



zen-gineer Update README.md

cf17a02 on Feb 4

[3 contributors](#)

Raw Blame History



57 lines (41 sloc) 2.69 KB

Media and Social Media Monitoring and Analytics.

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Project Overview

Nowadays, advertisement departments and PR agencies are interested in the public response regarding their products. This is why companies such as Business Wire , NUVI, newsapi.aylien.com provide real-time social media and media monitoring and analytics.

This project will accept any user input keywords for analysis. Once a user provides a valid input, the program scans the internet via API's and webscraping to provide graphs analyzing sentiment, location, timeline of tweet among other things.

Questions this project addresses

- What are the related handles (hashtags) appearing together with the user searched term?
- What is the average sentiment of top-10 influential people (with the highest number of followers) about the target term ?
- What is the average sentiment of top-10 retweets about the target term ?
- What is the overall average sentiment about the target term ?
- Which news sources write mostly about the topic?
- What is an average sentiment score of their articles? How it changes over period of time?
- How the topic popularity in media changes over period of time?

Data Sources

Data sets are dynamic and come from: twitter API (api.search) News API (newsapi.org) Wikipedia gmaps Google Translate

###Requirements - What you'll need in order to use this code Twitter API keys

###Python Packages tweepy, vaderSentiment, googletrans, pygeocoder, wikipedia, wordcloud, seaborn, matplotlib, pandas, numpy, BeautifulSoup

Project Steps:

- Data retrieving, selecting and cleaning.
- Collecting and grouping data in DataFrames.
- Creating pivot tables. Calculating averages, finding highest/lowest values.

- Building charts. Analyzing findings.

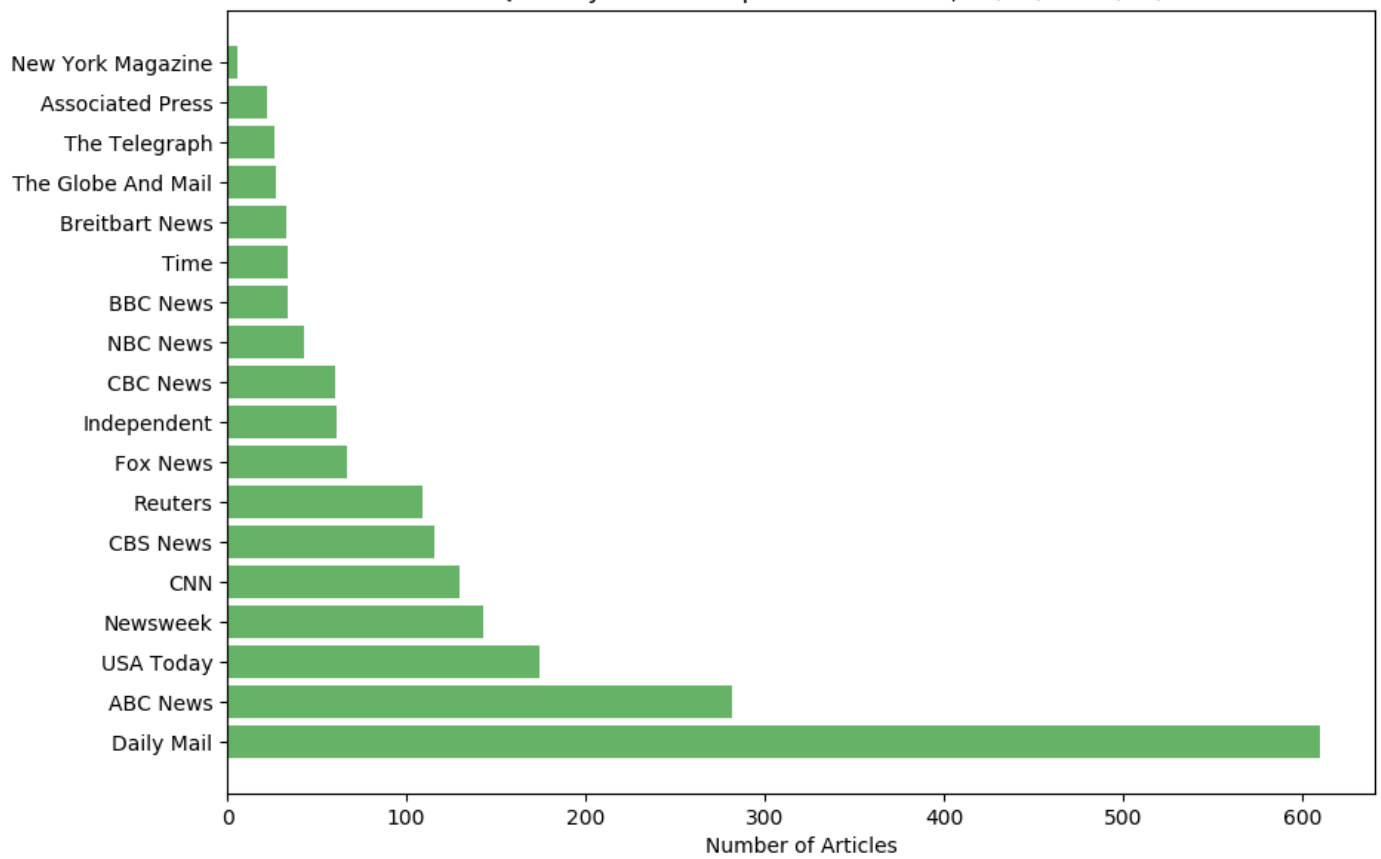
Example Output w/ search term "SpaceX":

VideosLaJornadafunny
stopdrymarkeritisrobotEgypt
SpaceXDragonCRS15
glassesDragonCRS15togetherwine
ItalyNileNzKs14smart
chatopenthepodbaydoorsthingone
ECOSTRESSSpaceX
screamFalcon9twoICYMI
glassstinkCIMONAskNASAcrs15BFRAI

Heatmap of Avg. Compound Scores, 09/01/17-07/03/18



Overall Quantity of Articles per News Source, 09/01/17-07/03/18



Sentiment Analysis based on Number of Followers 07/03/18 16:36:49

