

Mini Project 1 Analysis of Twitter Feed
Brand Comparison: Comparing with ELLE,
what is the value of VOGUE

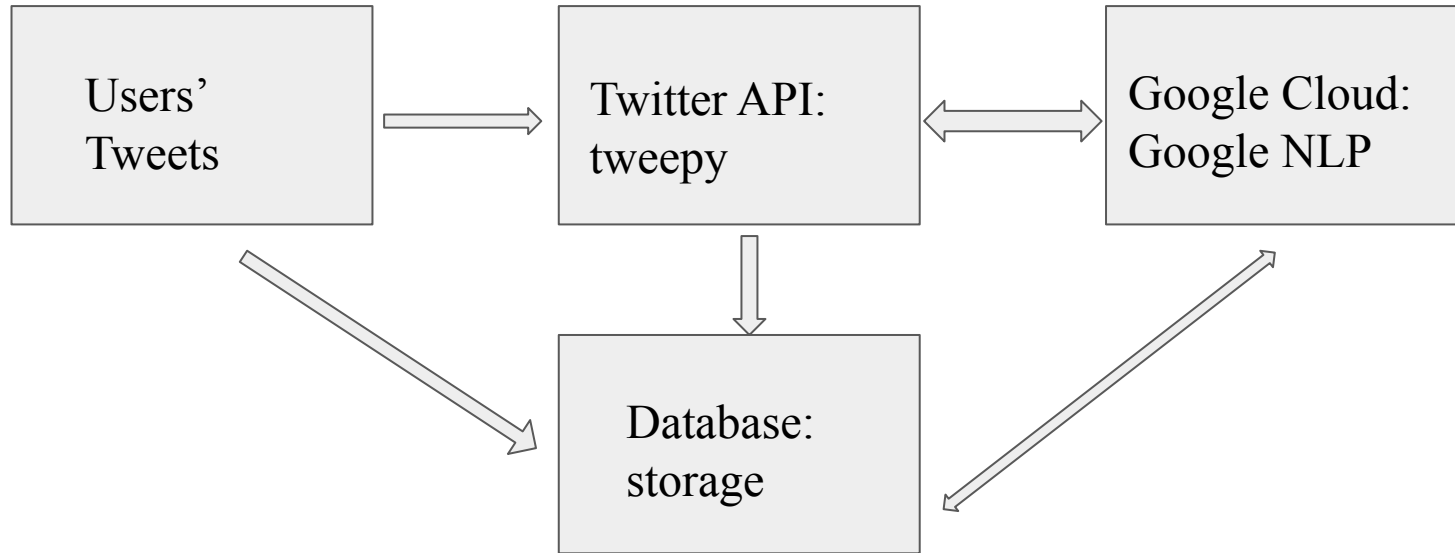
Yue Liu

User Story

For women,
Who want to know the latest news about fashion,
The Brand Comparing is a recommendation system,
That need to know the differences between the two magazines,
Unlike a blog written by an editor,
Our product makes a through comparison via social media.

The user story can also be used for an enterprise.

System Design



Twitter API: store the data in “.csv” files

tweetV			
Tweets	id	len	
0 The bride approached her wedding look from the top down, basing everything around her family's tiara from the 1800s. https://t.co/BbJwAaWzTd	1194472967109817344	140	
1 Long or cropped, boxy or belted: The season's most stylish coats go for a walk on the wild side with @KendaJenner. https://t.co/m1jsBamDac	1194467279699435136	140	
2 You'll barely recognize these celebrities in their Halloween makeup. https://t.co/sLkdqowfHP	1194461770204758027	92	
3 13 beautiful cheese boards and plates that will add some culinary style to any party. https://t.co/msb0XkHgI9	1194456342259482624	109	
4 The cochairs for the 2020 #MetGala on Monday, May 4, will be Nicolas Ghesquiere, Lin-Manuel Miranda, Meryl Streep.... https://t.co/iO3abyBa1F	1194450852821512192	139	
5 Bella Hadid has set her sights on a new divisive accessory to bring back from the '90s: the fuzzy bucket hat. https://t.co/vQXR9MLJN2	1194445760340938752	133	
6 The golden age of the silver screen siren may be long past, but Pat McGrath is catapulting it into the future with... https://t.co/YTqxmWRlib	1194440222462955521	139	
7 The bride approached her wedding look from the top down, basing everything around her family's tiara from the 1800s. https://t.co/8r7Qa89Tsk	1194434830932619266	140	
8 Shorts were on all the major Spring 2020 runways, from Saint Laurent to Valentino, but the trend has proven divisiv... https://t.co/vLIVnaOQJB	1194429331361193984	140	
9 The chic new advent calendars to countdown to the holidays with. https://t.co/Jal3xS01dQ	1194423938462947328	88	
10 Katie Holmes' minimal kicks are packed with an ethical, eco-friendly message. https://t.co/3p8JajKGo	1194418599554867680	102	
11 Self-care is a commitment, but this brand is making it easier to add a multivitamin to your regime. https://t.co/KU5NeCcoJh	1194412792696246272	123	
12 "I feel as a mother, I just want to put my arms around her. I want to tell her to hang in there. Don't let those ba... https://t.co/w48D19mLTy	1194407464814428160	140	
13 A millennial twist on Princess Diana's iconic sporty style. https://t.co/4FnHYIbjT	1194402223159164929	83	
14 There were too many takeaways to count at the 2019 #GlamourWOTY Awards, but that's exactly what @GlamourMag's edito... https://t.co/hGZGMirFAa	1194397019734974464	140	
15 Looks like baby Archie may be spending Christmas stateside! https://t.co/NnoR8m472v	1194391549469249536	83	
16 Would you expect anything less from Captain Jean-Luc Picard? https://t.co/sSC1uRtOf	1194385821471825921	84	
17 It's a bird. It's a plane. It's @Harry_Styles as the tender, well-dressed rockstar of today. https://t.co/wy4t9NfYTO	1194380118636019712	116	
18 Did we miss anything? https://t.co/Ko4dzQWz2f6	1194374589343764480	45	
19 Australian photographer Simon Bursall shares a look into the '90s Sydney rave scene with his photographs. https://t.co/2nXAxz9aLu	1194370438178263040	130	
20 "I've been using fragrance to help me define each character I've played since I was 16." https://t.co/Oxq7Tlx8iQ	1194365087714336768	112	

tweetE					
Tweets	id	len	date	source	
0 20 of Lady Gaga's Best, Most Important Songs https://t.co/Atdr0News3	1194473004471848961	68	2019-11-13 04:32:11	SocialF	
1 Everything We Know About the #BlackWidow Prequel Starring Scarlett Johansson https://t.co/ym1FurhMJg	1194467930412605441	100	2019-11-13 04:12:01	SocialF	
2 All The Trends You'll Be Wearing Next Spring https://t.co/WFa74kapn1	1194463179931312128	68	2019-11-13 03:53:08	SocialF	
3 9 Pairs of Luxury Sneakers That Are Well Worth the Money https://t.co/HeSIEQ4HKL	1194458383195279360	80	2019-11-13 03:34:05	SocialF	
4 Rihanna on Being 'Happy' Dating Hassan Jameel and Why She Turned Down the Super Bowl Halftime Show https://t.co/uxkpJf5eh8	1194452963051397120	122	2019-11-13 03:12:32	SocialF	
5 HBO Cancels Game Of Thrones Prequel Starring Naomi Watts https://t.co/FLKuClgPO3	119444785696028672	80	2019-11-13 02:49:59	SocialF	
6 7 Must-Know Makeup Tips for People with Sensitive Skin https://t.co/juEEAkaWwF	11944418646233149442	78	2019-11-13 02:28:22	SocialF	
7 18 Non-Basic Nail Colors To Wear This Winter https://t.co/VisaalOPYgP	1194437165834493952	68	2019-11-13 02:09:46	SocialF	
8 The 10 Best Clear Lip Glosses to Own, According to a Lip Gloss Addict https://t.co/8eFglUdIMV	1194432448580538369	93	2019-11-13 01:51:01	SocialF	
9 Rep. Maxine Waters Deletes All of Facebook with One Look https://t.co/zeeQ2mynGQ	119442860734883401	80	2019-11-13 01:35:46	SocialF	
10 Non-Basic Ways to Wear a Denim Jacket https://t.co/XvxEnName	1194423901759127552	64	2019-11-13 01:17:04	SocialF	
11 26 Movies Guaranteed to Make You Cry Every Time https://t.co/7ToRudtNyl	1194418653812469760	71	2019-11-13 00:56:12	SocialF	
12 4 Looks That Get Us Excited for Boot Season https://t.co/5SRzePT1vV	1194412847129939969	67	2019-11-13 00:33:08	SocialF	
13 The Best Bra Brands for Women With Large Cup Sizes https://t.co/3VCmfYajY	119440825017115648	74	2019-11-13 00:14:53	SocialF	
14 Shawn Mendes Let Slip How Long He's Really Been Dating Camila Cabello https://t.co/X9oidV48XM	1194403708978835456	93	2019-11-12 23:56:49	SocialF	
15 Justin Bieber Posted Photos of Inside His and Hailey Baldwin's House, Then Proclaimed 'I Wanna Sell It' https://t.co/bY1KqZDsZ	1194398308403952566	127	2019-11-12 23:35:22	SocialF	
16 Go behind-the-scenes with ELLE and Winnie Harlow. https://t.co/2SHS9h1MS	119439441169002497	73	2019-11-12 23:20:00	Twitter	
17 Here is how to work off some of that Thanksgiving turkey. https://t.co/PW12FFAN8y	1194393986278172672	81	2019-11-12 23:17:00	Twitter	
18 Kylie Jenner Gave Ariana Grande Permission to Sample 'Rise and Shine' on 'One Condition' https://t.co/XCpS7ODZnI	1194392446794452995	110	2019-11-12 23:12:04	SocialF	
19 Noah Centineo Shaved Off All His Hair, and Twitter Is Not Happy https://t.co/0dYt1JvdkL	119438834699287749	87	2019-11-12 22:55:47	SocialF	
20 How One ELLE Editor Styles Tights for Fall https://t.co/NxK1VoeJh	119438346634948577	66	2019-11-12 22:36:23	SocialF	

Google API

```
Gnlp_sentimentanalysis x
Bella Hadid has set her sights on a new divisive accessory to bring back
The golden age of the silver screen siren may be long past, but Pat McGrath
The bride approached her wedding look from the top down, basing everything
Shorts were on all the major Spring 2020 runways, from Saint Laurent to V
The chic new advent calendars to countdown to the holidays with. https://t.co/KlDzDZw2F6
Katie Holmes's minimal kicks are packed with an ethical, eco-friendly mes
Self-care is a commitment, but this brand is making it easier to add a m
"I feel as a mother, I just want to put my arms around her. I want to tel
A millennial twist on Princess Diana's iconic sporty style. https://t.co/KlDzDZw2F6
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Would you expect anything less from Captain Jean-Luc Picard? https://t.co/KlDzDZw2F6
It's a bird. It's a plane. It's @Harry_Styles as the tender, well-dressed
Did we miss anything? https://t.co/KlDzDZw2F6
Australian photographer Simon Burstall shares a look into the '90s Sydney
"I've been using fragrance to help me define each character I've played s
Sentiment: 0.30000001192092896, 9.100000381469727
Clearly Positive
```

```
Gnlp_sentimentanalysis x
18 Non-Basic Nail Colors To Wear This Winter https://t.co/Vjsaa
The 10 Best Clear Lip Glosses to Own, According to a Lip Gloss
Rep. Maxine Waters Deletes All of Facebook with One Look https://t.co/Vjsaa
10 Non-Basic Ways to Wear a Denim Jacket https://t.co/jXvxEnNsm
26 Movies Guaranteed to Make You Cry Every Time https://t.co/f7
4 Looks That Get Us Excited for Boot Season https://t.co/j5RZeP
The Best Bra Brands for Women With Large Cup Sizes https://t.co/Vjsaa
Shawn Mendes Let Slip How Long He's Really Been Dating Camila C
Justin Bieber Posted Photos of Inside His and Hailey Baldwin's
Go behind-the-scenes with ELLE and Winnie Harlow. https://t.co/Vjsaa
Here is how to work off some of that thanksgiving turkey. https://t.co/Vjsaa
Kylie Jenner Gave Ariana Grande Permission to Sample 'Rise and
Noah Centineo Shaved Off All His Hair, and Twitter Is Not Happy
How One ELLE Editor Styles Tights for Fall https://t.co/NxK1Voe
Sentiment: 0.0, 1.7000000476837158
Neutral
```

What's better: using twitter API for sentiment analysis at the same time

```
sentimentAnalysis x
>>> runfile('/Users/yue/Desktop/BU Grad Courses/19fallEC601/MiniProject...
                                tweets ... sentiment
0 Inside the launch of 'Fashion in L.A.,' a lush... ... 1
1 The bride approached her wedding look from the... ... 1
2 Long or cropped, boxy or belted: The season's ... ... 1
3 You'll barely recognize these celebrities in t... ... 1
4 13 beautiful cheese boards and plates that wil... ... 1
5 The cochairs for the 2020 #MetGala on Monday, ... ... 0
6 Bella Hadid has set her sights on a new divisi... ... 1
7 The golden age of the silver screen siren may ... ... 0
8 The bride approached her wedding look from the... ... 1
9 Shorts were on all the major Spring 2020 runwa... ... 1
```

```
sentimentAnalysis x
Python Console
>>> runfile('/Users/yue/Desktop/BU Grad Courses/19fallEC601/MiniProject...
                                tweets ... sentiment
0 The Bright Side of Fall Fashion https://t.co/P... ... 1
1 20 of Lady Gaga's Best, Most Important Songs h... ... 1
2 Everything We Know About the #BlackWidow Prequ... ... 0
3 All The Trends You'll Be Wearing Next Spring h... ... 0
4 9 Pairs of Luxury Sneakers That Are Well Worth... ... 1
5 Rihanna on Being 'Happy' Dating Hassan Jameel ... ... 1
6 HBO Cancels Game Of Thrones Prequel Starring N... ... -1
7 7 Must-Know Makeup Tips for People with Sensit... ... 1
8 18 Non-Basic Nail Colors To Wear This Winter h... ... 0
9 The 10 Best Clear Lip Glosses to Own, Accordin... ... 1

[10 rows x 8 columns]
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