Emotional Response to Words used in Facebook Ads and how it affects Ad performance (click-through rate)

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Project Description:

We will use a dataset that includes the most common 23730 English words classified statistically into 7 emotions (Disgust, Surprise, Neutral, Anger, Sad, Happy and Fear) to determine the relation between a Facebook Ads text and the resulting click-through rate they achieve.

Research Questions to Answer:

* Which emotions are represented the most in the words used in the ads?
* Which emotions provoke the highest click-through rate for ads?
* How do emotions differ by ad type and how does it relate to click-through rate?
* Can words used in an ad predict performance?

Datasets to be used:

* Emotions sensor data set from Kaggle
* Facebook Ad Library API

Rough Breakdown of Tasks:

* Compare FB ad text to words data set and determine breakdown of emotional responses.
* Compare emotional responses to click-through rate achieved for the ads.
* Determine how ad type is related to emotions and click-through rate (do different emotions matter more for certain ad types).
* Create several graphs to visualize the analysis.
* Create summary write up.