Prediction Analysis

Using Twitter Sentiment Analysis to Predict Popularity and Stock Price Changes

Project Overview

- Gather tweets via Twitter API
- Perform Sentiment Analysis on gathered tweets
- Extract related concepts from gathered tweets
- Weight values accordingly
- Make popularity predictions using a variety of mathematical models
- Use sentiment data and popularity predictions to predict stock market changes

Impact and Value

- Predictions of general attitude towards brands and products
- Predictions of stock market changes

Further Research

- Improve accuracy of sentiment analysis
- Improve accuracy of popularity predictions (currently above 53%)
- Improve accuracy of stock changes (currently 30-40%)

Team Composition

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