



# Using Twitter As Data Mining Tool

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# Objective



# Purpose of Project

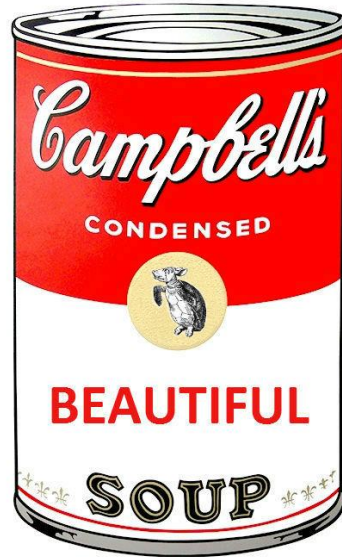
- Create a List of 4 Topics (Sports, Politics, Religion, and Finances)
- Mine Twitter for Tweets from various age groups regarding the above Topics.
- Analyze Comparative Distribution of Topics



# Why Twitter?

- The perfect place to mine real - time sentimental data.
- Freedom of Expression is more accurate when done online.
- Twitter has very smooth API to create programs with it.

# Tools We Will Use





## Tools cont.

- Twitter API
  - How we will engage with Twitter.com
- BeautifulSoup
  - According to the document, “Python library designed for quick turnaround projects like screen-scraping”
- Scrapy
  - From the website, “Scrapy is an open source and collaborative framework for extracting the data you need from websites. In a fast, simple, yet extensible way.”



# **Benefits & Uses of Program**



# Benefits of this Program

- Insight into Age Range specific tastes and preferences.
- Geographical Insights into Most Popular Topics.
- Real Time Changes in Preferences can be Realized.





# Potential for Business Use

- Business Owners get in-depth look at customers' preferences.
- Curate their marketing strategies based on most popular topics.
- Use Age Specific Ranges to cater to target ranges individually.

# Graph Examples

