Project Proposal

Name

James Zimmerman

Project Name

Snap Sentiment Insights

Link to GitHub Repository

https://github.com/jameszimmerman3/SQL-project

Job Description

The selected role is a full-time Data Scientist position at Snap Inc. in Los Angeles, CA. This position involves using quantitative analysis, data mining, and statistical modeling to support product decisions and improve user experience across core platforms like Snapchat and Lens Studio. The job also emphasizes collaboration with engineers, designers, and product managers to inform product development and strategy. I selected this job because it reflects my long-term goal of working in data science within a creative and innovative tech company. Snap's focus on camera and augmented reality technology makes this a particularly exciting opportunity to apply data analytics in a product-centered environment. The role requires SQL, Python, and strong communication skills, all of which this project will allow me to showcase.

Problem

The problem I plan to solve is: *How can external user sentiment and internal employee feedback be used to evaluate and predict Snap Inc.'s product perception and workplace satisfaction?* This question is aligned with the responsibilities of a data scientist at Snap, where converting raw data into clear, actionable insights is essential. The problem is feasible to solve with SQL, a basic data pipeline, and visualizations. It also allows me to demonstrate data mining and sentiment analysis skills that would be relevant to Snap's ongoing product development and organizational evaluation.

Data Sources

1. **Reddit API (Pushshift)**
   - **Data collection method**: API
   - **Link:** https://github.com/pushshift/api
   - This source provides public Reddit posts and comments related to Snap Inc. from subreddits like r/Snapchat and r/socialmedia. I will search for keywords like "Snapchat update," "Snap features," and "Snap layoffs" to extract relevant sentiment data from real users.

2. **Glassdoor.com**
   - **Data collection method**: Web scraping
   - **Link**: https://www.glassdoor.com/Overview/Working-at-Snap-EI_IE671946.11,15.htm
   - I will scrape Snap employee reviews and ratings to analyze internal sentiment around topics like leadership, compensation, and career growth. This data provides insight into Snap's internal reputation over time and complements the Reddit data's external focus.

Both sources are highly relevant to the problem and mirror the types of data a data scientist might evaluate in a real-world role.