NLP Project Proposal

## Preface

I just wanted preface that I’m still working on refining a more specified problem / objective. I’m sure this will change as I continue through the modules, but any feedback, thoughts, or ideas would be greatly appreciated!

## Question / Need:

* + I would like to create a model that recommends potential Twitter accounts to follow based on shared preferences and interests. The model would gauge shared preference based on the contents of tweets, profile description, and potentially likes / retweets. This would help users find newer niche communities based on their interests.
  + OR a model that recommends Twitter accounts for targeted advertising. The model would recommend accounts based on the same criteria to help growing companies / online communities find potential users.
  + OR a model that identifies trending topics and analyzes different demographic groups based on sentiment around the topic. This could aid business and communities in customer research for their products. As an example, a company like Facebook releases a new product, and they want to understand how customers are reacting to the product to determine potential pain points / opportunities for improvement and future product rollouts.

## Data Description

* + Tweets, account descriptions, likes, and retweets for Twitter accounts

## Tools

* + Tweepy API to collect tweet and profile information
  + Sk learn modeling packages from the modules
  + Numpy, pandas, seaborn, Matplotlib for cleaning and visualization

## MVP

* + Not sure what an MVP would look like for a project like this. Maybe some preliminary EDA and visualization to better understand the data? Or a basic recommendation system? Again, any thoughts or ideas would be greatly appreciated!