

## Emotive Technical Interview

### Overview

You work as a software engineer for Coca Cola. Coca Cola has an eCommerce store that allows customers to order online. Coca Cola also just recently released a new “Coke Lime”, “Vanilla Coke”, and “Cherry Coke” drinks. In order to gather customer feedback on the new products, Coca Cola has asked you to build a small dashboard that allows the marketing team to text message the customers who have ordered the products and ask questions. The specifications for the build along with designs are included below:

### Language and Database Requirements:

Python

PostgreSQLDB

Docker

### API Integrations

1. Twilio SMS Integration (You will be paid back for Twilio costs)
  - a. Create a Twilio account (<https://www.twilio.com>)
  - b. You may need to buy a phone number (\$1)
  - c. Link the twilio with the dashboard
2. Microsoft Text Sentiment Analysis
  - a. Integrate the sentiment analysis API here: <https://azure.microsoft.com/en-us/services/cognitive-services/text-analytics/>
  - b. Use free credit

### Dashboard Features

#### Part 1- Basics + Sending an SMS

1. The bar on the left allows the marketing team to enter customer phone numbers, customer names, and the product they bought to personalize every text message.
2. The variables entered on the left bar will fill in the <name> and <productType> messages on the right when a text message is sent
3. Use the Twilio API to send SMS messages when the “Send SMS” button is clicked


#### Part 2- Sentiment Analysis


1. The first message that will be sent out will read: “Hi <firstName>, I saw that your <productType> was delivered. How are you enjoying it so far?”, as written out in the “First Automated Message” section
2. The customer will then respond to this message. The sentiment analysis API should analyze this response and categorize the customer’s response in the “if positive response” or “if negative response” section. If the sentiment score is <50%, then it is negative, anything >50% is positive.
3. If the customer’s response is positive, the customer will then be automatically sent the “if positive response message and the opposite if the response is negative.

## Part 3- Docker

1. Create a docker image with the application running, which can be invoked on a single click.

## Dashboard



Jackson T. 

📅 Enter Customer Phone Number

🍷 Product Type

Lime

Cherry

Vanilla

👤 Customer Name

Send SMS

First Automated Message

Hi <firstName>, I saw that your <productType> was delivered. How are you enjoying it so far?

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If Positive Response 😊

Great, can you describe what you love most about <productType>?

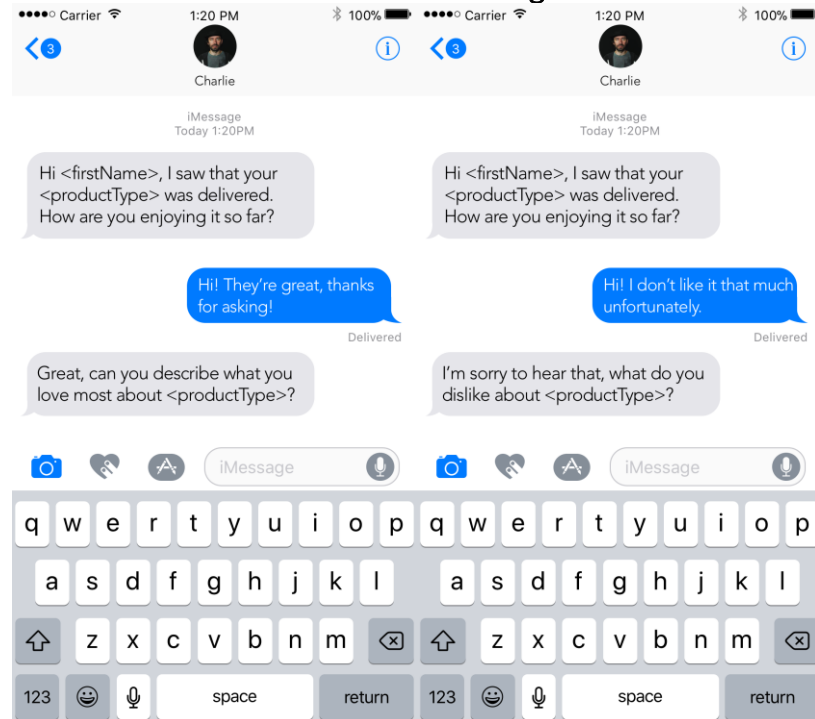
Edit

If Negative Response 😞

I'm sorry to hear that, what do you dislike about <productType>?

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## Positive Conversation



## Negative Conversation

