**Group project:**

Build a tool to analyze the brand image of a company based on user-posted images on social media.

**Key reference:**

Liu, Liu and Dzyabura, Daria and Mizik, Natalie, Visual Listening In: Extracting Brand Image Portrayed on Social Media (Feb 27, 2020). Available at: <https://ssrn.com/abstract=2978805>

**Code which helps your group to get started:**

See your group’s Dropbox folder: <https://www.dropbox.com/sh/6uq299m0vupp434/AADai3L6S7XLqaa8cNB1ZVPxa?dl=0>

**Deliverables:**

* Completely commented code

1. for training the deep learning model(s) and complimentary other statistical models
2. for setting up a simple web app for demonstration purposes

* **Final presentation:**
  + The final PowerPoint presentation should be max. 5 slide describing briefly

(1) the task

(2) the input/output

(3) all steps taken (process flow diagram)

(4) the main problems for each step

(5) the (meaningful) ways to improve your projects furthers if you would have gotten more time

**Group members:**

|  |  |  |
| --- | --- | --- |
| Neeraj | Kumar | neeraj.kumar@uzh.ch |
| Linda | Samsinger | linda.samsinger@hotmail.com |
| Theebana | Rajendram | r\_theebana@hotmail.com |
| Vincent | Rüegge | vincent@rueegge.ch |