Analysing Big Data

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- Goals:
  - Find user interests
  - Advertise to them

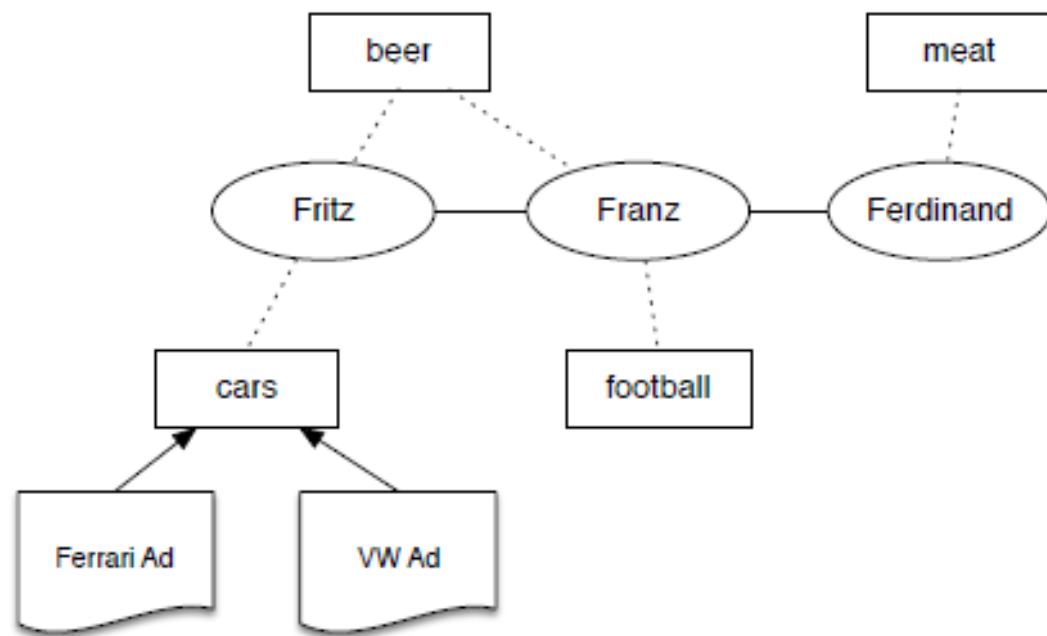# Tasks

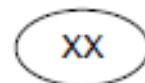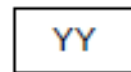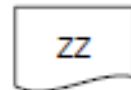| Stage 1 |
| --- |
| Extract tweets from twitter Mine tweets (find topic interests, find user relationships) and store them |
| **Stage 2** |
| Query over findings Display in web app |

Model

Workflow
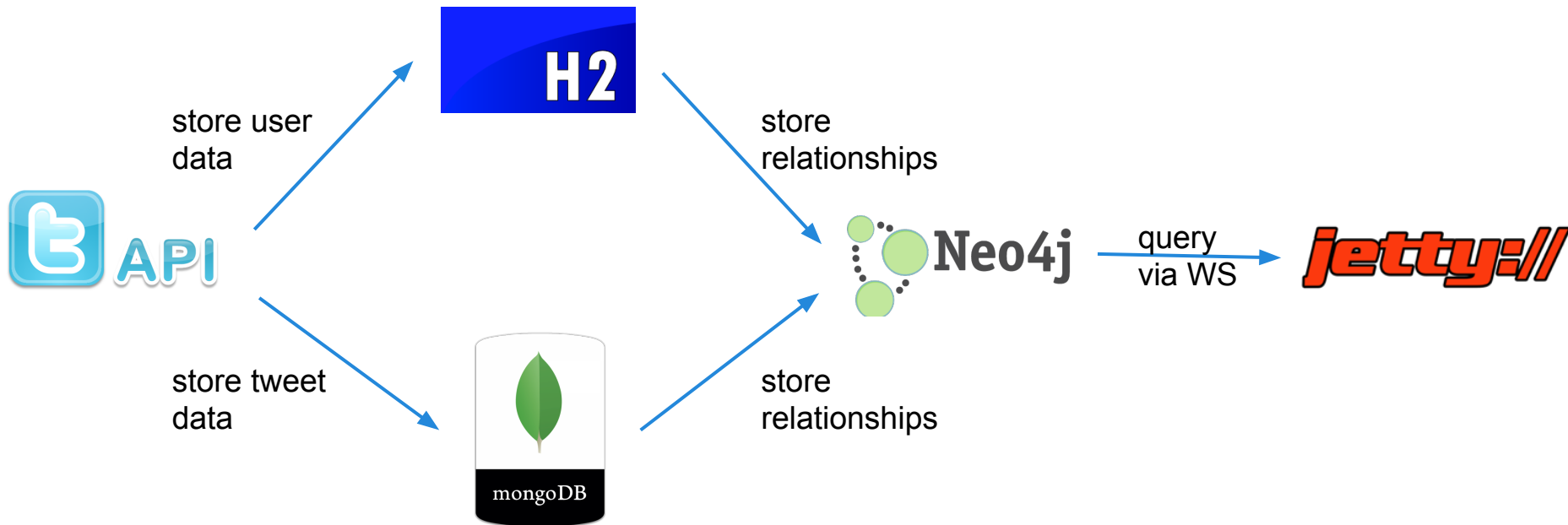
Query objectives

- Most influential persons
  - Many followers
  - Many retweets and favorites
- Range of topic interest
- Suitable ads
  - existing interest (topic-user relationship)
  - potential interest (user-user relationship)

Demo

Thanks