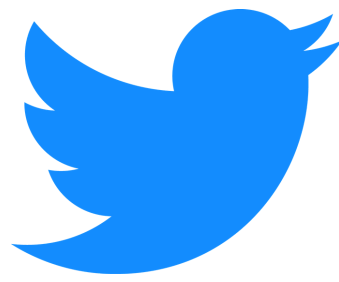


UNDERSTANDING CONSUMER PERCEPTION FOR A PRODUCT

Tweets by consumers



Scalable data streaming

Reliable

Low cost



Amazon Kinesis

aws



Dynamic Visualizations

Advanced aggregations

User-friendly



Open-source search

Easy scaling in AWS

Analytics



Amazon Lambda

Continuous scaling

Automatic Triggers

Run custom code



DynamoDB

NoSQL database

Unlimited scalability

Schemaless



Positive

11586

Neutral

8775

Negative

2752

