* **ticker**: The stock ticker.
* **date**: The day that the current data is from.
* **url**: The url of the stock on Yahoo Finance.
* **num\_mentions**: The number of times the stock ticker was seen in any posts or comments for this day.
* **pct\_mentions**: The number of mentions of this stock as a percentage of all stock ticker mentions for this day.
* **pos\_count**: The number of times this stock was mentioned within a (predicted) positive context for this day.
* **neg\_count**: The number of times this stock was mentioned within a (predicted) negative context for this day.
* **bullish\_pct:** The number of positive sentiment mentions as a percentage of all the mentions of this stock for this day.
* **bearish\_pct**: The number of negative sentiment mentions as a percentage of all the mentions of this stock for this day.
* **neutral\_pct**: The number of mentions that were not classified as either positive or negative as a percentage of all the mentions of this stock for this day.
* price: The price of this stock as of market close (usually) from the previous day. This data was scraped daily from Yahoo Finance. See the time\_of\_price column to confirm what time the price was actually reported from the previous day (some say like 11AM for some reason).
* **price\_change\_net**: The change in price of the stock as a dollar amount from the previous market open to the previous market close.
* **price\_change\_pct**: The change in price of the stock as a percentage from the previous market open to the previous market close.
* **time\_of\_price:** The time at which this price was reported on Yahoo Finance (I think?).