

Using Twitter Data for Business Insights

Proposal for InsightSpark

Purpose of the Proposal

- Use data from @CommBank's Twitter account
- Discover valuable insights from tweets
- Help businesses make better decisions using social media data

What Data Can Be Collected from Twitter API

- Tweeted text
- Date and time
- Likes, retweets, replies, and quotes
- Polls, surveys and feedback tweets
- Hashtags and mentions
- Reply threads
- User details (ID, followers, verified status)
- Topic tags (from Twitter's context annotations)

Recommendations to Insightspark

- Scrape Twitter data and compute the customer perception.
- More specifically commbank can use direct data such as feedback or surveys to get opinions on topics before making any decision (operational/policy).
- Commbank can also use indirect data from ***Automated Machine Learning Sentiment Analysis*** Model to fit its tailored needs. This helps to analyse subjective information into useful data by noting the opinions, emotions of users in with respect to a topic or other people.
- These data can be used to make better business decisions in the future from the insights gained from the model and from the direct data.