BUSINESS INTELLIGENCE AND DATA ANALYTICS MINI-PROJECT

Group Members:

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PROBLEM STATEMENT: Develop a Mini project for any suitable case study and use all the concepts used in assignment 1 to 5 and theory concepts included in BDA theory.

AIM: Studying the spread of covid-19 in India, and people's sentiments towards and during the various Lockdown periods.

OBJECTIVES:

- Working on Covid-19 cases and deaths related data and predicting deaths based on that data using multiple linear regression.
- Labelling sentiments to tweets using VADER Sentiment in Python and further studying the patterns observed.
- Finding the correlation between the state of Covid-19 in the country and people's sentiments towards and during the Lockdowns.
- Make an intuitive dashboard on the data and hosting it on a website

DATASETS:

- Data from multiple websites dedicated to tracking the Covid-19 spread in India such as covid19india.org.
- For tweets, datasets from IEEE, and scraping relevant tweets from Twitter using Tweepy.

TOOLS & TECHNOLOGIES:

- 1) Tableau
- 2) RapidMiner
- 3) Power BI
- 4) Atom IDE for Web Development
- 5) GitHub for hosting the website
- 6) Python 3
- 7) HTML5
- 8) CSS3
- 9) Bootstrap 4

OBJECTIVE 1:

Working on Covid-19 cases and deaths related data and predicting deaths based on that data using multiple linear regression.

DATASET: Covid19 Timeseries data taken from covid19india.org, it has 7 columns and 282 days' worth of data(records).

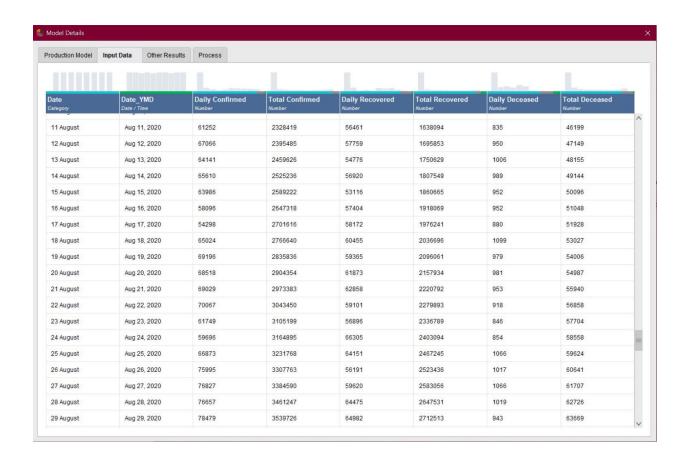
INDEPENDENT VARIABLES: Daily recorded cases and daily recovered cases.

DEPENDENT VARIABLE: Daily deaths recorded.

TOOLS:

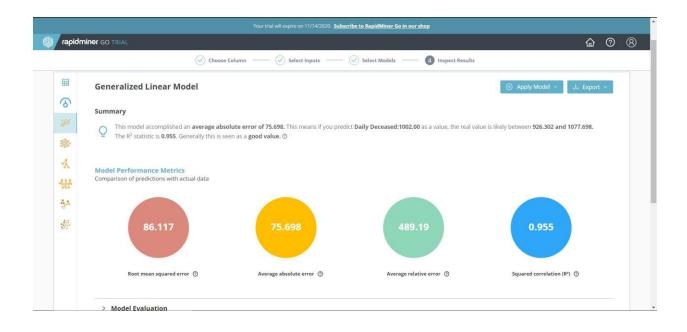
➤ Rapid-Miner's AutoML to perform Multiple Linear Regression with 2 Independent Variables and 1 Dependent Variable.

DATASET:



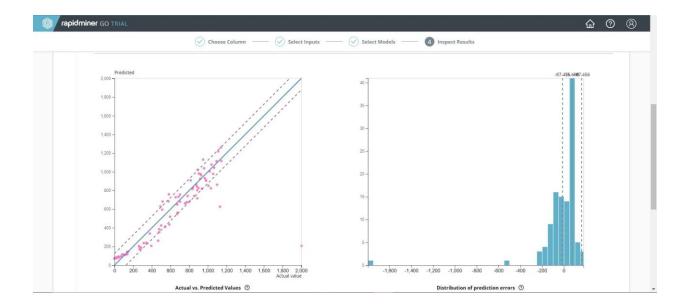
The model is created and hosted on RapidMinerGo and can be interacted with over the internet via sending JSON API calls and getting a response in the form of the daily deaths predicted.

THE REGRESSION MODEL STATISTICS:



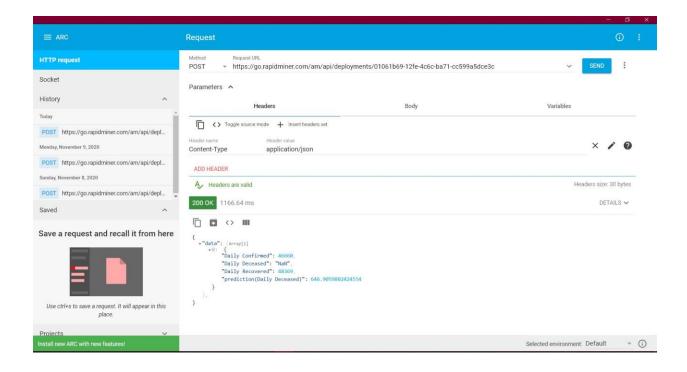
- The model has a R^2 value of 0.955, which is a very good metric.
- The model has a Mean Squared Error of 86.117, which means in cases, the actual value can be ± 86 .

THE REGRESSION FIT:



 Plotting Actual vs Predicted Values and the Error Distribution of the Model

OUTPUT:



INFERENCES:

- 1) We can use the created model to predict the number of deaths that will come to pass in the second wave of the pandemic with a high degree of accuracy.
- 2) The model's accuracy can be improved by providing more data.
- 3) The model is predicting values within an acceptable range of error. (i.e. if the actual value is 700, the model may predict 786 but not 1086)

OBJECTIVES 2 & 3:

- 1) Labelling sentiments to tweets using Vader-Sentiment in python and further studying the patterns observed.
- 2) Finding the correlation between the state of Covid-19 in the country and people's sentiments towards and during the different Lockdown phases.

DATASET: Twitter tweets from various lockdown periods from March-May of 2020, some of the data is taken from IEEE and some data has been scraped from twitter using Tweepy.

TOOLS & TECHNOLOGIES:

- > Python 3
- > Tableau

PROCESSING:

- 1) The data is first scraped from Twitter using the Tweepy Python script and twitter developer credentials using keywords such as Covid-19 India, India Covid Lockdown, etc and specifying the Indian Geolocation to get India based tweets.
- 2) After the data has been scraped for IDs and text of the tweet along with Geolocations, it is run through VADER Sentiment, a part of the NLTK library that is used to assign sentiment scores to text.
- 3) Once sentiment scores are assigned, we can get rid of the text column in the dataset and maintain the tweet IDs (which can be used to fetch the text again if needed).

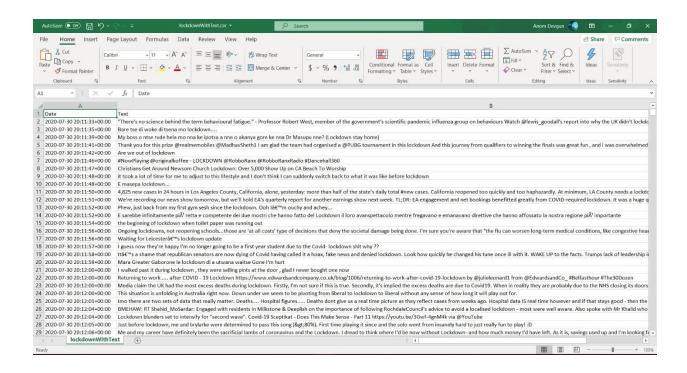
4) We can then perform analysis through visualization in Tableau to understand people's sentiments during various Lockdown phases in the country.

TWEEPY SCRIPT:



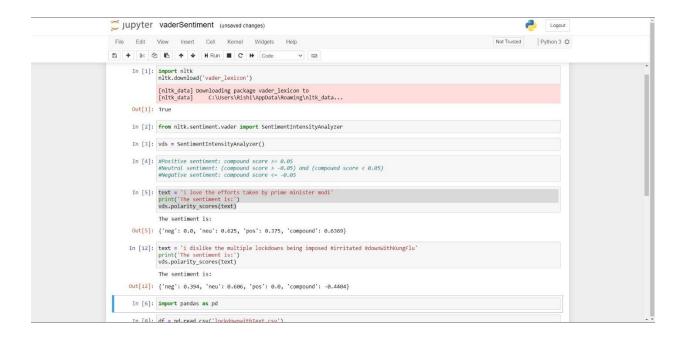
Using Tweepy to scrape tweets from Twitter.

UNPROCESSED TWEETS:



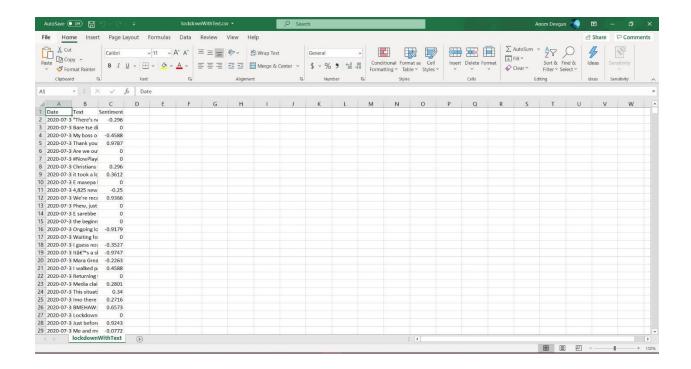
■ This is the raw data that has been scraped from Twitter. It contains the Date with the timestamp, tweet Text and the Geolocation.

VADER SENTIMENT:



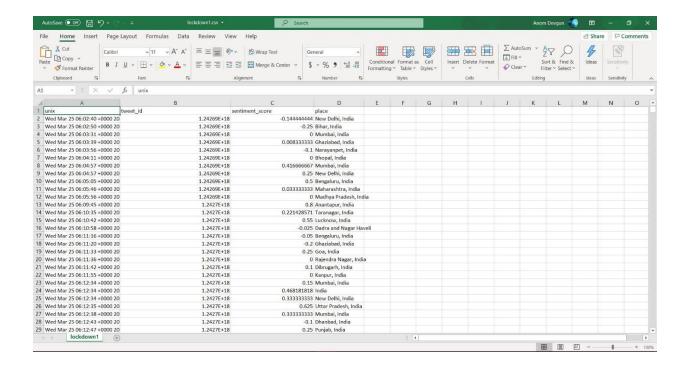
 Assigning Sentiment Scores to the tweets using VADER Sentiment in a conda environment using a Jupyter Notebook and exporting it to a CSV file.

PROCESSED TWEETS:



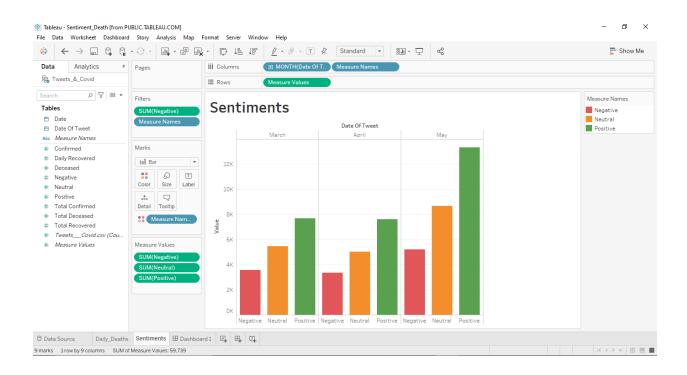
This is the processed data that has been assigned a Sentiment Score by VADER Sentiment.

IEEE DATA:



 Data from the IEEE dataset that contains the unix (day, date and timestamp), a unique tweet_id for every tweet, sentiment scores and geolocations.

PLOTTING SENTIMENT SCORES VS MONTHS:



 A Tableau visualization of the number of Negative, Neutral and Positive sentiment tweets by the Months of March, April and May.

INFERENCES:

- 1) The 59,739 tweets have originated from 3051 unique places.
- 2) There were 20,990 instances of neutral tweets (having a sentiment score of 0.0). These could be regular information tweets (like announcements for extensions of the lockdowns).
- 3) For the negative sentiments, a sentiment score of -0.13 was the most common, with a total of 2026 instances. These tweets were only slightly negative.
- 4) For the positive sentiments, a sentiment score of 0.09 was the most common, with a total of 3138 instances. These tweets were only slightly positive.
- 5) The most negative tweets had a sentiment score of -1.03, with a total of 165 instances.
- 6) The most positive tweets had a sentiment score of 0.99, with a total of 540 instances.
- 7) Imphal had the lowest average sentiment score of -1.0.
- 8) Dharwad, Gadwal and Dehradun has the highest average sentiment score of 1.0.

OBJECTIVE 4:

Make intuitive dashboards to visualize the data and hosting them on a website.

TOOLS & TECHNOLOGIES:

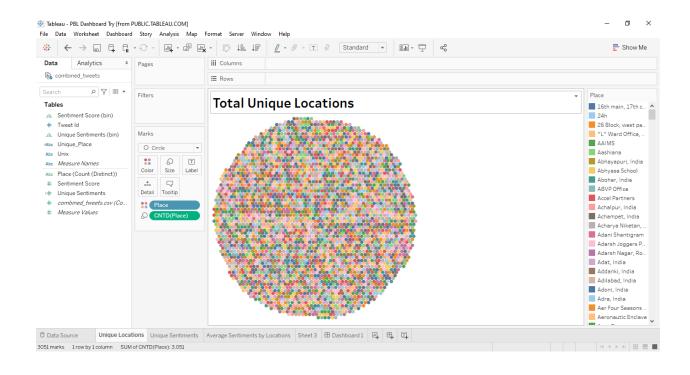
- > Tableau
- > Tableau Public
- > HTML5
- > CSS3
- ➤ Bootstrap 4

DESCRIPTION:

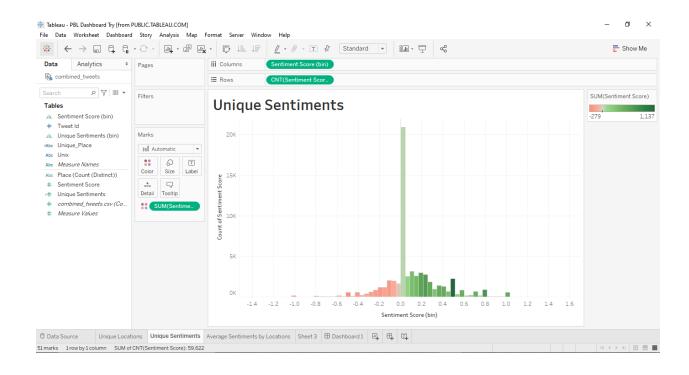
- 1) The CSV files are loaded into Tableau as Data Sources, and features are divided into Dimensions and Measures as appropriate.
- 2) Graphs are plotted to visualize various aspects of the data as needed, and dashboards are created to display multiple graphs together to showcase related data.
- 3) These dashboards are then uploaded to Tableau Public, which then allows us to embed them as interactive dashboards in a webpage.
- 4) Tableau Public gives us the barebones code that allows us to embed the dashboards as an "iframe" element in HTML.
- 5) These dashboards are dynamic in nature, and any changes made to them on Tableau Public will also be reflected in the webpage.
- 6) The website is made with HTML for the barebones structure, CSS is added to style the elements and Bootstrap 4 is used to make the website more responsive, i.e. adaptable for different screen sized and layouts.

DASHBOARD 1:

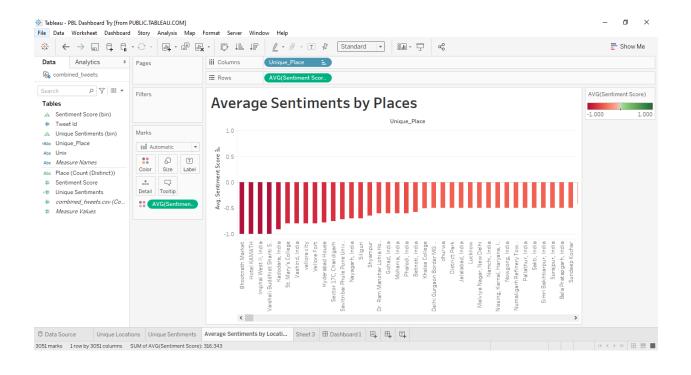
1) Plotting Total Unique Locations as Packed Bubbles

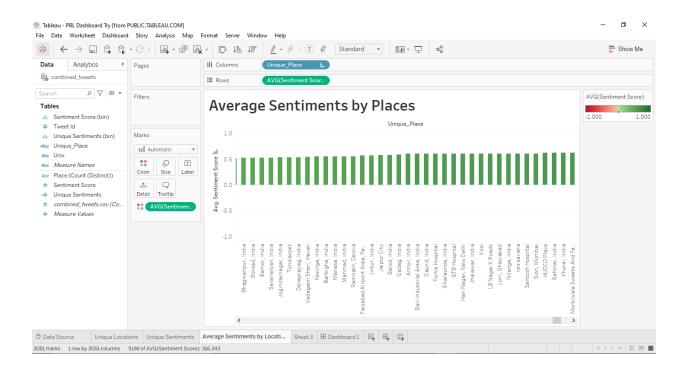


2) Plotting Sentiment Scores against Count of Sentiment Scores as a Histogram

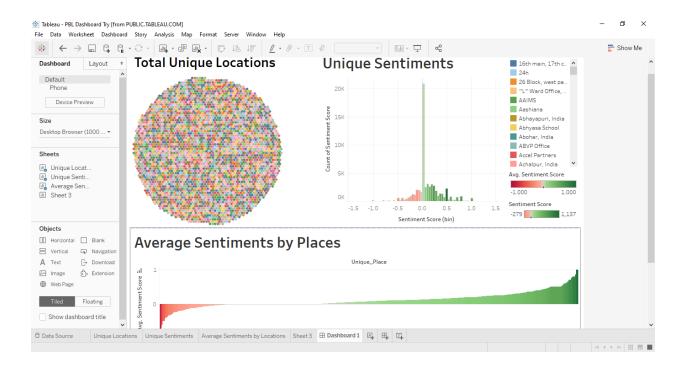


3) Plotting Average Sentiments by Locations has a Histogram





DASHBOARD 1 WITH THESE GRAPHS:



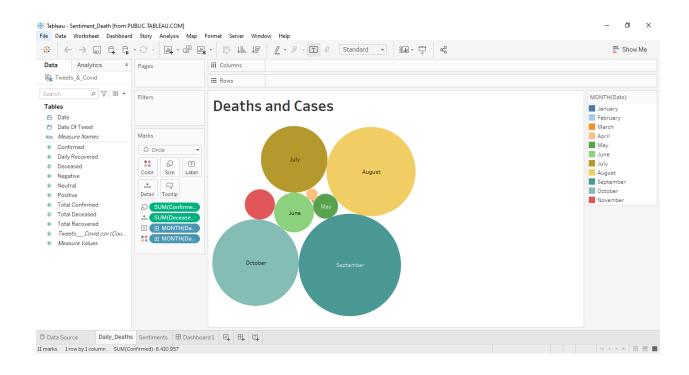
- This is one of the final dashboards that are embedded in the website.
- This dashboard is interactive, i.e. clicking on different parts of different graphs will bring up the relevant axes and their information.

INFERENCES OF DASHBOARD 1:

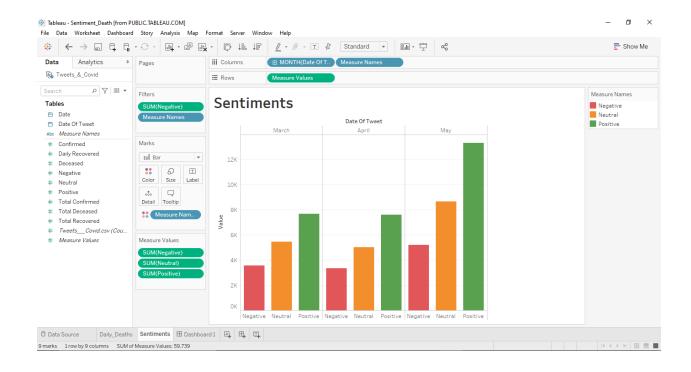
- 1) The 59,739 tweets have originated from 3051 unique places.
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DASHBOARD 2:

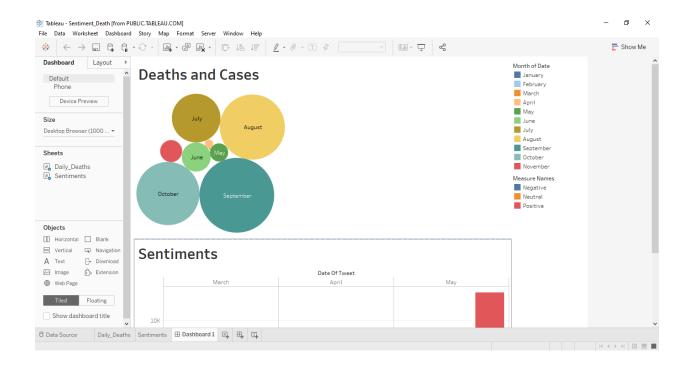
1) Plotting Deaths and Cases per Month as Packed Bubbles

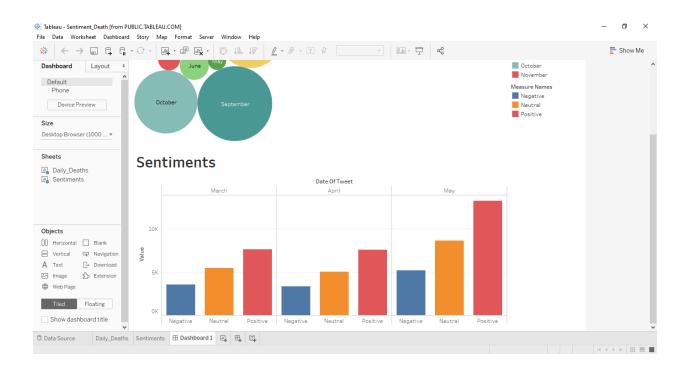


2) Plotting Negative, Neutral and Positive Sentiments and corresponding Months as a Histogram



DASHBOARD 2 WITH THESE GRAPHS:



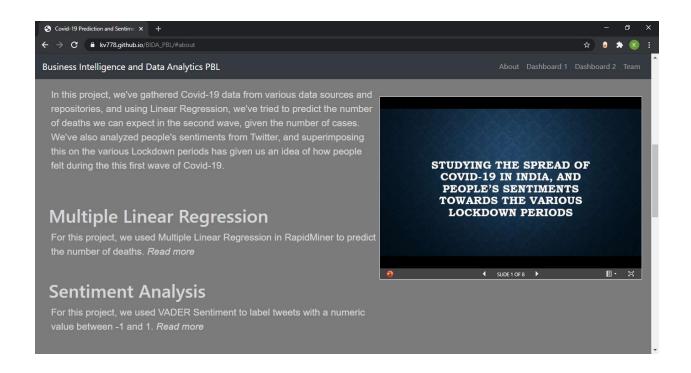


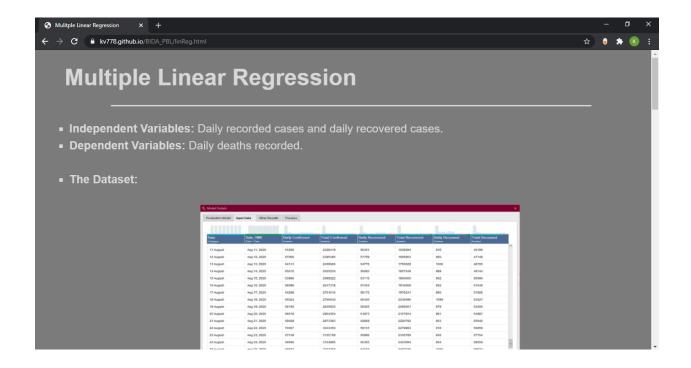
INFERENCES OF DASHBOARD 2:

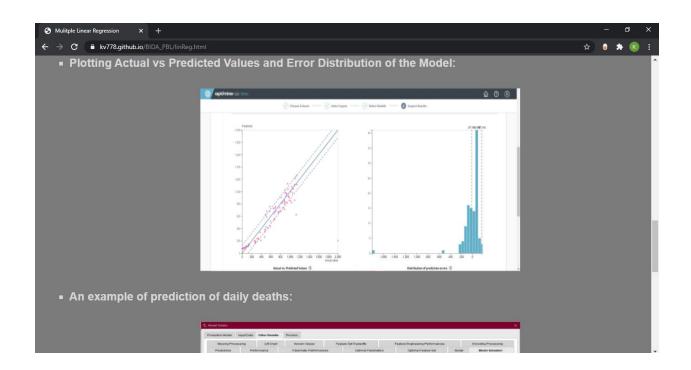
- 1) September had the highest number of confirmed deaths at 32,677, followed by August at 28,879 and October at 23,437
- 2) In every month, the positive sentiments far outweighed the negative and neutral sentiments.
- 3) May had the highest number of positive sentiment tweets at 13,285.
- 4) May also had the highest number of negative sentiment tweets at 5,211.
- 5) The above points suggest that the month of May recorded the highest number of tweet activity.

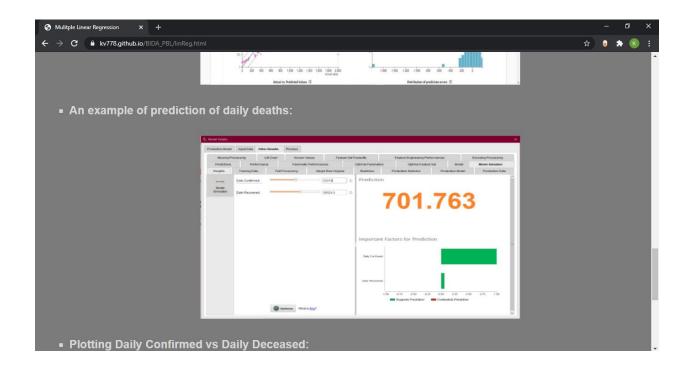
WEBSITE:

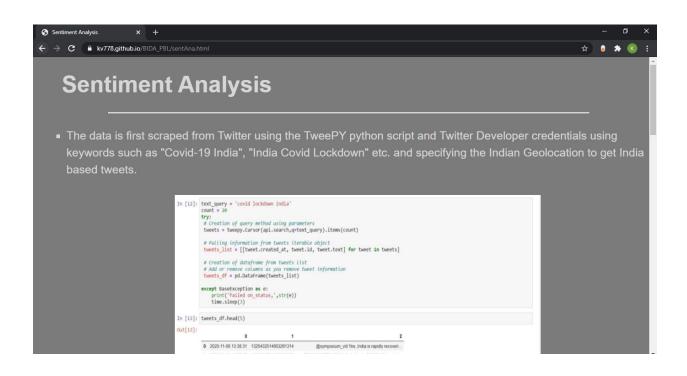


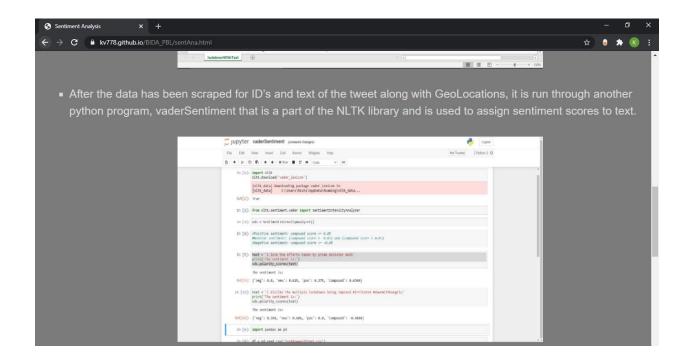


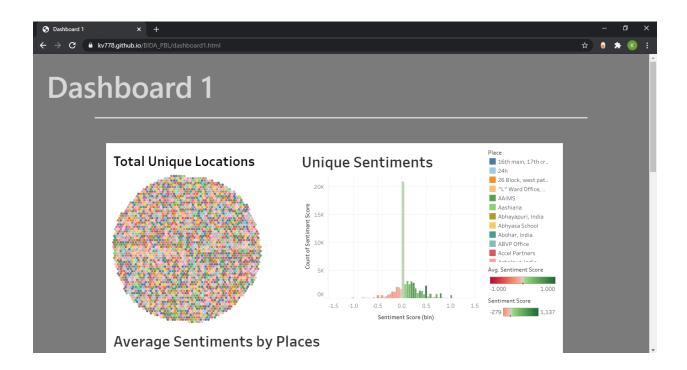


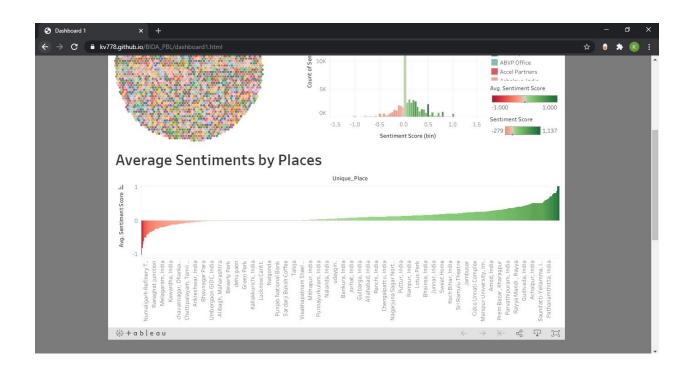


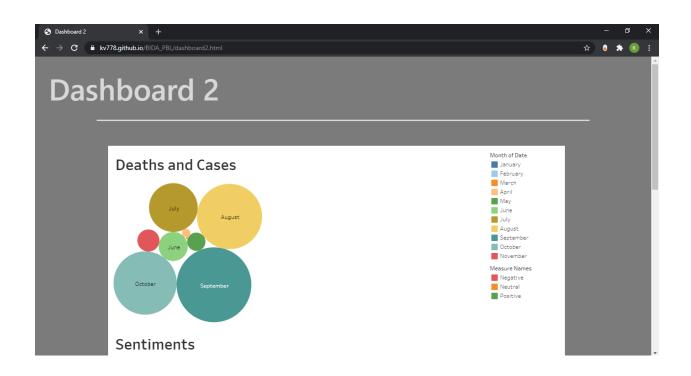


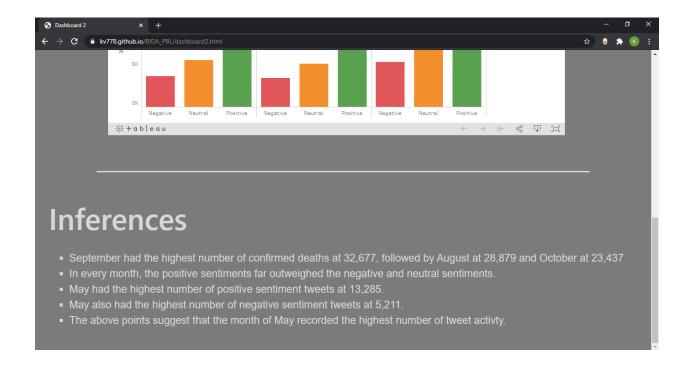


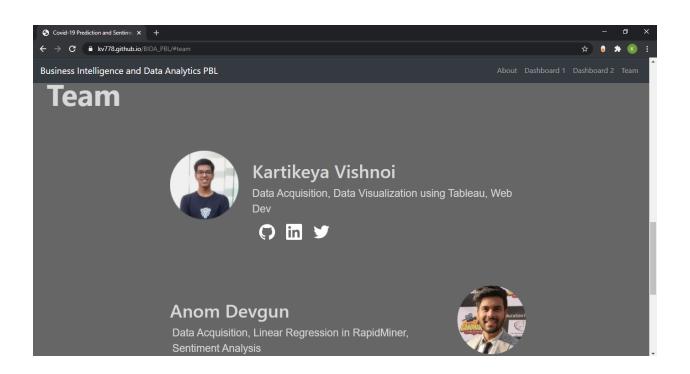


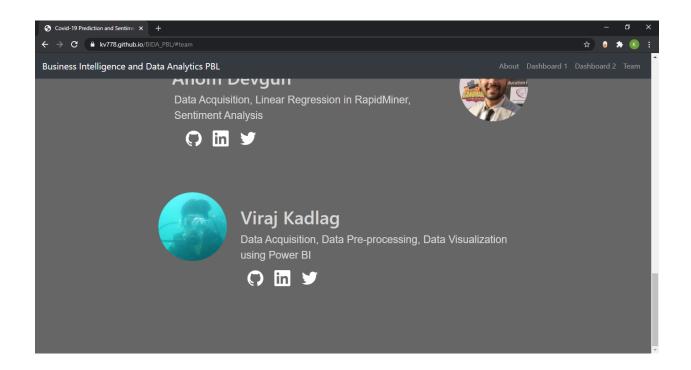












CONCLUSION:

- 1) We have successfully implemented a Multiple Linear Regression model that predicts the expected number of deaths, given the number of cases. This can be very useful when the first wave of Covid-19 ends, and the second wave begins in India.
- 2) We have scraped tweets from Twitter and assigned them a Sentiment Score between -1 and 1.
- 3) We have then visualized the data using Tableau and clubbed related graphs in a Dashboard.
- 4) These Dashboards are hosted on Tableau Public, and then on our website.
- 5) These Dashboards show the Total Unique Locations, Sentiment Scores against their Count, Average Sentiment Scores by Location, Total Number of Deaths and Cases by months and the Negative, Neutral and Positive Sentiments by Months.