

Project 4 Proposal

Comparing Customer Sentiment between Imported and Domestic Vehicles via Twitter Feed

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As of October 2019, the best-selling vehicle in the United States so far is the 2020 Ford F-150 with 448,398 units. However, the best non-luxury vehicle with the highest overall customer satisfaction is the Subaru Ascent selling close to 74,422 units which is significantly less than the Ford F-150. Clearly if the F-150 has the largest sales in terms in volume than it must have the highest customer rating, but this clearly is not the case. As the saying goes, 'The Devil is in the Details'. The objective of this project is to compare and contrast sentiment analysis comparing non-luxury domestic and imported vehicles via twitter feeds for several automotive makes over time.

The Minimum Viable Product would be to compare sentiment analysis of at least two non-luxury domestic vehicle makes such as Ford and General Motors and two imported such as Honda and Toyota from the respective Twitter feeds and compare them over a period of several years. The sentiment can be broken down into either negative, neutral or positive. The sentiment can also be compared to each company's stock performance. This project hopes to answer if consumer opinions changed over a period of time between domestic and foreign vehicles. If it is negative, what can automotive manufacturers do to turn it around or if is positive, what can they do to keep customer's trust and loyalty.