A correlation between unstructured sentiment data and variation in product demand cycles in consumer products industry.

30/10/2015

Group Members:

Siew Ming

Diala Aldahabi

During this week we have begun researching in depth about the client's requirements and created the project's blog.

We have had two meetings with the client where we provided them with our plan and research. The clients as well gave us sources, such as, Gnip, fabric and Hana/SAP that provided a broader understanding of their requirements.

Our roles:

Diala Aldahabi:
- Team Leader
- Client Liaison, responsible for interfacing with the client, arranging meetings, sending reports.
- Chief Editor, responsible for leading the creation of the group documentation and video.

Siew Ming:
- Deputy group manager, to assist the group manager as necessary.
- Chief Researcher, responsible for leading the research and recording the results.
- Technical Lead, responsible for leading the PoC design work.

The tasks and plan to be completed within next week is:
- Continue with creating the blog.
- Complete the requirements table (should have, need to have, could have).
- Research about the correlation of graphs.
- Research about hand coding the the correlation graph based on data obtained from previous week.
- Create a concrete architecture of the software.

Diala:

During the previous weeks, I have started with creating the blog to document the research and data. I have also done a comparison between the different sources that the client provided us with (Gnip, fabric and Hana/SAP) as well as a comparison between whether we should use historic or real time data and we have decided to go with historical data as it would be more efficient and convenient for the client. I watched the Hana tutorials provided on youtube to get a better idea about how it extracts data from social media. Moreover, I have started with the requirements table that includes the should have, need to have and could have features.

Siew:

I started watching youtube tutorial of SAP Hana, a socialmedia data extracting platform. This platform uses eclipse IDE as it's main interface. By setting up a account of Hana, I can the account detail to connect to the Hana Database. The Hana uses nodejs as it's main tweets extracting data program. As you can see from the image below. Then we put a string/keyword onto the URL on the

parameter "track" and nodejs will start tracking the tweets with the keyword and the terminal will show the tweets inserted into the database as show the image below.