



Collecting Data from Twitter

The topic of interest - **Silk Accessories trends**, data collected was **hashtags related to fashion and silk to launch online marketplace for small business to support SILK ARTISANS:**

```
tweets = searchTwitter('#silk+#fashion', n=1000, resultType='mixed')
```

The total number of tweets collected - 359

Why is the topic important to me

- Trying to help a silk artisan launch an online market place
- Understand silk fashion trends to justify business proposition and investment
- Understand which avenues to target in the online marketplace

Approach to data analysis

1. Preliminary search in twitter on the topic and identified the right #hashtags,
2. Utilized the twitter API to pull data, cleaning data took the largest amount of time (removing duplicates and special characters). Requested 1000 tweets but extracted 359

- ## Early Wins and Actionable Insights

Word	Count
scarf	275
spring	125
charme	115
dyed	115
hand	115
parisien	115
ks	85
style	75
pleated	70
dress	65
etsyan	60
chiffon	55
green	50
designer	35
ix	35
deals	35
slip	35
slipdress	35
in	35
pink	35



- Even though I used simplistic visualization(histograms and tables) with frequent terms, it yielded very useful insights
- Data indicates clear high frequency patterns

Top Ten Tweets

	value
1	RT @GESRAY1: #ArtDeco Bobbie #Jerome Flower Patern #Silk #Clutch Crystal Clasp http://t.co/F4HOSnKYYF #eBay #dealydeal #gift #fashion #moâ€¦ #ArtDeco Bobbie #Jerome Flower Patern #Silk #Clutch Crystal Clasp http://t.co/F4HOSnKYYF #eBay #dealydeal #gift #fashion #mothersday
2	RT @etsyan03: CHARME PARISIEN - #SILK #SCARF http://t.co/gvlpCnFBsR Emerald green pleated silk scarf - hand dyed #spring #fashion #81ks #Twâ€¦ CHARME PARISIEN - #SILK #SCARF http://t.co/gvlpCnFBsR
3	Emerald green pleated silk scarf - hand dyed #spring #fashion #81ks #Twitterbrothers RT @etsyan03: CHARME PARISIEN - #SILK #SCARF http://t.co/gvlpCno0Bj
4	Emerald green pleated silk scarf - hand dyed #spring #fashion #81ks #Twâ€¦ CHARME PARISIEN - #SILK #SCARF http://t.co/gvlpCno0Bj
5	Emerald green pleated silk scarf - hand dyed #spring #fashion #81ks #Twitterbrothers RT @etsyan03: CHARME PARISIEN - #SILK #SCARF http://t.co/U3vKWT5TYa
6	Gray pleated silk scarf - hand dyed on chiffon #spring #fashion #sheffiâ€¦ CHARME PARISIEN - #SILK #SCARF http://t.co/U3vKWT5TYa
7	Gray pleated silk scarf - hand dyed on chiffon #spring #fashion #sheffield #bizitalk RT @LeinaalaArt: #design for 'Skathi' #silk #print #clothing on #paom is #handpainted by moi! #fashion #style http://t.co/oa6Ksw19F http://t.co/oa6Ksw19F
8	RT @muleties: Scarves are coming to town, here's our next line what do you think? #fashion #silk #scarve #style http://t.co/c7UklG1F2f
9	Scarves are coming to town, here's our next line what do you think? #fashion #silk #scarve #style http://t.co/c7UklG1F2f
10	
11	

Top Ten User HashTags

WORD	FREQ
1 scarf	141
2 spring	119
3 ks	81
4 style	71
5 dress	32
6 slipdress	28
7 deals	27
8 designer	26
9 design	23
10 etsy	19

Top Ten User Mentions

	WORD	FREQ
14	etsyan	58
43	ukbusinessrt	8
42	ukbusi	7
32	muleties	6
11	deyanadeco	5
12	ebay	4
13	etsy	4
1	aimmea	3
6	beechwoodsc	3
18	gesray	3

Popular Personalities

- **Twitter API was super slow for Famous figures!**
- I picked MC Mary Kom - A huge inspiration for me and a role model for many women
- Friends - 71, Followers = 7600, Mutual Friends and Followers = 17

Table of Followers and Friends(evidently many indian celebrities are in the list)

V1	V2
1846626097	Riya Dey
3244825233	Piñkú räj
360505512	Birjītkumar Khuman
1160507676	Prashant Kumar
2951005797	MonnA Mo
2397582806	Anjani Pandey
32520953	Kuldeep Kumar
482718719	Sujay Patil
3188979049	Pratik Bagadi
3243134446	Sankha Ghosh
3097711422	poornima rathinavelu
3189335485	Been
2938242128	Rona devi
3189859765	shreedevi s k
296682451	AKSHITA JAIN
3189677299	Jessi Walia
2782777135	Anurag Singh
3165378860	Oamik Eazam
22779056	Pam Sidhu
140057266	kamal medhi

	V1	V2
1	105710210	rishi kapoor
2	2838592766	Priya Shrivastava
3	2734909202	Onler Kom
4	334430754	Mangte C.Mary kom
5	57188977	Sonu Nigam
6	513067381	Satyamev Jayate
7	118024094	Arshad Warsi
8	109241992	Sunidhi Chauhan
9	57928790	Karan Johar
10	15093629	Shekhar Kapur
11	71201743	Virat Kohli
12	87174678	Sania Mirza
13	277434037	Ratan N. Tata
14	58173133	Mahesh Bhupathi
15	113352671	Dia Mirza
16	33801019	Parineeti Chopra
17	19895282	A.R.Rahman
18	230140702	Juhi Chawla
19	92724677	Virender Sehwag
20	471741741	PMO India

Mutual Followers and Friends

	V1	V2
1	105710210	rishi kapoor
2	2838592766	Priya Shrivastava
3	2734909202	Onler Kom
4	334430754	Mangte C.Mary kom
5	57188977	Sonu Nigam
6	513067381	Satyamev Jayate
7	118024094	Arshad Warsi
8	109241992	Sunidhi Chauhan
9	57928790	Karan Johar
10	15093629	Shekhar Kapur

Other Data Analysis

For the silk scarves business case, I tried to gather geo code information for the tweets but most of them were missing geocoded data. However text network analysis by geocode resulted in this which remains to be interpreted by overlaying with maps information:

