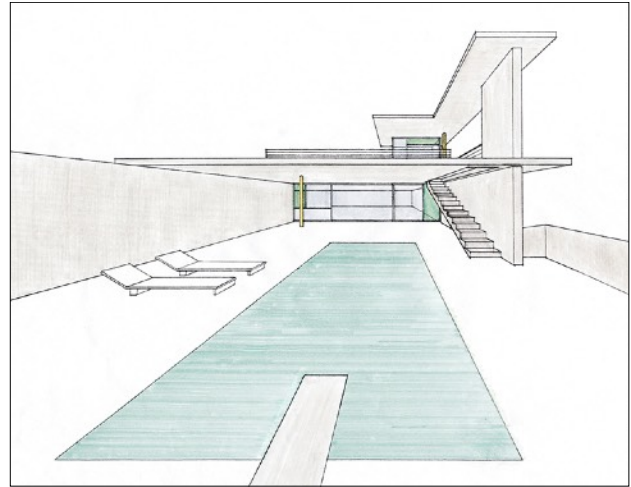# Capstone Project 2 Proposal

May 17, 2018

Problem: Sometimes a client, individual, or company exerts undue amount of influence upon a product, company, industry or market. A company which can understand and predict this influence can position itself to benefit from that influence. We will look at understanding the influence President Trump exerts with his tweeter account and try to predict attributes of his next tweet.

The client is will be a business that does transactions that depend upon market prices which fluctuant positively with positive sentiment tweets from the President and negatively with negative sentiment tweets. The client will be making business investment decision based upon a predicted positive sentiment tweet.

The data will be scrapped from Twitter. The major cable outlets

The project will consist of collecting tweets saving them into a csv file. The tweets will be imported into pandas for analysis. First we will download trending headlines from major news outlets, use a NPL (bag of words, tf-idf, and clustering) to get topic labels and sentiment. Next we will download Trump tweets and use NPL to get topics labels and sentiment. We will then use supervised learning (XGBoost, K-Nearest Neighbor) to predict what topic and sentiment Trump will tweet next.

The project deliverables are Juypter Notebook, Powerpoint, Paper, and a (dj3 or bokeh) visualization.

EXECUTIVE SUMMARY

Objective

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Goals

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Solution

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Project Outline

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BUDGET

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Description	Quantity	Unit Price	Cost
Item 1	55	$ 100	$ 5,500
Item 2	13	$ 90	$ 1,170
Item 3	25	$ 50	$ 1,250
Total			**$ 7,920**