**360 Degrees Consulting**

The business consultancy 360 Degrees is focussed on projects that have a focus on sustainability. Recently, a client that is operating in the public sector has come up with a project idea in which they want to analyse the sentiment of different news stations when it comes to reporting about climate change. Since 360 Degrees do not have the expertise to handle such Language Processing tasks themselves, they contacted Lumos Student Data Consulting to help them with this project.

In order to fulfil the customers' needs, you should handle snippets from different news shows and analyse their sentiment towards climate related topics. For this, you have text-snippets from American TV channels across several years. They are filtered in a way that there is some context to the mention of a climate related topic so you have some phrases before and after that. The data is distributed over several csv files, one per month and tv station. Your goal is to help the customer to get some insights into the data, maybe you notice a shift in sentiment over time or differences across tv stations?

The first step is to convince 360 Degrees that it was the right decision to approach Lumos to carry out this project. In a Proposal Pitch on April 27th you will have the chance to present your project proposal, so the ideas that you have regarding the completion of the project. It is up to you which methods you want to use. Make sure that your Pitch is also easy to understand for non-technical employees, since the CEO of the client of 360 Degrees will also be present and he might be more interested in the success of his business rather than technical details.