Provide an analytic report of 1,500 words or less that is structured as outlined below. Text can either by typed directly into the website or uploaded as separate files. You may edit your Solution on the website until the Contest Deadline. You can compile your submission and upload it as individual files or as a zip file. The word count does not include the programming code used in the analysis, the documentation of the code, or the list of topics and/or substance included in the Appendix.

**Question #1: What financial topics\* do consumers discuss on social media and what caused the consumers to post about this topic?**

***Deliverable A*** – Describe your Approach and Methodology. Include a visual representation of your analytic process flow.

***Deliverable B*** – Discuss the data and its relationship to social conversation drivers.

***Deliverable C*** – Document your code and reference the analytic process flow-diagram from deliverable A.

**Question #2: Are the topics and “substance” consistent across the industry or are they isolated to individual banks?**

***Deliverable D*** – Create a list of topics and substance you found

***Deliverable E*** – Create a narrative of insights supported by the quantitative results (should include graphs or charts)