Sentiment Analysis on Political Ads

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What We're Doing

High-level

- Determining whether ad data impacts sentiment analysis on Twitter

Technical

- Streaming Twitter data and pairing it with batched ad data (updated daily) from S3 through Hive, into Tableau.

Sentiment analysis

- Applied before loading data into Hive from stream

What We've Done

Shared instance

Tweets throttled appropriately

All data flowing into S3 on its own

ETL w/ sentiment analysis into Hive

What's Next

Startup script (clean up & perfect)

Reboot script (if instance crashes)

Cleaning up the JOIN case

Tableau and actual sentiment analysis