Data science Project

Project name: Targeted advertising based on customer sentiments

Description:

The project focus on the sentiments of people(customers) in different region towards stock market.

Our client decides the contents of advertisements based on the sentiments type by the input we give from our analysis methods. A large data is collected through web scraping via platforms like blogs, public websites, social media comments few other sources using certain keywords like stock_market_fraud, stock_learning etc with profile location. The data is collected in .txt format. This data is cleaned & given as input to the Word Cloud algorithm. This model gives the respective region & its sentiment. A set of 45 different combination is run to collect the data and validate it. Validation was done by client. This project helped the client to target right sentiments in the right location.

Roles & responsibilities

1. Data collection & Cleaning: Developing web scrapping tool using SoapUI. Combining the keywords with the region & platforms. Collecting the data in the form of .txt file. Sending it for validation. Data cleaning process was done by removing pronouns, verbs, breaking conjunctions. The Adverbs & adjectives were to be undisturbed. The cycle was run for 25 days & 5 days buffer to validate any platform change
2. Model building: Working with word cloud algorithm and input data region wise with different keywords from a single platform (blog, website etc). Identifying the right set of Data points & sending the high priority words in descending order in a proper .xls format.
3. Data output: Providing the output in graphical format to make client understand about the sentiment of the state. And list up content for high priority keywords.

Note: this note is not for resume part its for placement trainer & student's part

Student can tell that he/she has worked on any of the above 2 roles & responsibilities.

Add Challenges faced in the project to increase your credibility:

Platform security changes & privacy changes. Changing profile regularly to log in to platform