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**Project: Tech Industry Layoffs & Job Trends**

1. ***Tweets related to which data will you like to retrieve and visualize and why?***

The tech layoff wave is still ongoing in 2025. Last year, we saw more than 150,000 job cuts across 549 companies, according to Layoffs.fyi. For this project, I want to retrieve tweets to track layoff trends that can provide insights into industry shifts, workforce sentiment, and career planning strategies.

**Tweets focus:** Hashtags like #TechLayoffs, #Layoffs2025, #HiringFreeze, #JobCuts, #CareerShift.

**Visualization:** Heatmaps of job-related tweets by location, layoffs vs. hiring trends, Word Cloud about most common words in layoff-related tweets, and **Sentiment analysis about** positive vs. negative tweets related to layoffs.

1. ***Which businesses do you think would generally benefit from analyzing your topic of interest?***

* **HR:** They can identify talent pools from layoffs and connecting affected workers with new job opportunities.
* **Tech Companies & Start ups:** Understanding industry-wide layoffs helps companies assess hiring opportunities and potential risks.
* **Mental Health Services:** Job losses impact mental health, increasing demand for counseling and wellness services.