



# Real-time Twitter Insights

Real-time Twitter Insights using HP IDOL OnDemand platform

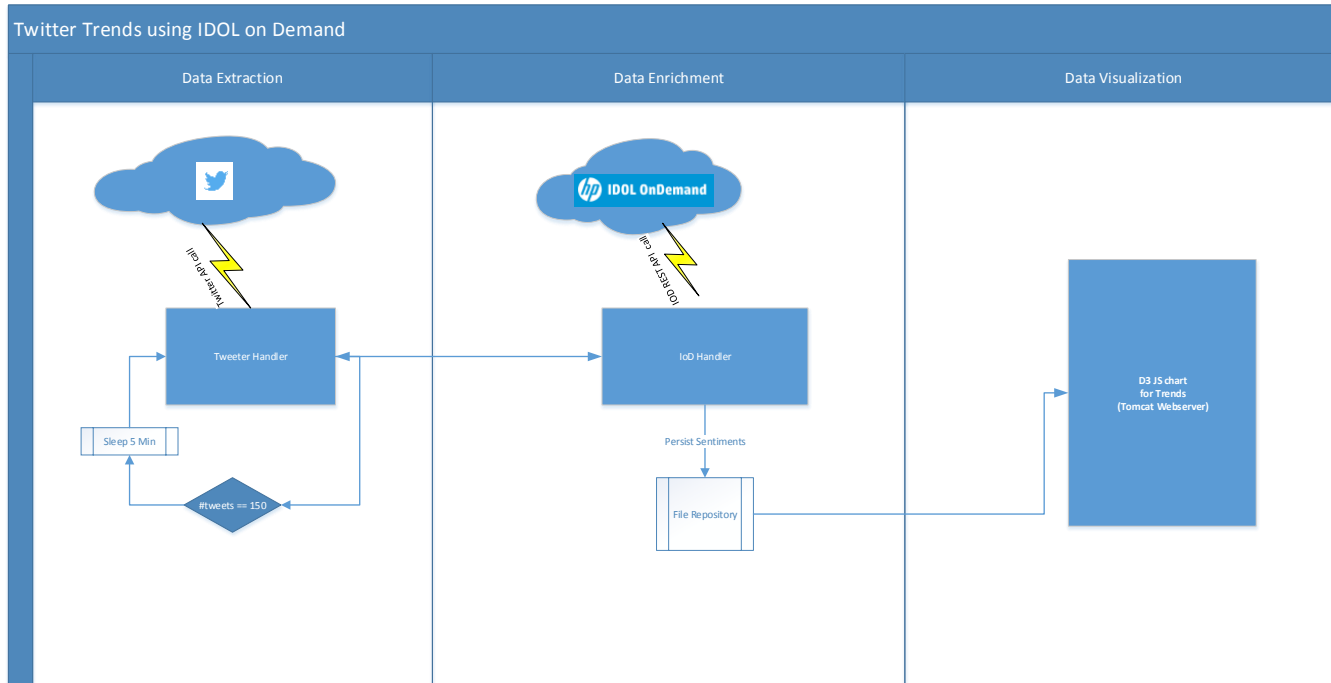
# Overview

## Real-time Twitter Insights using HP IDOL OnDemand platform

- ❖ How
  - ✓ Pulling real-time data from twitter and analyzing it using the features of HP IDOL OnDemand (IOD) platform helps us generate real-time insights.
  
- ❖ Benefit
  - ✓ This allows the social marketers the ability to target and engage their audiences in Twitter accurately.
  
- ❖ Demo
  - ✓ A simple implementation showcasing how this can be done

# Workshop Demo

## Flow and Architecture



# Workshop Demo

## Sequence (in detail)

### ➤ Data Extraction

- Twitter Handler pulls the tweets as per the Query (via the Twitter API).
  - Twitter4j library used.
  - Set the filter-term to be used for the Query

### ➤ Data Enrichment

- The tweets are passed to IDOL on Demand Handler (Sentiment Analysis Rest API) to get the Twitter Sentiments.
- The response is processed and stored in the repository.

### ➤ Reports

- Data from the repository is refreshed on the web page using D3 JS charts.

# HP IDOL OnDemand

## Sentiment Analysis API

https://www.idolondemand.com/developer/apis/analyzesentiment#overview

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APIs / Sentiment Analysis

### Sentiment Analysis

Analyzes text for positive or negative sentiment.

Overview Request Response Try

The Sentiment Analysis API analyzes text to return the sentiment as positive, negative or neutral. It contains a dictionary of positive and negative words of different types, and defines patterns that describe how to combine these words to form positive and negative phrases. You can use sentiment analysis to gain valuable insights into what users, customers, friends, colleagues are saying.

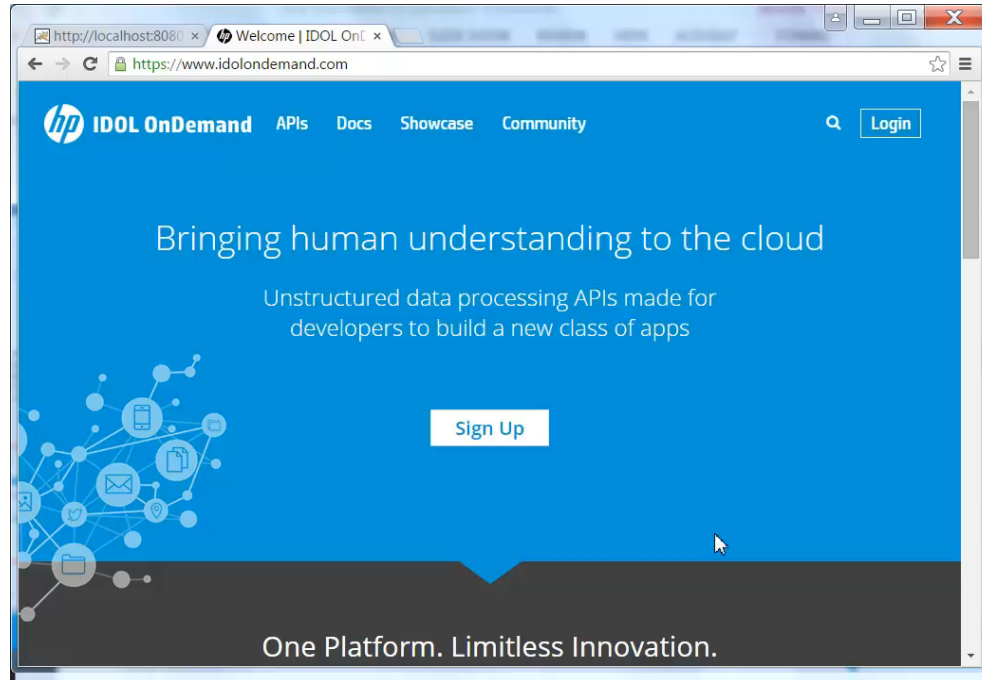
"Thanks for a great party at the weekend, we really enjoyed it!" → sentiment: positive score: 86%

"I'm angry about the show, the acting was awful" → sentiment: negative score: -78%

Automatically classifying text by sentiment allows you to easily find out the general opinions of people in your area of interest. For example, you might want to analyze reviews of a product to help you improve the customer experience, or to find the most or least popular product.

# HP IDOL OnDemand

## Sentiment Analysis API - Demo

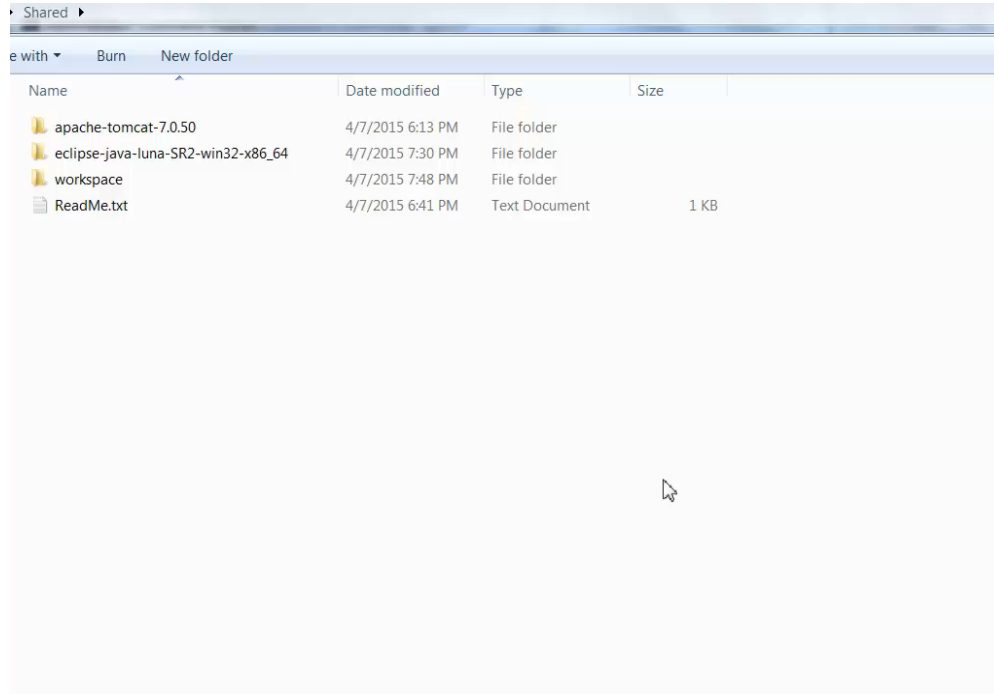


# Demo

## Twitter4J API

- An unofficial Java library for the [Twitter API](#).
- Easily integrate your Java application with the Twitter service.
- Twitter4J is released under Apache License 2.0.
- <http://twitter4j.org/en/index.html>
  - Java Docs - <http://twitter4j.org/oldjavadocs/4.0.3/index.html>
- Twitter Search API - [twitter4j.Query](#).Query([String](#) query)

# Demo





# Q & A



# Thank you

