Data Science homework: March 7th: 1 page write-up with data

**What is the question you hope to answer?**

* I want to know if I should do business with a new person/company based on an adverse media report that will scrape the sentiment of the person/company off reputable news or social media sites.
  + Search entities such as person name or company name with filtering and sorting capabilities
  + Obtain a general dashboard of an entities overall sentiment risk score
  + Obtain a general dashboard of an entities overall severity risk score
  + Obtain the reasoning behind the root cause of the overall sentiment risk score ordered by relevancy
  + Create a custom report that outlines why I should or should not do business with a person/company from multiple points of views/proofs.
* I want to explore the full data set and find trends
  + Explore the top trending adverse media people or companies with filtering and sorting capabilities

**What data are you planning to use to answer that question?**

* Customer information
  + Tabular customer information
* Reputable article source such as:
  + USA Today API
  + NewYork Times API
* Non-reputable article source such as:
  + Twitter API
  + Facebook API

**What do you know about the data so far?**

* Data is unstructured
* Data is structured
* Data will stream

**Why did you choose this topic?**

* I want to learn the different technologies such as:
  + Data mashing multiple data sources
  + Joining structured and unstructured data
  + Entity extraction
  + Sentiment analysis
  + Predictive analytics
  + API