Company / Organisation Name:	Kainos Software plc
Team / Department:	Data & AI Practice
Address:	4-6 Upper Cres, Belfast BT7 1NT

Provisional title for project:

Intelligent Social Media Tracking

Short description of the problem that would be addressed by the project:

The project will generate data from social media websites (e.g., Kainos' social media) and then extract insights in an intelligent and efficient way. A range of different methods can be applied to generate the data, including consumption via APIs where available, and through comprehensive web scraping to glean data from websites.

Once a detailed data set has been created, the next stage of the project will be to apply Natural Language Processing to automatically learn from text data. Various techniques can be applied dependent on project aims, for example Entity Extraction, Topic Modelling, Sentiment Analysis and TF-IDF. Project success would be dependent on the aims set out at the beginning of the project, but could be, for example, to aid the marketing team to learn automatically about social media campaign success.

Short description of the data sources that would be used in the project, and how they would be used

Data could be generated by consuming data from social media APIs at regular intervals.
Additional data could be generated by web scraping social media sites.

Would any work by the student need to be carried out on site at the Company with the exception of supervisory meetings?

No

Any issues of data confidentiality and IPR that would need to be resolved

TBC

Essential skills

Machine learning, statistics, visualization, programming in Python, familiarity with working with different data types

Desirable skills

Deep learning, NLP

Preferred degree programmes (if any)

Computer Science / Machine Learning

Preferred selection method

Online interview

Support and training offered by the company

TBC

Financial assistance offered by the company

The organisation will pay the honorarium (£500)

Any other comments

For details on how to apply, please visit:
   www.cdrc.ac.uk/education-and-training/masters-dissertation-scheme/details-for-students