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Summer 7-1-2020

Campaign and Twitter Analysis

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ABSTRACT

MiQ Digital Pvt Ltd is a leading analytics technology company, delivering insights from data to drive business growth. Clients approach the company to handle their online advertising campaigns and derive suggestions to engage customers, grow sales, and generate revenue. The work of a campaign analyst involves handling campaigns from scratch, extracting relevant data using in-house software, ingesting the raw data, and coming up with insightful and intelligent campaign decisions for the clients.

An insight report is a detailed document explaining various details of a campaign's performance. It consists of the persona of the user groups working well for the advertiser, comprising of age, gender, income class, career, interests, top site domains in terms of users reached and diverting traffic to client websites, the part of the day or day of the week which shows high number of users diverted to client websites. The first part of the project deals with formation of insight report, and the different kinds of analysis done on the raw data available to provide better insight to the client about its consumers. It also includes the development of a reporting dashboard in Tableau that collates data from various data sources and provides easy access to the same.

The second part of the project involves creating a program to perform twitter data analysis in R. It comprises of Sentiment analysis of tweets, and topic modelling of popular tweets. The output of this project is a representation depicting the sentiments of the tweets for a client and a word cloud demonstrating popular words/terms being discussed. Twitter feed analysis helps us to produce detailed insight on brand performance and perception.