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# SOCIAL MEDIA FOLLOWERS ON STOCK PRICE AND MARKETING SPENDING

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## OVERVIEW

Narpal Sandhu, Srujay Korlakunta, Josh Yeung, Kevin Pham are pleased to submit this proposal to investigate the impacts market spending and social media presence has on the stock market.

### 1. Project Topic

Our aim is to better understand how the social media advertising and promotions based on their following rate influence stock markets growth and scalability. We will be examining the stock market through Coca Cola stock (KO) which is a under the New York Stock Exchange. We are currently using five major datasets: Coca Cola Stock prices from 2009 to 2016, Coca Cola Instagram, Twitter, and YouTube, Facebook follower from 2009 to 2016, and total money spent on marketing.

#### 1.1 – Proposed Visualization:

1. The circles size of the circles corresponds to the number of followers/subscribers the respected company as at a certain time.
2. The graph will be interactive, where one can use the slider on the bottom to see the change of stock prices over time.

## 2.1 – Task Allocation

Following is a complete list of all project deliverables:

Deliverable	Description
Narpal Sandhu	Data Analysis, Presentation
Srujay Korlakunta	Data Cleaning
Josh Yeung	Data Acquisition
Kevin Pham	Map Data

## 2.2 – Timeline for Execution

Description	Date
Acquire Data	NOV 15
Clean Data	NOV 17
Map Data	NOV 19
Analyze and Report Findings	NOV 20
Build Presentation and Story	NOV 25
Project Presentation	NOV 28
Paper	NOV 28

## CURRENT STATUS

We were scheduled to have data from both social media and stocks at this point, however, we have only been able to collect the stock data since we ran into a problem with collecting the follower counts over time from the social media APIs.

- Twitter follower data overtime, the twitter api does not allow us access to this information so we will have to scrap the information from online sources such as WayBackMachine. This source gives us access to over 480+ screenshots of the coca cola twitter page, which shows us their number or tweets along with the follower data. We will be using this data to record the follower data over time. We will be using a very similar method to gather the follower data for other social media platforms using the same technique.

We hope to continue to collect data more manually using wayback machine to construct our data points. Because we have a span of over 10 years, we figure that taking more than 2 data

points per month is enough to get a thorough understanding of the social media following vs stock price over time.