Case study overview

The case study presents a practical analysis using artificial intelligence and business analytics tools to analyze social media posts on the social media platform Twitter.

The main purpose of the case study is to show how companies can use sentiment analysis to gain important insights into their customers' feelings and attitudes towards their brand.

To this end, the case study first identifies how social media posts can be accessed, then shows how AI can be used to analyze social media content, and finally demonstrates how these insights can benefit businesses.

Approach

The approach is to first collect social media data on a currently trending and high discussed topic, pre-process the raw data, create features after planning and identifying the required characteristics, and apply machine learning (sentiment analysis) to estimate user sentiment.

In addition, the results of the conducted sentiment analysis are performed in the context of a data warehouse implementation in SAP HANA to further explain how users perceive and feel about the selected topic.

Conclusion

The main strength is the definition, creation and implementation of a social media case study, which is a practical analysis using artificial intelligence and business analytics tools.

The case study can be used to derive information on how companies can use the same approach to gain key insights into their customers' feelings and attitudes towards their brand. Based on the results of the data warehouse implementation in SAP HANA of the conducted sentiment analysis, it is shown how users perceive and feel about the selected topic.