RITDataBI

Sentiment Mining Project

Due Nov 20@ 11:59:59pm

This is an individual project, so everyone should do it!!

Text mining and sentiment analysis are contemporary ways to understand unstructured data

1. use R to download a set of at least 1000 social media messages from a company/brand/service or about a specific product (Reddit is a great choice)
2. use R to conduct sentiment analysis of these messages
3. use a visualization tool (say Tableau) to understand the message patterns and overall sentiment for the social media content.

Write a 2-3 page executive summary to incorporate these visualizations and give a concise descriptions of the current pattern of tweets and how they are received (sentiment).

Going over and above these simple requirements:

What does the other information that the social media data provides say about the studied company/brand/service or product?

Can you integrate contemporary news or information to explain what is happening?

Can you demonstrate differences between your studied company and their competitors?