DATA ANALYTICS REPORT

ABSTRACT

The following report contains the analytics performed on the given data set by the customer. The report not only contains textual information but also graphical representation of the insights to help the individual understand the performance.

APPENDIX:

Question
Q1 What is the total sentiment count of the given trend?
Q2 How many people share the same kind of intense emotion regarding the trend?
Q3 How many followers have actually shared the tweet?
Q4 What is the polarity distribution of the trend by the language that the tweet is posted in?
Q5 Mean polarity distribution of the sentiments of trend in question based on the language?
Q6 What are the 20 most frequently used word to describe the trend?
Q7 Visual summary of all the words that are used for the trend and how much are they being used for the trend?
Q8 How many people have partake in the trend by either posting the tweet or retweeting it?

DATA ANALYTICS REPORT

PERFORMANCE SUMMARY:

FOR: oekd

TOPIC: Loadshedding

ANALYSIS BY: SSK ENTERPRISES

The following table contains the summary of the data:

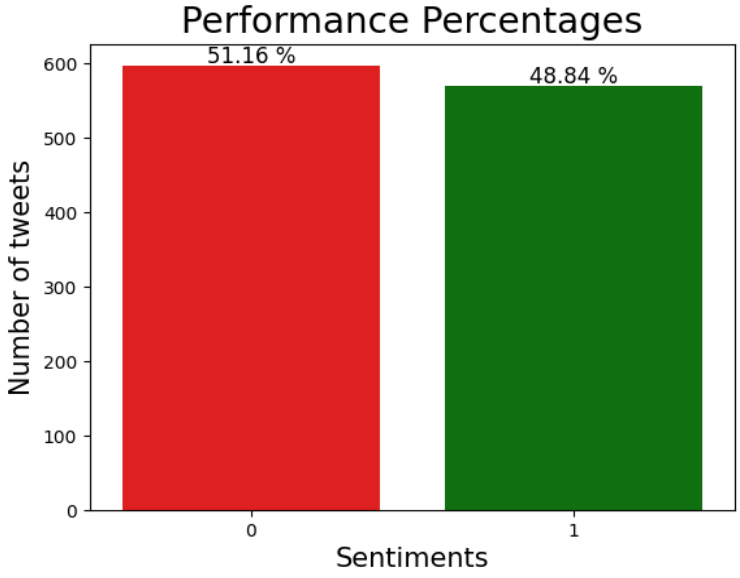
Total Tweets	Negative Tweets	
1167	597	
Positive Tweets	Highest Negative	Highest Positive
570	7.257968e-05	0.99983335

Since we now seen the general summary of the dataset let us now dive into so visualizations to better comprehend how we are performing.

SENTIMENT PERCENTAGE ON GIVEN DATA:

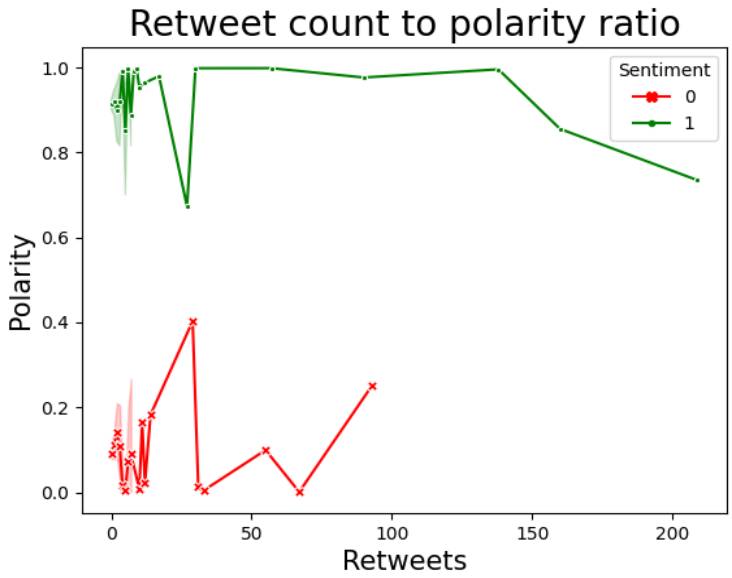
Here you can view how the sentiments are of individuals with respect to percentage.
The x-axis contains the sentiments, the representation being:

o -1: negative
o 0: neutral
o 1: positive
And y-axis being the number of tweets from the dataset.



POLARITY DISTRIBUTION:

Now let us take a look at the polarity distribution and the retweets on that tweet, the reason to do so would help us pinpoint which tweets (positive, negative, or neutral) of high intensity have reached or engaged with masses.



RETWEET SUMMARY:

Here we will list the retweet summary. The method we used to approximate these numbers is by adding the retweet counts of the tweets of same category meaning if someone has retweeted a specific tweet then he has engaged, understood and probably holds the same sentiments regarding the subject under observation.

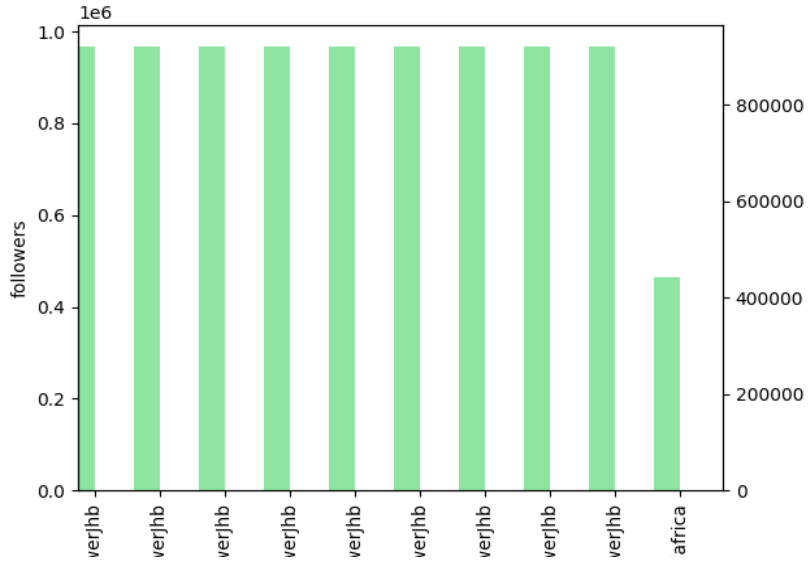
Total Negative Retweets	Total Positive Retweets	Total Neutral Retweets
580	999	0

While we are on the subject lets also list the highly negative and positive tweet.

	User name	Polarity	Followers	Retweet count
Negative	klaasra	7.257968e-05	76	0
Positive	ber_lopalopa	0.99983335	0	0

COMPARISION OF FOLLOWERS TO REACH RATIO OF TOP 10 MOST FOLLOWED ACCOUNTS:

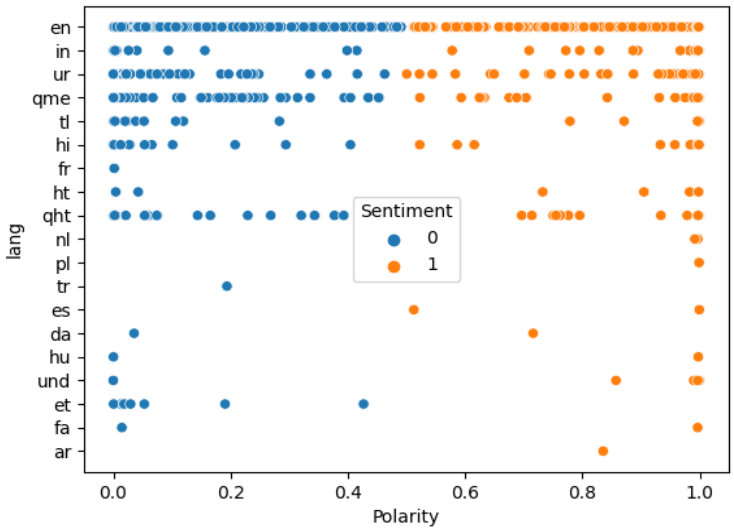
Firstly we extracted the top ten most followed accounts. Then we checked the engagement of their tweet by plotting the bar graph besides the followers bar graph to get a better understanding about the engagement ratio.
The yellow colored bar represents retweet count. While the followers graph is represented by following scheme:
o Red: indicating that tweet of this account was negative.
o Green: indicating that tweet of this account was positive.

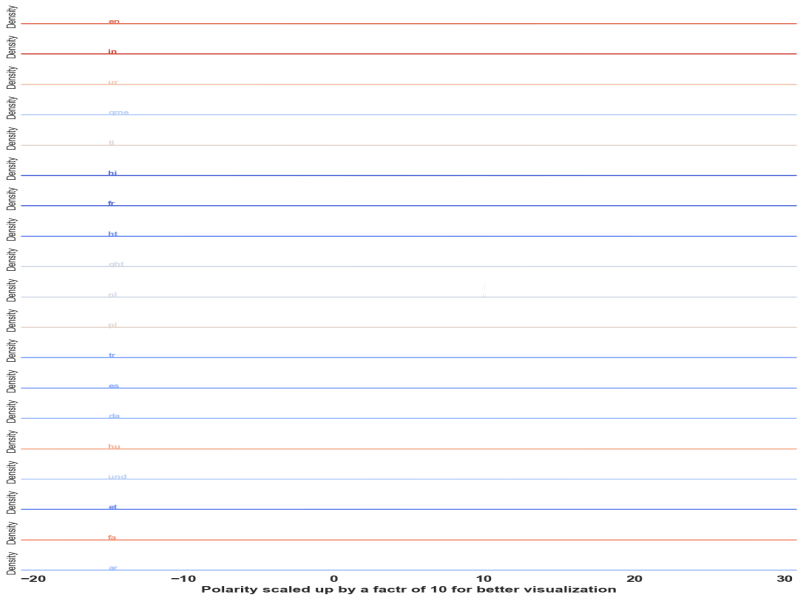


POLARITY DISTRIBUTION INSIGHTS:

The scatter plot helps in pinpointing the polarity of an individual of a certain language regarding the trend. This helps us in identifying firstly how many individuals of diverse background who converse in different language have taken part in the trend and secondly hold what kind of sentiment with what intensity of the trend at hand.

The streamlines indicate the mean polarity of different languages, the peaks determine the average sentiment of the individuals of the particular language.

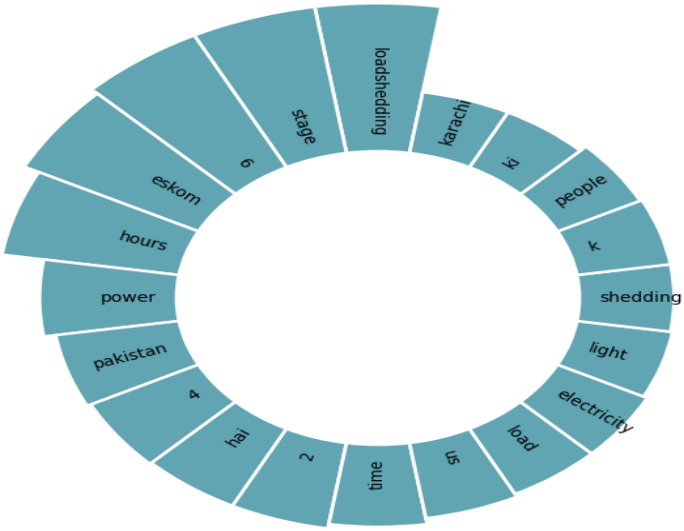


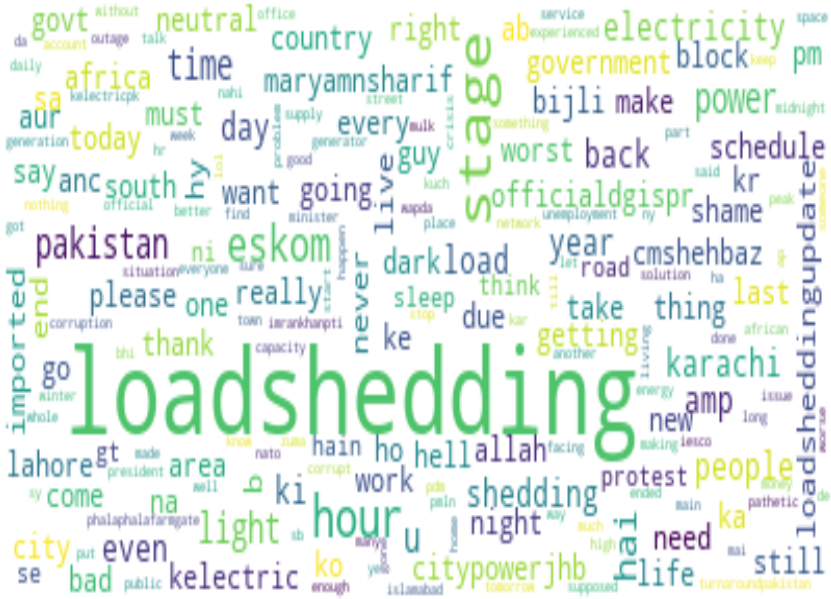


ANALYTICS OF TEXTUAL FREQUENCIES:

One interesting thing that we can extract are the top 20 most used words from the data, this helps any researcher to describe the trend to anyone within the 20 words limit. The length of the circular bar would represent the frequency of the word used in the dataset.

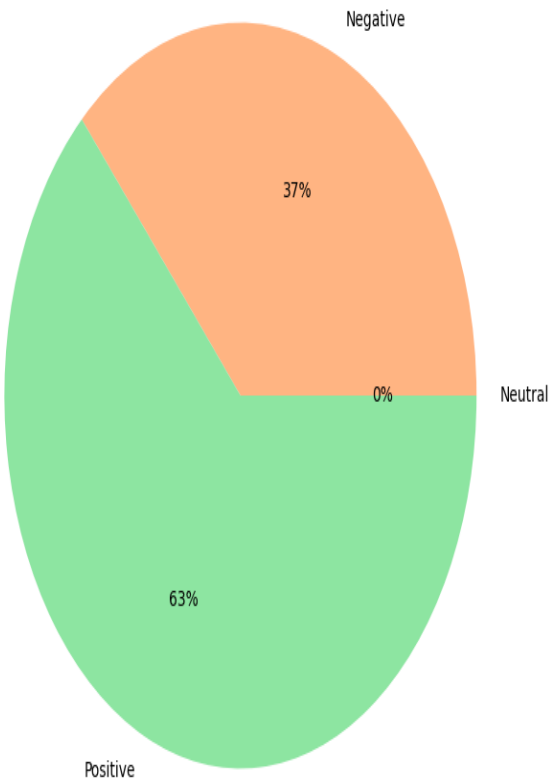
Another analytics that can be performed is the visual summary of the whole trend, this would help in determining all the words used by making a word cloud. The bigger the word the more it is used in the trend. As shown in the second figure of this page.





PIE CHART OF THE SENTIMENT REACH:

Final thing that we will visualize is the pie chart of the engagement or also referred as 'reach'.
Total engagement on the topic: 1579



CONCLUSION:

From the above analysis we can say that the subject is viewed Neutrally