Video Idea

Title: *"AI-Powered Employee Feedback Analysis Platform"*

Concept: The video opens with a brief overview of the project's purpose: understanding employee sentiment and predicting employee attrition through advanced data analysis and natural language processing. Here's a step-by-step flow for the video:

1. **Introduction**:

   o Start with the problem of employee attrition and why understanding employee sentiment matters in today's data-driven world.

2. **Data Collection**:

   o Explain the process of collecting employee-related data, both from internal sources (MongoDB) and external sources like Twitter, showcasing how social media insights can reflect employee engagement and satisfaction.

3. **Machine Learning Integration**:

   o Demonstrate the use of machine learning to process and analyze this data. Briefly highlight how transformer models (like the one used in the app) help extract insights from employee feedback.

4. **Prediction and Analysis**:

   o Dive into how the analysis is conducted, focusing on the notebook's purpose of tracking key metrics from Twitter and predicting employee attrition rates.

5. **Results and Application**:

   o Summarize the key findings and their potential impact on proactive HR strategies and employee retention.

6. **Conclusion**:

   o End with a statement on the future of using AI-driven insights in HR, emphasizing how tools like this can transform workforce management.