

Sentiment Analysis App

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Idea and Inspiration

Are there undervalued factors that drive the stock market?

- If so, what are they?
- Can exploring these factors provide new information?
- With that information can we make better investments?
- Predict future?



Purpose

- Overview of sentiment surrounding a company
 - Google Trends
 - Facebook
 - Twitter
- Forecasting tools to predict change in Google Trends



Exploration

Google Trends Data

Stock Data

Correlation

Twitter Sentiment (Recent)

Facebook Sentiment(Recent & Historical)

Intervals for Sentiment

Google Trends Future Prediction



The background is a solid pink color. In the top right corner, there is a decorative pattern of overlapping geometric shapes, including triangles and squares, in various shades of pink and magenta.

DEMO TIME!

Limitations and Future Improvements

Not Enterprise ready. Gauges general health of company.

Only focus on single name company. (Goldman Sachs, Coca Cola..etc, excluded)

Stocks have to be available over past 5 years

Could include other sources for Sentiment:

- Financial News
- Analyst Estimates from MarketWatch

Further Exploration: Choose individual websites, that user trusts, and do the sentiment analysis there.

- Improvement on speed
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End

Thank you!

