**Analyzing Public Perception of Deepseek’s Influence on the AI Market Project**

**Team Members:**

1.      Butler, Brynn

2.      Ivanoff, Alex

3.      Fritz, Stephenie

4.      Schmidt, Noah

5.      Foote, Pojanart

**Project Description / Outline:**

This project investigates Deepseek’s perceived influence within the AI market.   Here are the project goals:

* Understand the public's perception of Deepseek's influence in the AI market.
* Identify key themes and topics associated with Deepseek in public discourse.
* Analyze how public sentiment towards Deepseek evolves over time.

**Research Questions to Answer:**

**1.**  How have the stock prices of selected AI tech companies (including Google and Microsoft) performed compared to the Nasdaq Composite Index over the past two years?

**2.**  What is the overall sentiment (positive, negative, neutral) surrounding Deepseek in news articles and are there specific topics or themes driving this sentiment?

**3**. How has DeepSeek’s entrance and technological advancements influenced investor sentiment and stock performance in the AI sector?

**Datasets to Be Used:**

1. **News Article:**
   * Google News API (<https://serpapi.com/google-news-api_>)
   * Yahoo Finance
2. **Visualization:**
   * + Regression,
     + Bar chart ( avg stock price, avg market popularity using AI) ,
     + Line chart,
     + Pie chart ( market share of AI companies)

**Breakdown of Tasks:**

|  |  |  |  |
| --- | --- | --- | --- |
| No | Tasks | Leads | Timeline |
| 1 | Project ideation | Team | Done |
| 2 | Data fetching/API integration | Alex | Wed 5th |
| 3 | Data analysis | Stephanie, Noah | Wed 5th - Thurs 6th |
| 4 | Testing | Pojanart | Thurs 6th |
| 5 | Creating documentation (Readme) | Pojanart, Noah | Fri 7th - Sat 8th |
| 6 | Creating/ Rehearsing the presentation | Brynn | Mon 10th |