

MICHIGAN STATE

U N I V E R S I T Y

Alpha Presentation

Twitter Trending Effects on Amazon Sellers

The Capstone Experience

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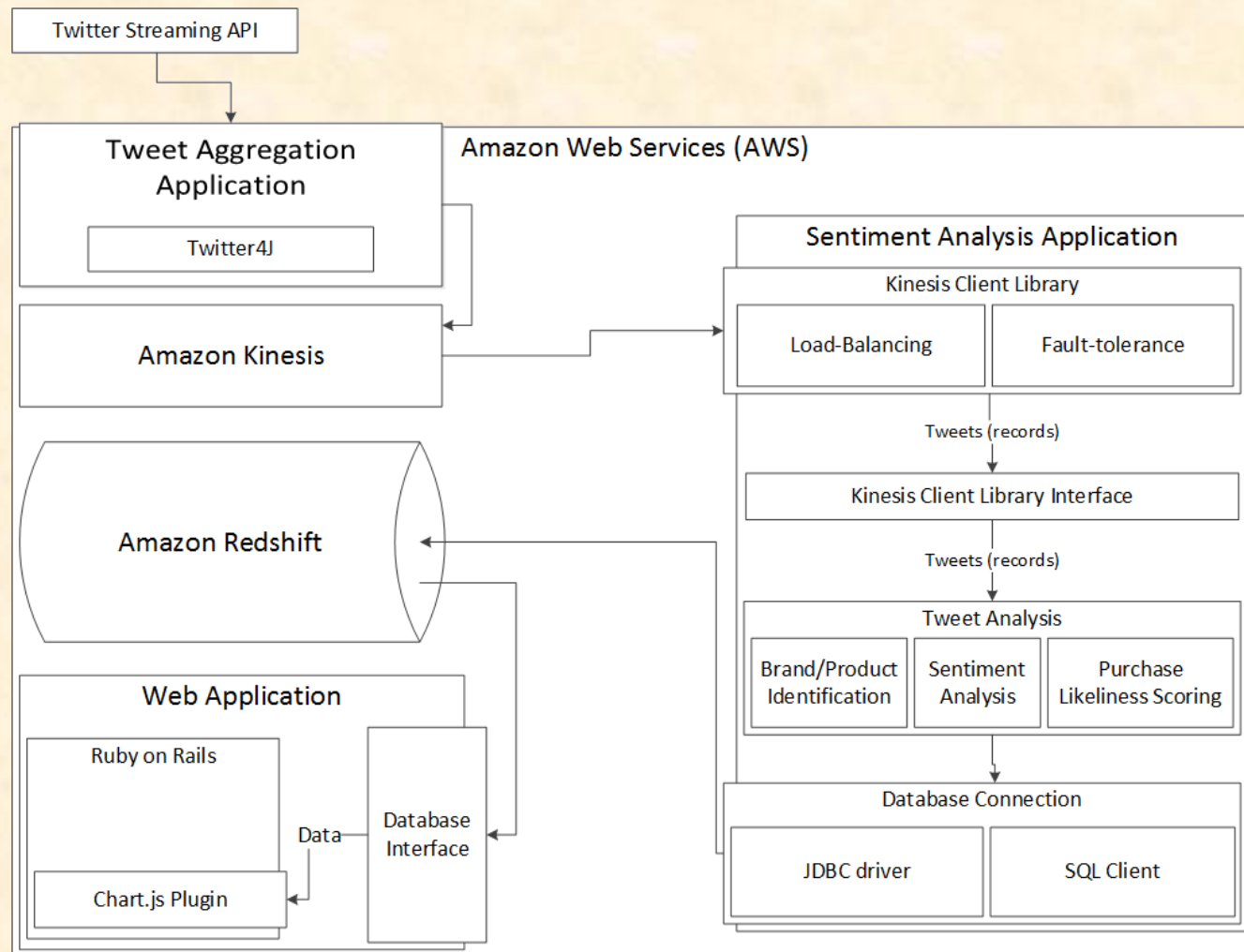
*From Students...
...to Professionals*

Project Overview – What is it?

- Retrieve Twitter tweets
- Process tweets
 - Parsed for brand/product
 - Scored
- Store tweets
 - Tweet ID
 - Retweet/favorite count
 - Original text
 - Brand/product
 - Scores
- Visualize data
 - Graphs and tables



System Architecture



What's left to do?

- Web site
 - Move code to AWS EC2 instance
 - Finish creating front end display
- Sentiment analysis
 - Calculate the reach of a tweet
 - Add relevancy filtering
- Systems
 - Optimize tweet consumer
 - Setup front end web server
- Testing and Documentation

