EXECUTIVE SUMMARY

MOTIVATION

BUSINESS PROBLEM

METHODOLOGY

KEY TAKEAWAYS

TOOLSET & VISUAL AIDS

70% of people in India are below the age of 40 years, which makes youth empowerment a key factor for social and financial development. There have been may initiatives this direction and multiple opinions on whether Modi has lived up to the promises he made. With less than a Year to 2019 Polls, we wanted to assess the Mood of the Nation towards policy interventions of the Modi Government with respect to the youth – across skill, opportunity and reach

Is the sentiment of the people positive on the youth reforms initiated by Modi? (positive sentiment implies favourability)

In which parts of India, people have been more interested and influenced by these initiatives?

Which major topics people were majorly interested in and which aspect are still a concern, that government needs to act upon?

Media platforms are great ways to collect and analyse what people are talking about. We collected and analysed data from various platforms on keywords like “Digital India”, “Skill India”, “Make in India” etc for our use case

Collected data to analyse sentiments and popular opinions expressed by people on media platforms like Twitter and News Portals

Collect and analysed search term trends and relative volumes in different states of India

The results show a good hold of Modi’s popularity w.r.t. his initiatives for youth empowerment

While Twitter data shows more of the positive sentiments with positive applaud (like #farkdikhrahahai, #visionIndia) for various initiatives, people have mentioned concerns around Women empowerment, rural unemployment and cybersecurity in the tweets with negative sentiments

Data collection is done using R using packages like rtweet, gtrendsR

News data was collected through news API using Python

Visualization is done using Tableau and excel

Sentiment analysis and wordcloud are also done in R using respective packages