

Get Rich or Tweet Tryin'

**Exploring Cryptocurrency Prices
in Relation to Twitter Popularity**



What is Cryptocurrency?

- Does anyone really know what it is?
- Digital currency that is supported by blockchain technology.
- Similar to stocks, cryptocurrency prices are influenced by popularity.

Project Purpose:

Build a proof of concept proprietary database that looks to examine the relationship between coin's Twitter popularity and price to see if we can capitalize on potential price increases.



Our Focus - AltCoins:

- ❖ -An AltCoin is anything but Bitcoin!
- ❖ - As of March 2021, there are over 9,000 altcoins in circulation and account for around 40% of the crypto market.
- ❖ -Altcoins are cheaper and involve less capital to get started!

Altcoin (Orchid) and Bitcoin
Price Comparison:

Bitcoin price

\$53,781.51

VS

Orchid price

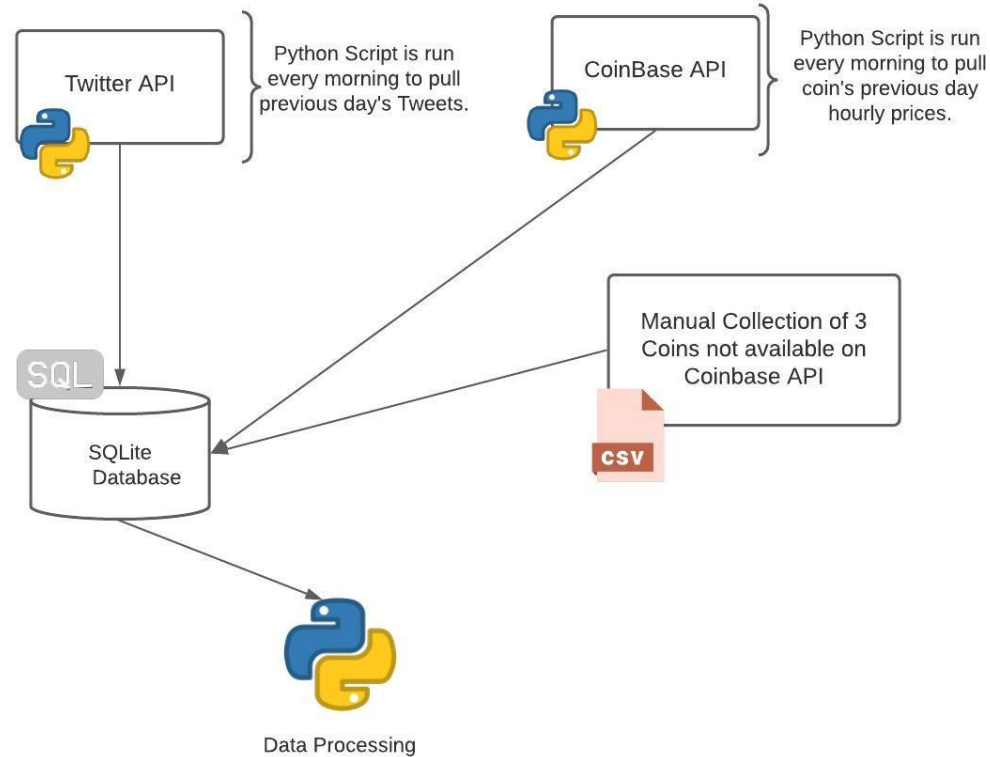
\$0.63

Proof of Concept!

Twitter API Restrictions:

- ❖ Twitter API only allows standard users to search 7 days in the past.
 - Our data begins on 4/20/2021.
- ❖ Searching for Cashtags via the API is only available for enterprise users.
 - \$Cashtags are widely used for stock tickers and cryptocurrencies.
 - \$Cashtags have more of a community based usage than #hashtags.
- ❖ Self Imposed 1 Day Lag on Data Collection.

Data Pipeline:



Types of Tweets We are Searching for:



Lark Davis

@TheCryptoLark



New all time high for Polygon **\$matic**, \$1 coming soon!

5:44 AM · Apr 26, 2021 · Twitter for iPhone

253 Retweets

18 Quote Tweets

2,573 Likes



Interactive Dashboard Powered by Streamlit:

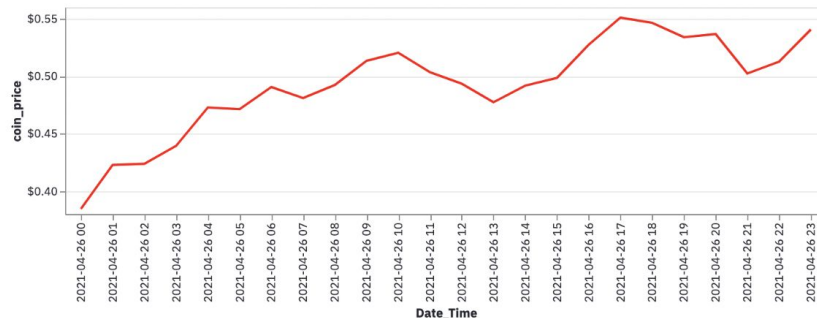
CryptoCurrency and Twitter Data

Select a Coin:

Polygon

Select a Date:

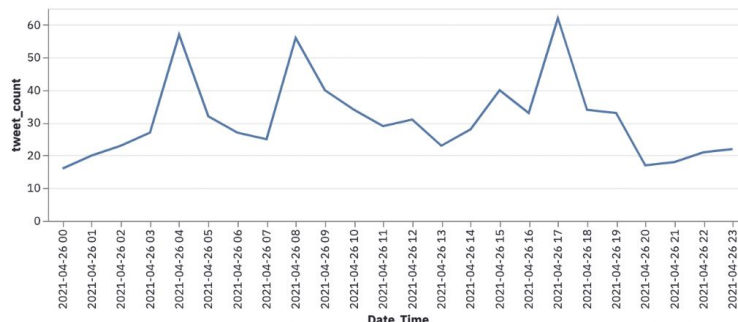
2021/04/26



...	Price Min	Price Max	Closing Price
	\$0.38	\$0.55	\$0.54

The Percentage Change from Previous Day's Closing Price:

45.95%



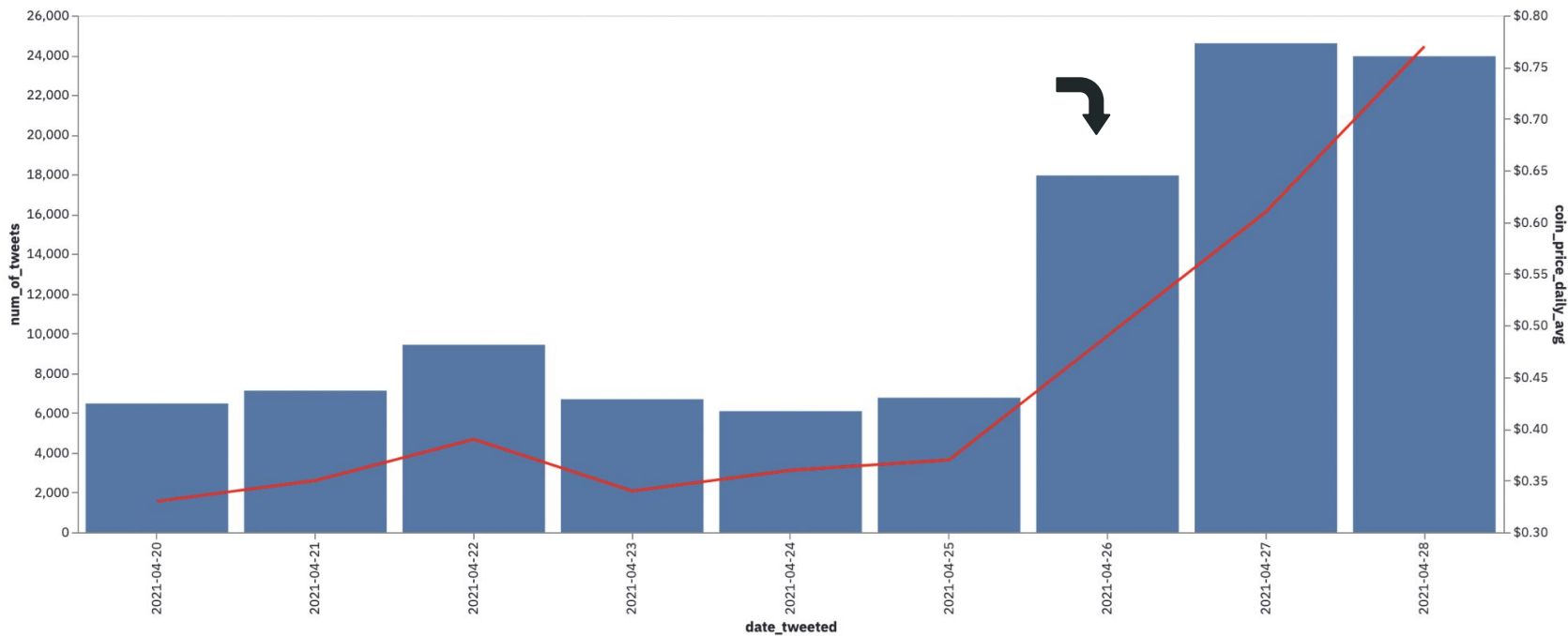
...	tweet_counts	retweet_counts	reply_counts	like_counts
	748	642	351	2552

The Percentage Change of Tweet Volume from the

Previous Day: **165.25%**

Interactive Dashboard Powered by Streamlit Part 2:

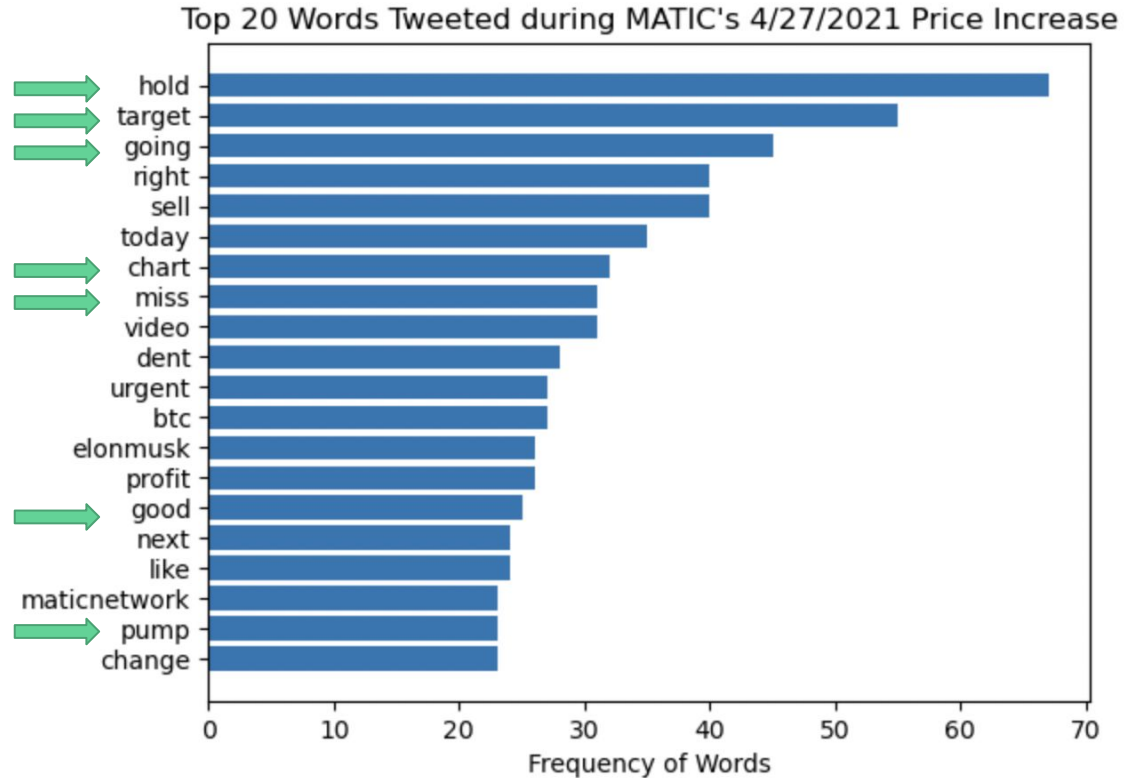
For this coin, the number of mentions this tweet received correlated with the increase in price!



Let's Dive Deeper!

Using the NLTK library in python, we were able to pull the frequency of top words during MATIC's 4/27 price increase!

Some of the top words could be used for to predict future price increases.



Future Work:

- Now that we have an end-to-end pipeline that will continue to grow, we can dive further into the data to find other trends and consistencies.
- Automate The API Calls.
- Implement for financial gain*!

**disclaimer: this presentation is not meant to be financial advice