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| Transformative Impact of social media engagement |
| July 17th, 2024 |

# Overview

## Summary

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|  | Social media serves as a widespread communication channel. Beyond personal connections, imagine harnessing it for social change. Consider the collective criticism of pothole-ridden highways or the praise for a new downtown coffee shop. These reactions provide valuable insights for improving our community and enhancing quality of life by providing business opportunities or governmental enhancements. |

## Project scope

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|  | 1. Which 3 countries have the most social media activity? 2. What percentage in those top 3 country's is positive, negative, and neutral? 3. How can understanding which country exhibited the most negative sentiment during specific times help enhance the government's communication strategies to address and mitigate public concerns effectively? 4. What was the impact of positive sentiments in the chosen countries according to our data visualization, and how can this information improve future government communication strategies and initiatives? |

## Data

* https://www.kaggle.com/code/alkidiarete/social-media-analysis-sentiment/notebook

# Team member assignments

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| --- | --- |
| Name | Task |
| Marisol Trejo | Proposal, ReadMe, Question 1 |
| Anthony Banks | Question 2, Visualizations |
| Drew Middleton | Data Story Question, Question 3 |
| Akeem Anderson | User Driven Interaction, Question 4 |