* Amazon:
  + Search for sports gifts:
    - Sports fan shop
      * Nba/basketball - 10 x 5
        + LA Lakers
        + New York Knicks
        + Chicago Bulls
        + Golden State Warriors
        + San Antonio Spurs
        + Michael Jordan
        + Stephen Curry
        + Kobe Bryant
        + Joakim Noah
        + Tim Duncan
      * Nfl/football - 10 x 5
        + New England Patriots
        + Seattle Seahawks
        + Carolina Panthers
        + Dallas Cowboys
        + Denver Broncos
        + Tom Brady
        + Cam Newton
        + Russell Wilson
        + Dak Prescott
        + Peyton Manning
      * UEFA/soccer - 10 x 5
        + Manchester United
        + Barcelona
        + Arsenal
        + Real Madrid
        + Chelsea
        + Wayne Rooney
        + Lionel Messi
        + Mesut Ozil
        + Christiano Ronaldo
        + Neymar
      * Ncaa Football - 5 x 5
        + USC Trojans
        + Ohio State Buckeyes
        + U of Alabama Crimson Tide
        + U of Washington Huskies
        + UCLA Bruins
      * Mlb/baseball - 10 x 5
        + Chicago Cubs
        + LA Dodgers
        + New York Yankees
        + San Francisco Giants
        + Boston Red Sox
        + Kris Bryant
        + Clayton Kershaw
        + Gary Sanchez
        + Dustin Pedroia
        + Madison Bumgarner
      * NHL/hockey - 5 x 5
        + Columbus Blue Jackets
        + Pittsburgh Penguins
        + NY Rangers
        + Philadelphia Flyers
        + Carolina Hurricanes
      * Tennis/US Open/French Open/Wimbledon/Australian Open - 5 x 5
        + Rafael Nadal
        + Roger Federer
        + Serena Williams
        + Maria Sharapova
        + Djokovic

Questions:

How many tweets will be analyzed? - Start with a threshold, say 100 tweets and if that gives enough keyword, stop else increase

How many keywords will be generated? - Created model above for keyword search

How many web pages (products for sports)? - Mentioned above

How comprehensive? - Start with player/team level engagement. If not found, go to sport level

How many keywords match so display result? - Absolute match with lowest level, if not 80% match with lowest level and then 80% match with higher level

Filter products based on max reviews and ratings? - Yes top reviews and products **based on most relevant**

What about budget range? - Create budget levels in web application and pick products which spans across these budget levels