

How to upload new data

Uploading new stock data:

- To upload new stock data, you need to provide two separate files named "Stocks_daily.csv" and "Stocks_weekly.csv" containing the daily and weekly data, respectively.
- The data should be provided for any number of brands and can be obtained through web scraping Yahoo Finance using the provided script.

Uploading new Twitter data:

- Uploading new Twitter data is done at the brand level.
- The CSV file name should be in the format of "brandname_tweets.csv". For example, if you want to upload new data for Apple, the file should be named "Apple_tweets.csv".

Uploading new StockTwits data:

- Uploading new StockTwits data follows the same procedure as Twitter data.
- For example, to upload new data for Apple, the file should be named "Apple_stocktwits.csv".

Uploading new YouGov data:

- To upload new YouGov data, you need to provide a file named "YouGov.csv".

Important Remarks:

- All data files, including column names, should match the data originally provided by the Marketing Chair!
- If you want a new brand name to appear in the drop-down menu, you must provide its stock data.
- It is also possible to upload new brand logos by naming the picture file accordingly. For example, to upload a logo for BMW, the picture should be named "BMW.png".