

# Graduation Labs

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## Political Party in Tamil Nadu

**Source:** YouTube API, Twitter API



### **About Dataset:**

A political party is a political group that is officially recognized as being part of the electoral process and who can support candidates for elections on a regular basis. Here I did sentimental analysis on a particular party of Tamil Nadu, named as **Tamil Nadu BJP Party**.

According to me all the political parties have to Make use of modern technology, they have to use social media to build relationships with the public. It is necessary to Make an effort to call every voter in their ward.

### **Problem Statement:**

Here I got the dataset from Social Media like You tube and twitter using Application Programming Interface, by doing Sentimental analysis we can come to know whether the party is reaching out to the public or not? and If Not, then what are the steps we can take to make them more aware of Modern Technology.

**Number of Rows in dataset:** 1 million (Approx)

## Columns in Dataset:

### **YouTube video details:**

<b>video_id</b>	- Single unique attribute of the entire dataset. It represents unique video id of an uploaded video on YouTube database.
<b>ChannelTitle</b>	- It represents the channel name of author/publisher on YouTube
<b>title</b> video.	- It represents the title/name of the YouTube video. It was given by the author of the video. It could not be empty.
<b>description</b> is	- It describes the content of the YouTube video. It was given by the author of the video. It is optional, so it could be empty/blank.
<b>tags</b>	- It represents the list of tag publisher attached on the video. Each tag separated by. Tags are functioning like keyword in YouTube. Tags are attached by the publisher of the video. It is optional, so tags could be undefined or NA.
<b>publishAt</b>	- It represents the date, when video was uploaded or published on YouTube site. This attribute derived from the "publishAt" attribute of the original dataset
<b>viewCount</b>	- It represents how many times video was viewed by YouTube users.
<b>likeCount</b>	- It represents the how many times video was liked by other YouTube users.
<b>commentCount</b>	- It represents the how many time's YouTube users (including publisher) started a conversation on the video.
<b>duration</b>	- It refers to the duration of the YouTube videos
<b>definition</b>	- Defines the quality of the video
<b>caption</b>	- It represents the caption of the particular video

### **YouTube Video Comments:**

<b>cid</b>	- Represents the YouTube channel Id
<b>text</b>	- It refers to the comment of the particular video
<b>time</b>	- It specifies the time period at which the comment is posted
<b>author</b>	- It represents the name of the user who posted that comment
<b>votes</b>	- It specifies the number of likes for the comment posted
<b>heart</b>	- It specifies the number of hearts for the comment posted
<b>reply</b>	- It represents whether the comment got any reply or not
<b>time_parsed</b>	- It represents the particular time at which the comment is posted
<b>videoId</b>	- It specifies the ID of the video for which comment is posted
<b>paid</b>	- It represents whether the video got paid or not

**Twitter tweets:**

- Datetime** - It specifies the time of the tweet
- TweetId** - It represents the unique tweet Id
- content** - It refers the content of the tweet
- mentionedUser** - It represents the name of the mentioned user
- hashtags** - It refers to the hashtags that has been used in that tweet
- retweet** - It specifies the number of users retweeted
- like** - It refers to the number of likes for the particular tweet
- replyCount** - It represents the count of number of users who replied to the tweet
- username** - It specifies the name of the user who tweeted
- followersCount** - It represents the count of number of followers for the tweeted user
- verified** - It represents whether the tweeted account is verified or not

**Tools and Technology:**

- Python
- Pyspark
- SQL
- Databricks
- Tableau
- Jupiter
- API
- Web Scraping