tweets for analysing customer feedback. The analysis would help them identify sources of customer dissatisfaction and provide them with insights to take prompt actions for resolving any issues causing them.**

1. **Data Source**

**Twitter US Airline twitter sentiment dataset from Kaggle**

**Link:** <https://www.kaggle.com/crowdflower/twitter-airline-sentiment>

1. **Process Outline:**

**The goal of this project is to build a tweet sentiment classifier which uses tweet text and meta-data to classify tweets as positive, negative or neutral using various statistical and machine learning models. Identifying and analysing model features can provide deeper insights which can help airlines identify dissatisfied customer groups and the cause of disapproval for their services.**

1. **Deliverables**
2. **IPython notebook performing analysis and building predictive model from data**
3. **Slide deck summarizing findings from analysis**