**Final Project Proposal for Social Media Analytics & Web Mining (MIS670)**

1. **Project Title and Team Members**
   1. Twitter Analytics iPhone X vs. Samsung Galaxy S9.
   2. Team Members: Andrew Egelhof and Doyle Ervin
2. **Business Questions**
   1. Do tweets about iPhone X and Samsung Galaxy S9 provide insight into differences between users of each?
   2. Do tweets about iPhone X and Samsung Galaxy S9 provide insight into similarities between users of each?
   3. Do descriptive analytics and content analytics between iPhone X and Samsung S9 provide insight into what sets iPhone X and Samsung phones and users apart?
   4. Do tweets provide any insight into Apple vs Samsung market share?
3. **Source of Dataset**
   1. The source of the dataset will be through Twitter API using tweepy and a modified version of the streaming tweets script used in class.
4. **Technique of Data Collection**
   1. Data will be collected on iPhone X and Samsung Galaxy S9 tweets using related hashtags and search terms in the streaming tweets script used in class.
   2. We will use terms like 'galaxys9','samsungs9', '#GalaxyS9','Galaxy S9','#iPhoneX','iPhoneX','iPhone X'.
5. **Types of Data Analysis Planned to Use:**
   1. Descriptive analytics
      1. Tweet metrics
      2. User metrics
      3. URL metrics
   2. Content Analytics
      1. Word analysis
      2. Hashtag analysis
      3. Topic modelling
      4. Sentiment analysis
   3. Network Analytics
6. **Expected Benefits and Potential Clients**
   1. Improved understanding of what customers value and how companies could develop their product to meet what customers want.
   2. Potential clients would be:
      1. The phone manufacturers analyzed
      2. A new upstart mobile manufacturer wanting to gain an edge over the bigger companies.
      3. Marketers of apps and services.