

DATA VISUALIZATION OF LIVE TWITTER DATA TO IMPROVE MARKETING INSIGHTS AND IDENTIFY TRENDS

? THE PROBLEM

There is a vast amount of valuable, live big data available from Twitter which is not being used to its full potential. This is especially relevant for the area of marketing, where market trends and patterns lie behind unaccessible masses of raw data.

One of the main problems with such a large amount of data that is constantly expanding is how we can take and present it in a way that makes sense to the human eye and brain. Without context, we cannot possibly draw comparisons and conclusions from raw data alone, meaning there are underlying trends and patterns waiting to be discovered.



</> THE PRODUCT

A web based product that utilises Twitter's APIs for the purpose of visualizing data associated with hash tags, users, words, phrases, locations and any other information available that would be valuable for identifying trends and insights to improve business performance.



Q RESEARCH AREAS

- 🐦 Data Visualization, such as the core principles behind it.
- 🐦 The use of social media for marketing purposes.
- 🐦 The information accessible from Twitter.
- 🐦 Existing products that visualize related data or showcase suitable techniques and approaches.
- 🐦 The technologies, frameworks and libraries available for me to create a dynamic, web based system.



✓ EVALUATION

- 🐦 An evaluation of the full functionality of the product by revisiting the MoSCoW analysis to see how successful the product is in meeting planned criteria
- 🐦 A comparison & benchmark between the end product and main competitors
- 🐦 A critical analysis of the product's development process, including any issues encountered
- 🐦 Feedback from target users of my product, such as University marketing staff and a company from industry