Overall Conclusions

* Data extracted using full archive, search 30 days, and get timeline functions.
* Data extracted and analyzed using @Chase and @ChaseSupport
* Data from @ChaseSupport ranges from November 1st, 2019 to January 29th, 2020.
* Approximately 6,200 tweets gathered from @ChaseSupport
* @ChaseSupport account used exclusively for customer service (Only Organic Tweets and Replies, no Retweets).
* Overall Sentiment Analysis show customers reach out to Chase for immediate solutions on real-time problems.
* Analysis shows Chase is highly engaged with their customers on Twitter, replying to their mentions regularly and frequently.
* @Chase account used for promotions, mentions, and customer’s complaints.

Application functionalities

* The Focus of the current project was on getting the sentiments of several accounts that are in frequent contact with two working twitter accounts of Chase Company i.e. @Chase and @ChaseSupport.
* We analyzed many aspects in this data such as estimation source of tweets, about retweets, popular words and hashtags, positive and negative sentiments and much more.
* We have focused especially on simple navigation with R shiny app with the approach that focus on simple design with effective results.
* The Sentiments are mostly positive in case of both @Chase and @ChaseSupport
* @Chase Support demonstrated positive response, as there were no retweets, which indicates that all the complaints were handled effectively.

Main Challenges Faced

* Collection of data because of presence of certain restrictions.
* We were not able to make shiny work on dynamic data.
* Implementation of machine learning

Future

* More in depth analysis could have been performed
* Map the Sentiment data with the stock price movement.
* Machine learning could be implemented.