

Unsupervised Learning
Elon Musk:
An Exemplary Twitter User Analysis

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Abstract

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1 Introduction

- twitter user analysis -> gain information about users on social network - useful for several applications: personalized advertisement [1], housing analysis [2], social sciences [3] - e.g. for user specified ads that maximize returns

- here: one particular user: Elon Musk as an example (in this case, there is an idea of the expected outcome, good test of methodology) - Elon Musk tech entrepreneur, early contributions to PayPal, CEO and founder of SpaceX, Tesla, and Neuralink [4][5]

2 Dataset

- data from Kaggle [6]: contains all tweets from Elon Musk in 2020

3 Theory

4 Implementation & Software

5 Results

6 Discussion

7 Conclusion

References

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