



STARBUCKS Brand sentimental Analysis

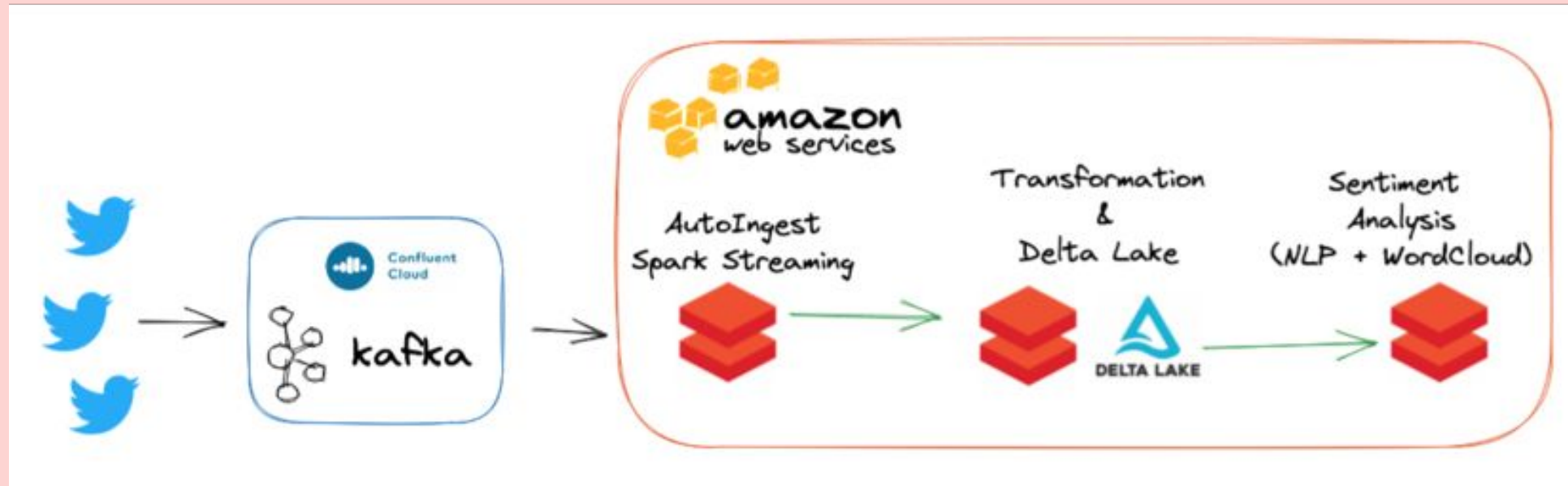
STARBUCKS COFFEE

HOW DOES
STARBUCKS
unions
affect
THEIR **Brand?**

DEMAND
STARBUCKS
STOP
CUTTING
EMPLOYEE
HOURS!

REBUILD
FIGHTING
LABOR
MOVEMENT

Architecture overview



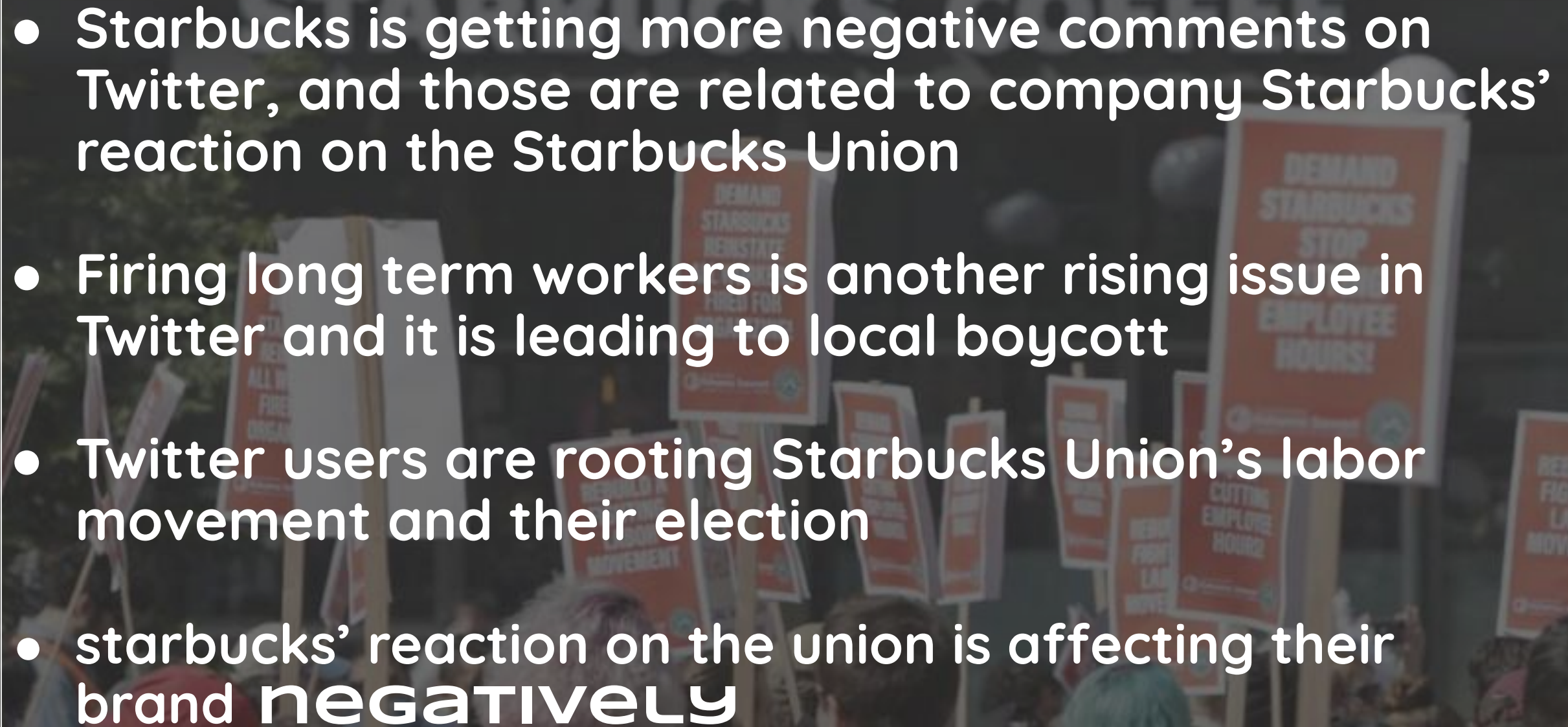
DATA

TWITTER API

- Streaming Data Ingestion (Kafka)
- Twitter Cleaning
- Sentimental Analysis
- Counts Hashtags
- Created Word Cloud

key	value	processed_text	subjectivity	polarity	sentiment
1534388442699816961	"RT @greenhousenyt: The Starbucks union crushes it in Michigan\n\nThe union crushes Starbucks in 5 vote counts today\n\n15-1 in Ann Arbor (Stat"	The Starbucks union crushes it in Michigan\n\nThe union crushes Starbucks in vote counts today\n\n in Ann Arbor Stat	0.0	0.0	Neutral
1534388333341773824	"Starbucks Cat Paw order here\nhttps://t.co/3EcTLdKONr"	Starbucks Cat Paw order here\	0.0	0.0	Neutral
1534388329034223616	"RT @greenhousenyt: The Starbucks union crushes it in Michigan\n\nThe union crushes Starbucks in 5 vote counts today\n\n15-1 in Ann Arbor (Stat"	The Starbucks union crushes it in Michigan\n\nThe union crushes Starbucks in vote counts today\n\n in Ann Arbor Stat	0.0	0.0	Neutral
1534388317692862466	"RT @lailaddaltonn: Starbucks unjustly fired a worker (me) after @NLRB filed a complaint on my behalf. After everything corporate put my com"	Starbucks unjustly fired a worker me after filed a complaint on my behalf After everything corporate put my com	0.1	-0.15	Negative
1534388293508399105	"My Starbucks keriug coffee went from like 10.99 to 13.99 within a month stop this please! https://t.co/OQwM4gcZ0X"	My Starbucks keriug coffee went from like to within a month stop this please	0.0	0.0	Neutral
1534388289725243393	"RT @BLaw: Starbucks employees voted decisively to unionize at a Memphis cafe where seven pro-union coworkers were fired after launching the"	Starbucks employees voted decisively to unionize at a Memphis cafe where seven pro union coworkers were fired after launching the	0.0	0.0	Neutral



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- A background image showing a large crowd of people at a protest. Many individuals are holding up red signs with white text. Visible signs include "DEMAND STARBUCKS REINSTATE FIRED EMPLOYEES", "DEMAND STARBUCKS STOP CUTTING EMPLOYEE HOURS!", "REBUILD FIGHTING LABOR MOVEMENT", and "REBUILD FIGHTING LABOR MOVEMENT". The scene is outdoors, and the crowd is dense.
- Starbucks is getting more negative comments on Twitter, and those are related to company Starbucks' reaction on the Starbucks Union
 - Firing long term workers is another rising issue in Twitter and it is leading to local boycott
 - Twitter users are rooting Starbucks Union's labor movement and their election
 - starbucks' reaction on the union is affecting their brand **negatively**