

Universiti Teknologi MARA

**Event Feedback Analytic and
Visualization Through Twitter Social
Platform**

Muhammad Faiz Bin Sharan

**Thesis submitted in fulfilment of the requirements
for Bachelor of Computer Science (Hons.) Faculty
of Computer and Mathematical Sciences**

JANUARY 2020

SUPERVISOR APPROVAL

EVENT FEEDBACK ANALYTIC AND VISUALIZATION THROUGH TWITTER SOCIAL PLATFORM

By

**MUHAMMAD FAIZ BIN SHARAN
2017509543**

This thesis was prepared under the supervision of the project supervisor, Mohammad Bakri Bin Che Haron. It was submitted to the Faculty of Computer and Mathematical Sciences and was accepted in partial fulfillment of the requirements for the degree of Bachelor of Computer Science.

Approved by

.....
Mohammad Bakri Bin Che Haron
Project Supervisor

JANUARY 28, 2020

STUDENT DECLARATION

I certify that this thesis and the project to which it refers is the product of my own work and that any idea or quotation from the work of other people, published or otherwise are fully acknowledged in accordance with the standard referring practices of the discipline.

.....
MUHAMMAD FAIZ BIN SHARAN
2017509543

JANUARY 28, 2020

ABSTRACT

Social media such as Twitter, Facebook and Instagram are the most used platform by people in creating and sharing content. Nowadays, it has been used widely not only by individual but also by businesses to enhance their business scale and optimize their marketing efforts as social media can generate a huge amount of information be it positive feedback or negative feedback. Currently, Twitter is one of famously used social media that it used by businesses around the globe as it provides important insight that is essential to their business. However, there are some businesses such as event planner and event organizer that still used traditional method in collecting feedback by using paper survey which tend to influence human error such as bias and random answers. Besides, it also difficult to analyses the feedback as the information collected need to be summarize manually one by one. Normally traditional method also does not promote real time analysis as feedback only collected after the end of the event. This project will help event organizer to collect, analyses and visualize the feedback from Twitter automatically without much technical effort. The sentiment of the feedback will be classify using machine learning algorithm in two categories which are positive and negative feedback. The feedback then will be analyzed and visualized in both real-time and historical manner. Functionality testing are also done to the system to ensure that there is no problem especially in the visualization component. Last, the findings of the usability testing show that this system is very suitable to be used in analyzing and visualizing events feedback from Twitter Social platform.

TABLE OF CONTENT

CONTENTS	PAGE
SUPERVISOR APPROVAL	ii
STUDENT DECLARATION	iii
ACKNOWLEDGEMENT	iv
ABSTRACT	v
TABLE OF CONTENT	vi
LIST OF FIGURES	ix
LIST OF TABLES	xiii
LIST OF ABBREVIATIONS	xiv
CHAPTER ONE: INTRODUCTION	
1.1 Background of Study	1
1.2 Problem Statement	3
1.3 Project Objectives	4
1.4 Project Scope	4
1.5 Project Significance	4
CHAPTER TWO: LITERATURE REVIEW	
2.1 Event Feedback Collection and Analysis	5
2.1.1 Survey	6
2.1.2 Paper and Online Based Survey	6
2.2 Social Media for Event Feedback	8
2.2.1 Twitter	10
2.3 Data Extraction	11
2.3.1 Web Scrapping	12
2.3.2 API	13
2.4 Data Analytic	17
2.4.1 General Flow of Data Analysis Process	18