

WDV Project

Project Title: Social Media followers on Coca Cola Stock (KO)

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Group Members:

- Srujay Korlakunta
- Narpal Sandhu
- Josh Yeung
- Kevin Pham

Description

- In this project, we will look to diagram the growth of the Coca Cola (and possibly other companies) stock vs their social media following
- Although we don't yet know which language we will use (Python or R), there are several visualization and data extraction tools for each
 - Plotly for Python, BeautifulSoup4
- Over the past 10 or so years, social media has become really big, and with this project, we wanted to see if this changed the amount of revenue/growth various companies have seen.
 - The time frame for this data would be relatively small, since social media has only been around for about a decade.
 - While this is enough information, it is not as much as we wanted to draw meaningful conclusions.

Potential Data Sources

- We will look at Twitter/Instagram followers to judge social media growth
 - This would involve using the Twitter API and Instagram API
 - Facebook is another possible data source
 - Lastly, we could see if we could find some kind of website ranking tool, which ranks websites based on the number of hits they get per day, and see if that has grown over time
- Because stock data is public, we will look for various APIs such as Yahoo Finance to implement, depending on what language we use.
- If there is any data that isn't available as an API, we may have to consider scraping the data after consulting the owner of that information.