SSK ENTERPRISE
GOING BEYOND THE UNIMAGINABLE

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.

DATA ANALYTICS REPORT

PERFORMANCE SUMMARY:

FOR: Muhammad Khalid

TOPIC: Israeli

ANALYSIS BY: SSK ENTERPRISES

The following table contains the summary of the data:

Total Tweets	Negative Tweets	
980	523	
Positive Tweets	Highest Negative	Highest Positive
457	3.300966e-05	0.9997872

Since we now seen the general summary of the dataset let us now dive into so visualizations to better comprehend how we are performing.
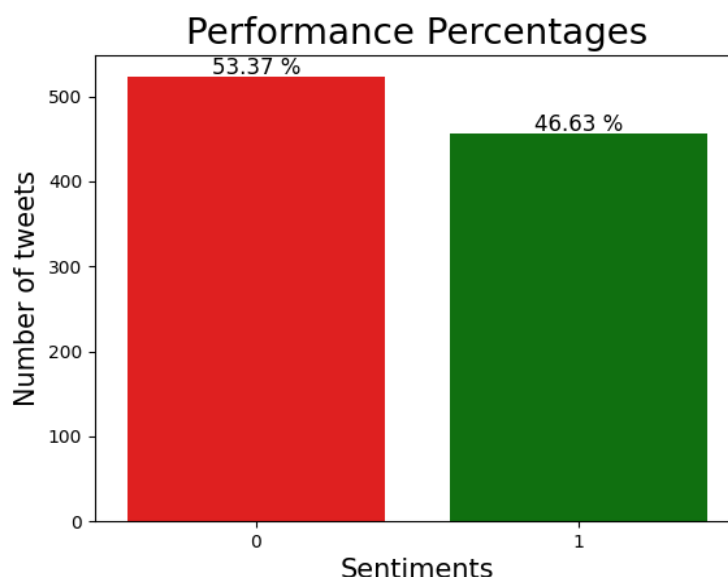
SENTIMENT PERCENTAGE ON GIVEN DATA:

Here you can view how the sentiments are of individuals with respect to percentage.
The x-axis contains the sentiments, the representation being:
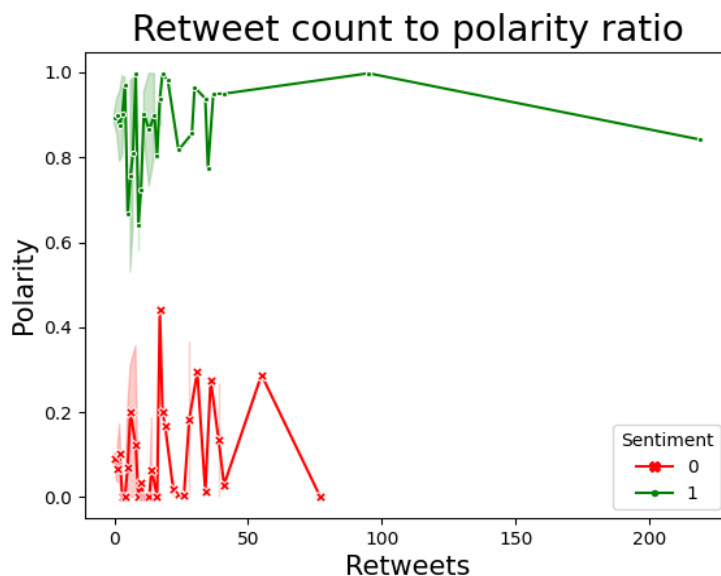
o 0: negative
o 1: positive
And y-axis being the number of tweets from the dataset.

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
921	886	0

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

	User name	Polarity	Followers	Retweet count
Negative	jessmacturk	3.300966e-05	130	0
Positive	sukrandemirkol3	0.9997872	1569	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.
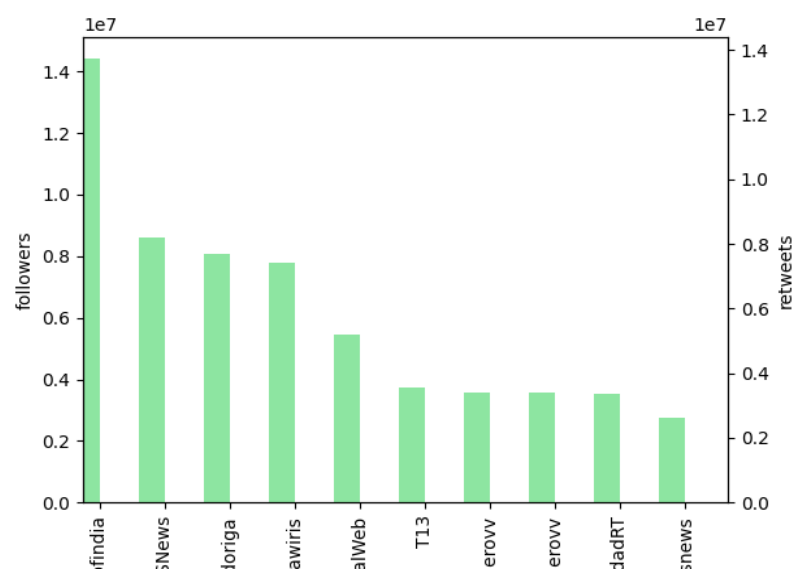
PIE CHART OF THE SENTIMENT REACH:

Final thing that we will visualize is the pie chart of the engagement or also referred as 'reach'.
Total engagement on the topic: 1807

Negative

51%

0%   Neutral

49%

Positive
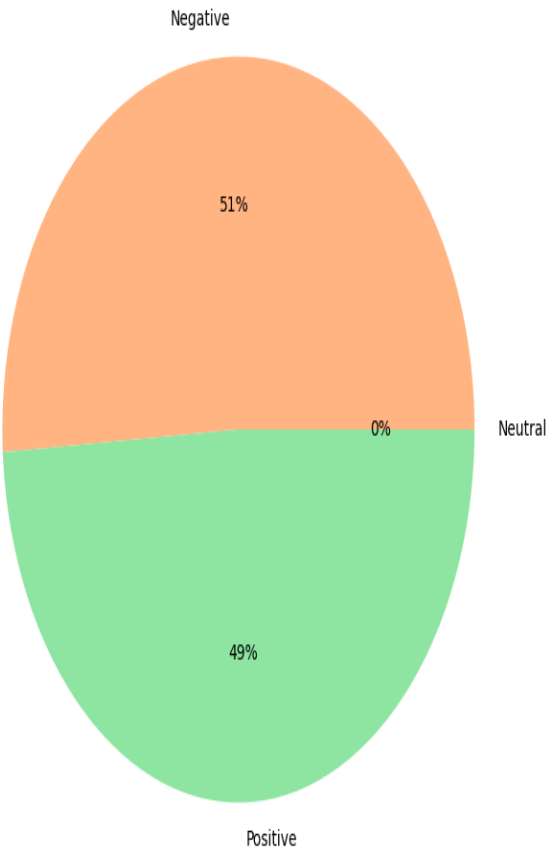
CONCLUSION:

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