

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

16/10/2015

Group Members:

Siew Ming

Diala Aldahabi

During this week we have read and understood the project and the deliverables required as well as set the tasks that need to be completed by next week.

On tuesday (13/10/2015) we had an online skype conference with our clients. It was an introductory meeting where the clients provided us with the requirements specification and we provided them with an overview of the project. After the client meeting, we had a team meeting with our TA where we explained the requirements of the client.

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:

- Learning more about the twitter API.
- Researching the brand name that the client want us to collect data for (Edrington whiskey).
- Researching the website links and resources that the client provided us with.
- Understanding the mathematical theory of graphs and correlation.
- Research the spirits industry and possible competitors for Edrington.
- Find out possible keywords connected to the brand to enable an easier and effective search.
- Begin with the planning and construction of the project website.

A problem that we faced during this week was the misunderstanding of the project deliverables and the inability to effectively describe them to the client. That was due to not including our TA in our client meeting as we were unaware that he had to be present.

The plan for the next two weeks is to continue researching about the client requirements and hold another meeting with our client where the TA would be present.

Diala:

I have been researching the Twitter API and discovered it has four main objects (tweets, users, entities and places). Also, researching the twitter timelines which can grow very large, so there are limits to how much of a timeline a client application may fetch in a single request.. I researched as well the different whiskey brands of Edrington and all possible keywords that might be linked to it, such as, charity work done by the brand. In addition, I researched how to use the data collected to do correlations.

Siew:

I have been researching mainly on two things. First is the twitter api where I try to find out how to use twitter api to retrieve tweets based on location and keywords. Second is the concept of sentiment data. After doing researches, I am thinking of using twitter api to retrieve tweets and process tweets into three type of data, good comment, bad comment and neutral. Then, I plan of using javascript to draw a graph and make a correlation with the demand cycle.