Project: Transformation Decisions using Social Media Analysis

Problem:

1. There are many ways to buy a product or a service
2. Social media has a major impact on how people buy today, and so why not apply social media analytics to cloud transformation decisions?
3. The task here is to develop an analysis of social media and show how social media can be used for determining the right applications and/or cloud providers for transformation

You will learn:

How to collect and prepare data for such an experiment, how to (modify if necessary but essentially) use an existing sentiment analysis techniques to analyze the data and discuss/present results

Expected steps:

1. Identify and collect relevant social media data
2. Develop a method to analyze and organize the data
3. It should be consistent with cloud economics principles from a user perspective
4. Prepare an early report based on the analysis
5. Organize, discuss, and present final report

Expected Results

– An analysis methodology and a final report

Grading:

– Most of the grade (~85%) is for steps 1-3
– Creativity and resourcefulness are the key – think outside the box!

Mentor

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