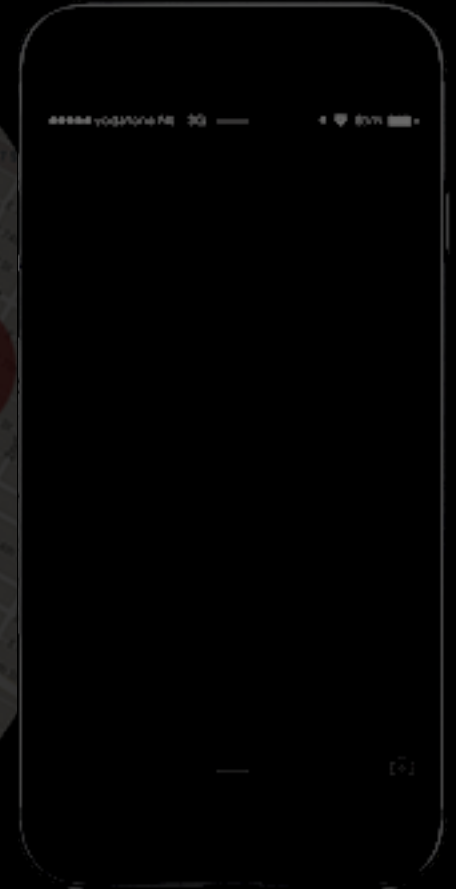


CAPSTONE PROJECT

REAL-TIME SENTIMENT ANALYSIS APP



THE IDEA

The idea of my end-goal project is to create an application focus on real-time customer engagement to help businesses personalize during-visit customer experiences and increased advocacy, loyalty, satisfaction, and positive reviews.

Usually, you will find pre-visit experience content management tools help you market your brand, generate awareness and acquire new customers. And, a post-visit experience tools that assist you in managing the reviews customers leave after they depart.

EXAMPLES

In these examples, consumers did not mention or use hotel's hashtag which means these tweets can not be pulled out! However, with geofencing, you can!

In the first example, you can engage with her on real-time and provide exceptional experience by maybe upgrading them.

In the second example, maybe you can simply contribute to the birthday!

NEGATIVE POST



POSITIVE POST



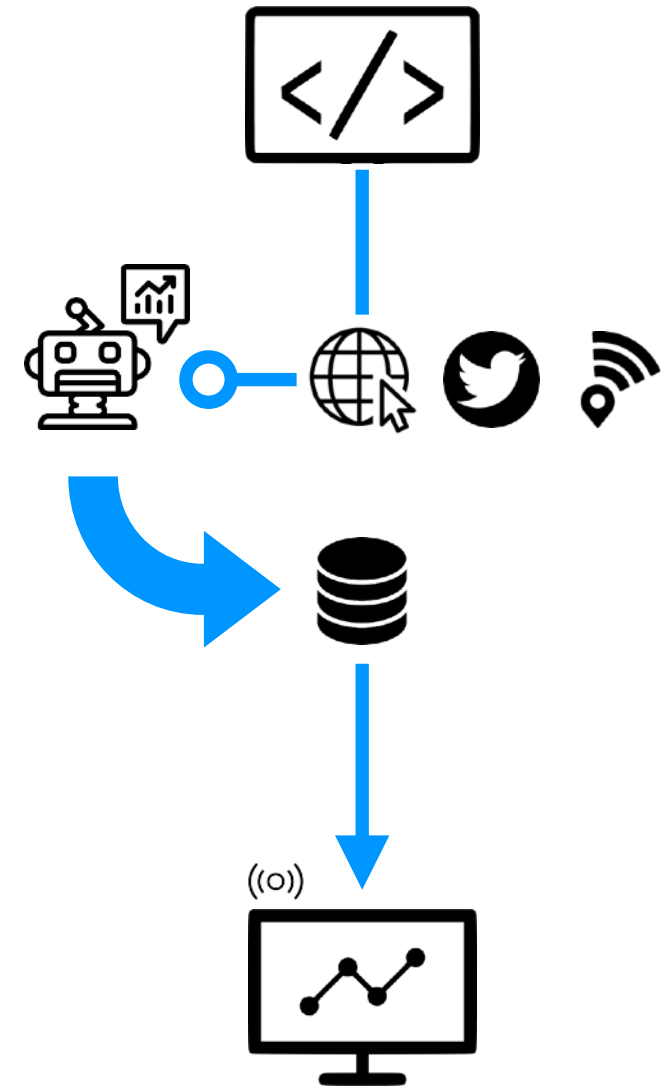
REALITY

Since my initial project was about crime and education (which I have complete) I did not have enough time to complete the entire idea of this project.

However, this is the first step toward it!

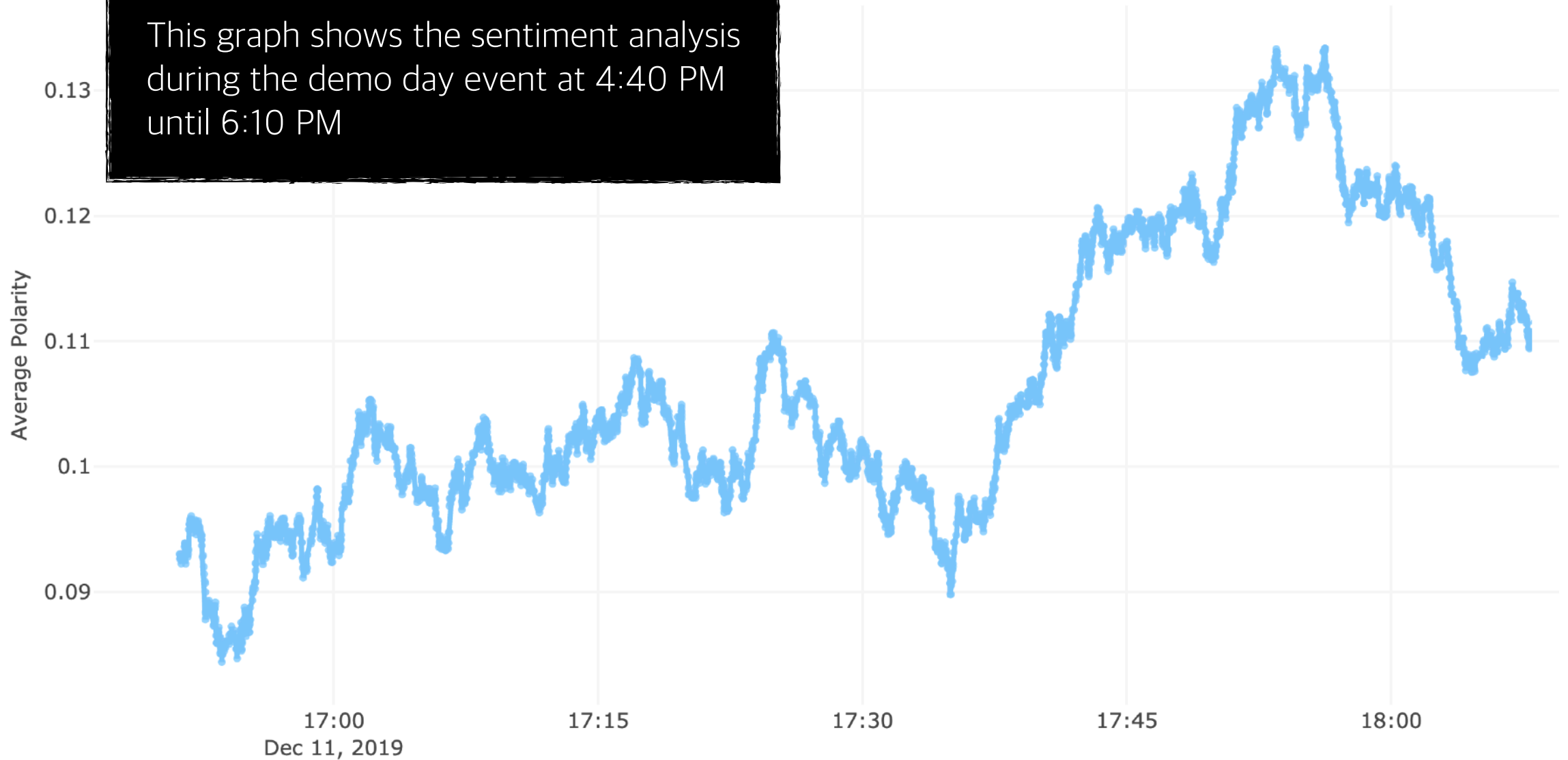
HOW DOES IT WORK

Extract information from Twitter based on bounding box, clean, transform text, extract meaningful information and store them into MySQL database where then can be displayed on Dash app



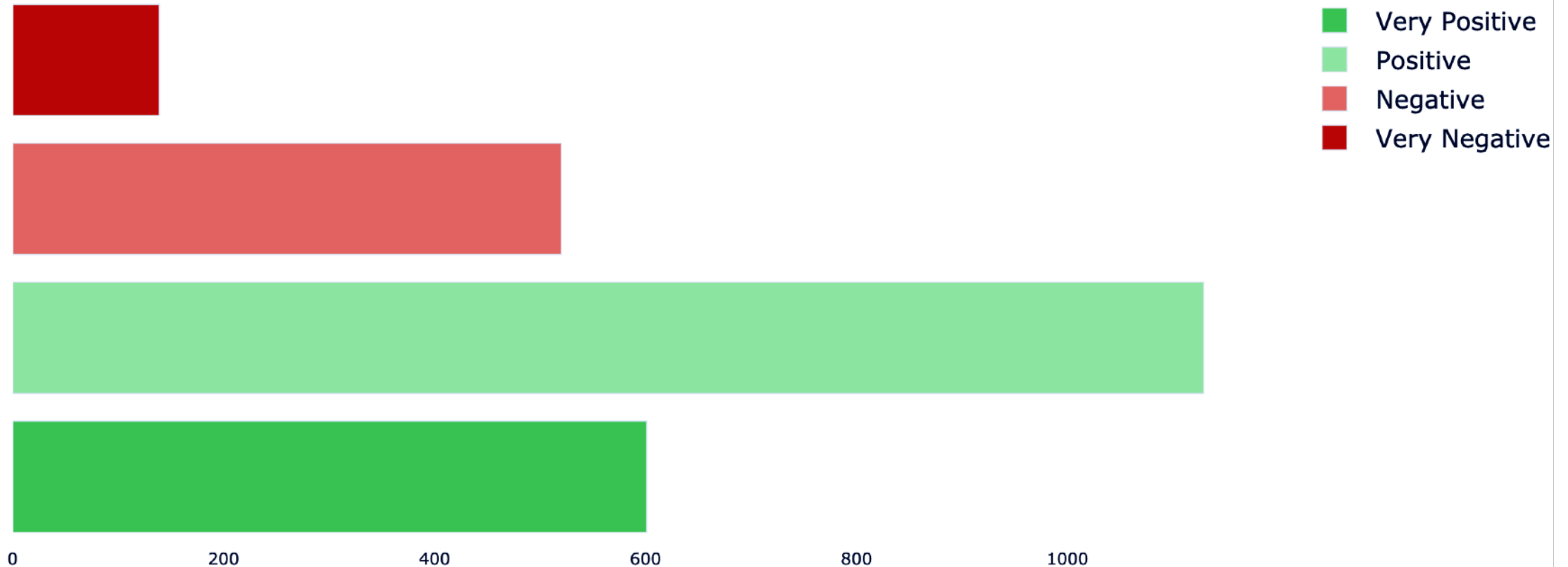
SENTIMENT ANALYSIS

This graph shows the sentiment analysis during the demo day event at 4:40 PM until 6:10 PM



SENTIMENT ANALYSIS

This graph shows the count of negative and positive reviews



These are the common words used by the people during that time.

This can be enhanced depends on the business. For example, considering NOUNs and ADJVs will give better and meaningful words.



