Deployment plan

Markets

Sentimental Analysis would best be used in markets where positive and negative feelings can be used to change a group's marketing strategy. This markets that have been identified are politics, retail, and advertisement. The main method of penetrating these markets is by going to expositions (expos) to gain market awareness and attract potential customers. Since the library can be trained to specific words, the market could easily be used globally, so long as twitter (or a future supported social media) is available.

Political penetration

The political market would greatly benefit from a live representation of the opinions of voters and political activists. As well, politicians must be conscious of what words or phrases are considered more positive than others, so that they can create speeches with the same meaning but with terms that are more positive than others. Election analysis could, also, use this product to make post debate results to see a change in positive/negative association before and after a debate or important event. Geo-location could be used for local elections and primaries and caucuses. Aside from Campaign Expo, there are few public means to penetrate the market, so advertising to

campaigns and news networks would have to be done in a targeted fashion. Campaign Expo is mostly for new politicians, so it wouldn't be effective at getting into the market. Likely, when one politician finds this tool effective, their party would be quick to incorporate it into the entirety of the party.

Retail

Specialized advertisement is nothing new to online stores, such as Amazon putting recently viewed items on ad spaces on websites, but being able to see current ads are effective or well received is a difficult task that is typically associate with product sales increase or decrease. However, a company can check in real time, such as after a new ad is ran, to see if it incited a positive reaction from consumers. Geo-location can be used to change advertising tactics to regions that respond to different types of advertisement, so better product acceptance can be created. This product can be advertised at the Consumer Electronics Show, as it has 180k attendees and 4500 exhibits, so it will be seen by many people from varying industrees. With such a versatile product, this is beneficial, as nearly all markets can benefit from assessing consumer sentiment for a product.

Expos

CES is a common expo for new tech related products to gain access to the market. "CES showcases more than 4,500 exhibiting companies, including manufacturers, developers and suppliers of consumer technology hardware, content, technology delivery systems and more; a conference program with more than 250 conference sessions and more than 180K attendees from 150 countries." spending $6.1-6.6K would be great for expsoing the product to as many as possible, and having the exposure to people from all over is also excellent, as the product can be tailored t to any language from a client's

CES® 2018 Benefits & Services

EXHIBIT SPACE INVESTMENT
Las Vegas Convention and World Trade Center (LVCC), Westgate Las Vegas (Westgate) and Sands Expo (Sands)

	CTA MEMBER RATE*	NON-MEMBER RATE
OPEN EXHIBIT SPACE & MEETING ROOMS	$36 per sq. ft. **	$41 per sq. ft. **

**Above space rates apply January 5-8, 2017 only. Open exhibit space contracts received after January 8, 2017 will be charged the member rate of $38 per sq. ft. and the non-member rate of $43 per sq. ft.

TURNKEY PACKAGE	CTA MEMBER RATE*	NON-MEMBER RATE
10' x 10' (A-100)	$6,175	$6,675
10' x 15' (A-150)	$8,800	$9,550
10' x 20' (A-200)	$12,350	$13,350
20' x 20' (A-400)	$24,700	$26,700

MEETING PLACE	CTA MEMBER RATE*	NON-MEMBER RATE
	$48 per sq. ft.	$53 per sq. ft.

Includes carpet and unlimited standard furniture, when ordered by deadline
Above Meeting Place rates apply January 5-8, 2017 only. Meeting Place contracts received after January 8, 2017 will be charged the member rate of $50 per sq. ft. and the non-member rate of $55 per sq. ft.

Cost

Twitter

The current build of the sentiment analysis uses the free API for twitter, but this is very limited and not practical for effective, quick analysis. The free version of the API only allows for a slow search speed, very limited number of inquiries in a time frame, and lacks complexity. Spending $2,499 a month for the highest premium account would allow the current monthly allowance for requests to increase from 150 to 10,000 in a month. This is likely not enough, so an enterprise version might be required, which varies in price, depending on the number of requests needed by customers. As well, increasing the requests from 30 to 60 (with tweets per request increasing from 100 to 500) would also be insufficient, as not all tweets are used, as retweets are filtered out (can be changed per customer request). However, as a startup, it would be safer to use

	Total Requests PER MONTH	Month-to-month PRICE PER MONTH
Paid		
	Up to 500	$149.00
	Up to 1000	$289.00
	Up to 2,500	$699.00
	Up to 5,000	$1,299.00
	Up to 10,000	$2,499.00

Looking for more?
Our Enterprise packages include advanced features and APIs to take full advantage of the opportunities within Twitter data. They also include email support and a dedicated account manager.

Contact us for enterprise access

the $2,499 until customers have been acquired, as the enterprise version could

be hundreds of thousands of dollars a year.

AWS

This project is not calculative resource intensive and requires most of the

work to be done the API to fetch tweets, but to store the tweets at a rate that is

optimal to enterprise success. The AWS services would cost $3,442.32 a month or

$41,306.64 a year.

Services	Estimate of your Monthly Bill ($ 3442.32)	

Estimate of Your Monthly Bill
☑ Show First Month's Bill (include all one-time fees, if any)

Below you will see an estimate of your monthly bill. Expand each line item to see cost breakout of each service. To save this bill and input values, click on 'Save and Share' button. To remove the service from the estimate, jump back to the service and clear the specific service's form.

Export to CSV		Save and Share
⊕ Amazon EC2 Service (US East (N. Virginia))		$ 3129.38
⊕ AWS Support (Business)		$ 312.94
Total Monthly Payment:		$ 3442.32

Django

Django is a free framework; however, it is likely not going to reach its

donation goal for the 2018 fiscal year, so this could spell disaster down the road if

the project is dropped due to a lack of funding. There is no cost to associated

with this, but costs could be incurred if a newframe will be needed.

Domain

Domain names are a cheap expense. A Domain name, on average, costs 10-15 dollars. If a specific, highly wanted name is needed, then it could costs thousands or more, but that is not needed.