

FUTURE ORIENTED BENCHMARKING THROUGH SOCIAL MEDIA ANALYSIS

Design Document

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Project Client:

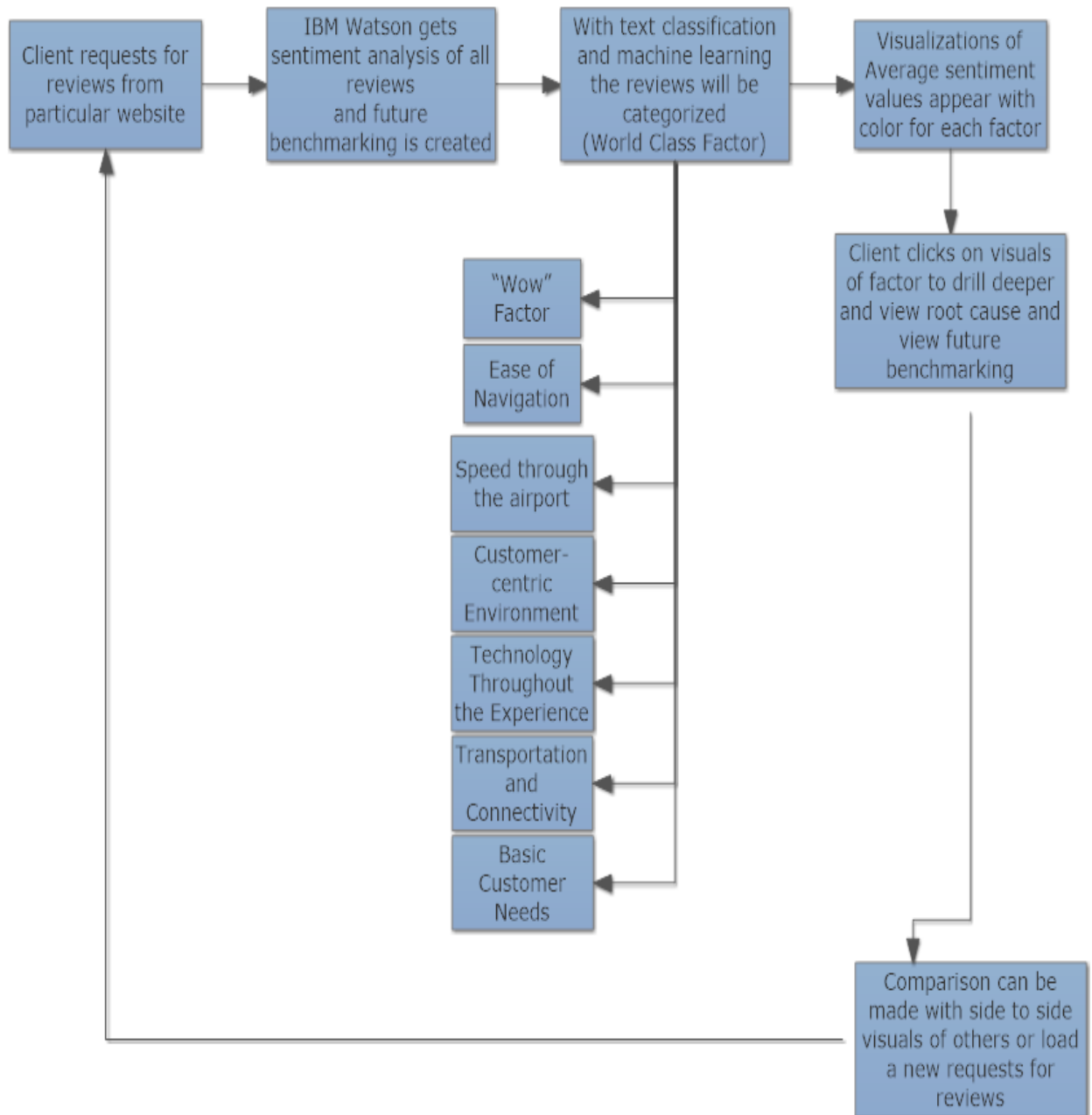
Dr. Richard Griffith, griffith@fit.edu

Department of Psychology

Project Website:

<https://fobmsm.github.io/fobm.github.io/>

System Architecture Design



Modules and Interface

We will use IBM Watson to get sentiment values of the world class factors for Orlando International Airport. The sentiment values are obtained using python and their API reference.

API Reference Page (Watson)

- <https://www.ibm.com/watson/developercloud/natural-language-understanding/api/v1/>

To have better organization and accuracy we will use a machine learning algorithms that will look through the reviews and see if the reviews have keywords and phrases that will allow us to categorize the reviews in the 7 world class factors.

Design

Browser Window

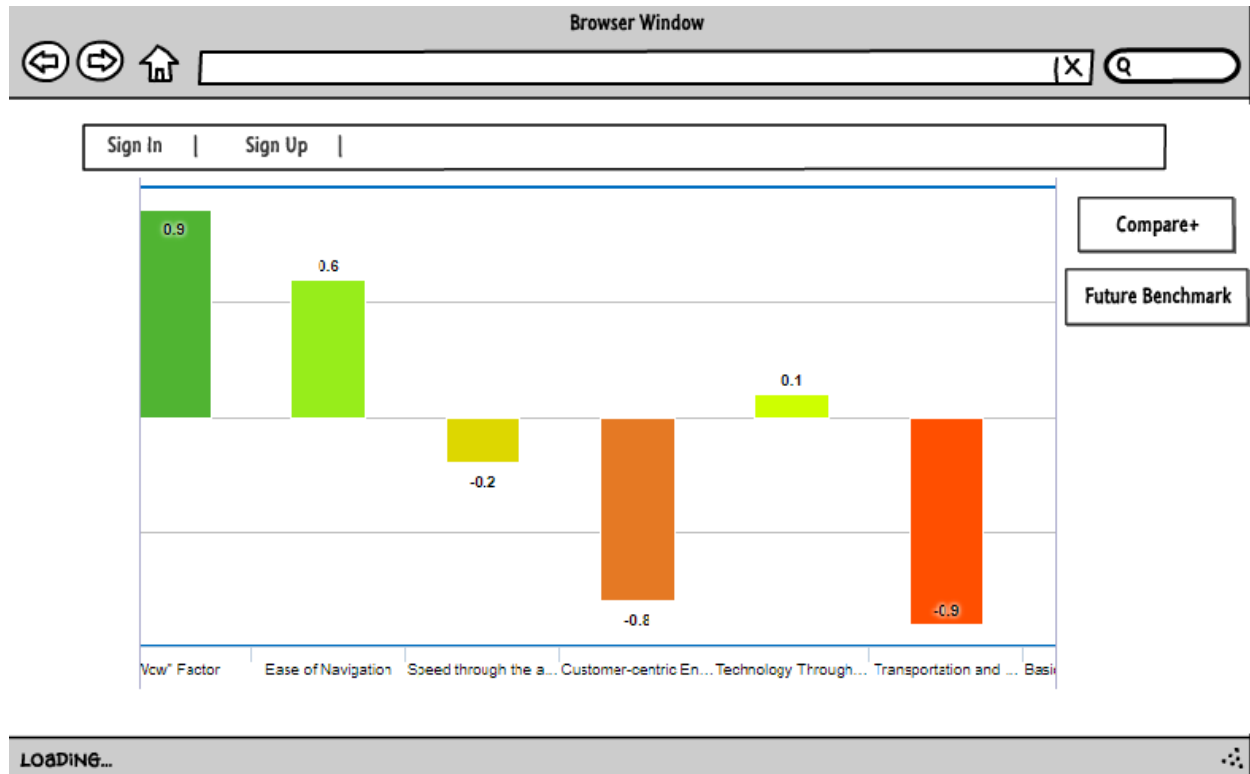
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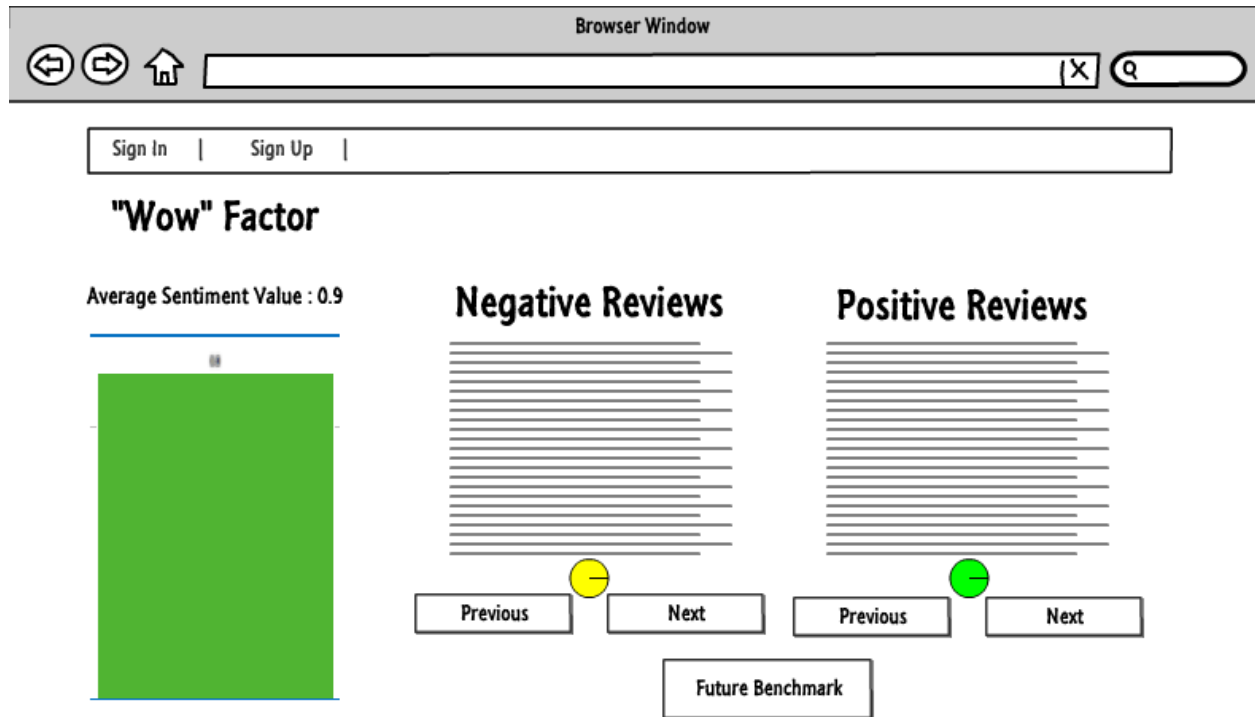
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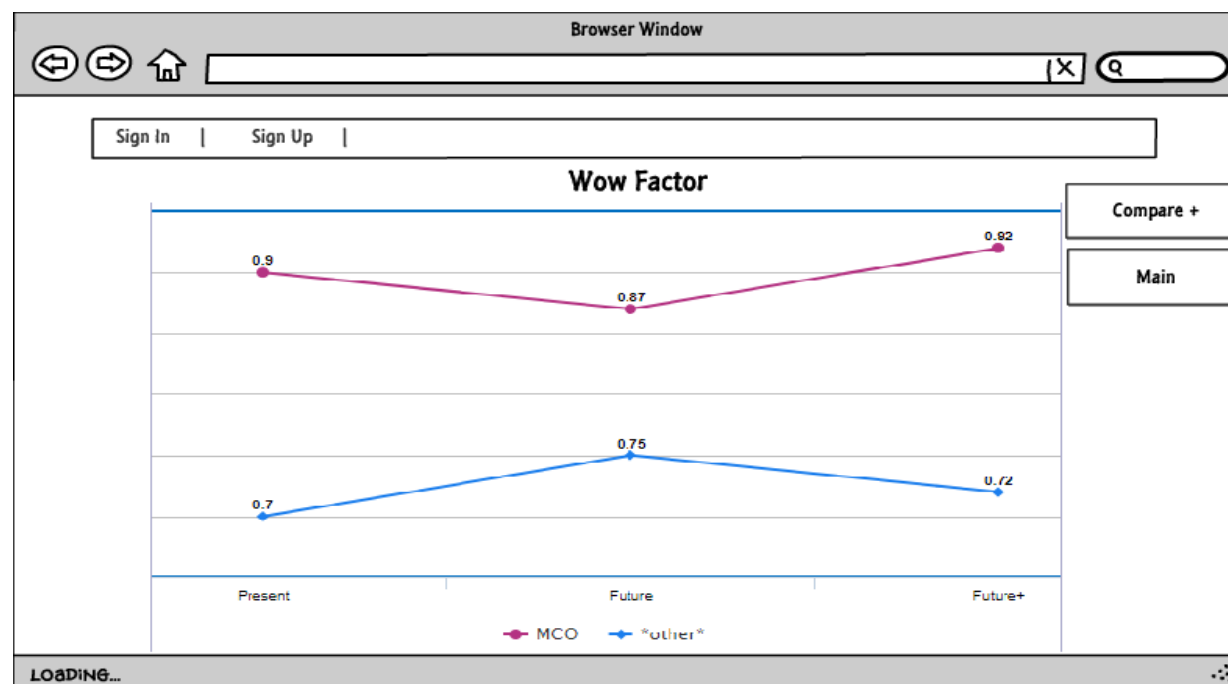
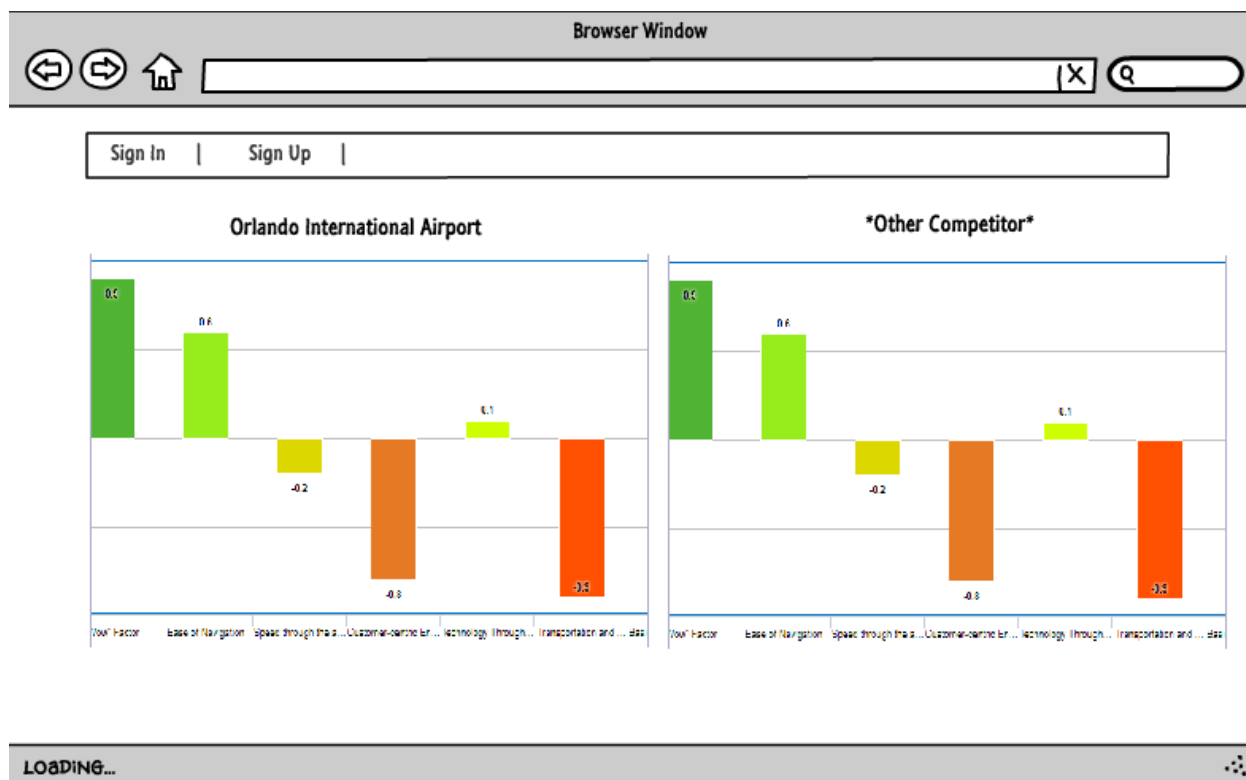
LOADING...



*clicking compare brings you back to first screen

*click on single bar to deep drill





*Other factors can be benchmarked only showing Wow factor to reduce redundancy