**StarTrace**

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**Abstract**

In the age of social networks and the huge quantities of information that can be found around the web, there is a possibility to accumulate large amounts of insightful data. This data can be used as a tool to help ensure more successful advertising and marketing campaigns for different companies from around the world. The companies can view which celebrity is currently trending at a specific location (country, state or city) thanks to StarTrace’s “Sentimental Response Analysis” (or SRA for short), and can use this data to decide which celebrity is best to endorse their product in that location.

The user interface will allow to choose a celebrity and a location and after a short SRA will display the user the percentage of positive, negative and neutral opinions on the selected celebrity in the selected location.

The User Interface will be created in a Web Technology selected by Gal and Netta Lee (preferably the one they are most convenient with) and will be installed on an Application Server. The Application Server will send its requests to the Machine Learning Server to be analyzed through the SRA and will receive a response containing the analysis results. The Machine Learning Server will gather its data from different social media resources (such as Twitter, Facebook, Instagram etc.) using their APIs.