Data Analyst Internship

Summer 2013
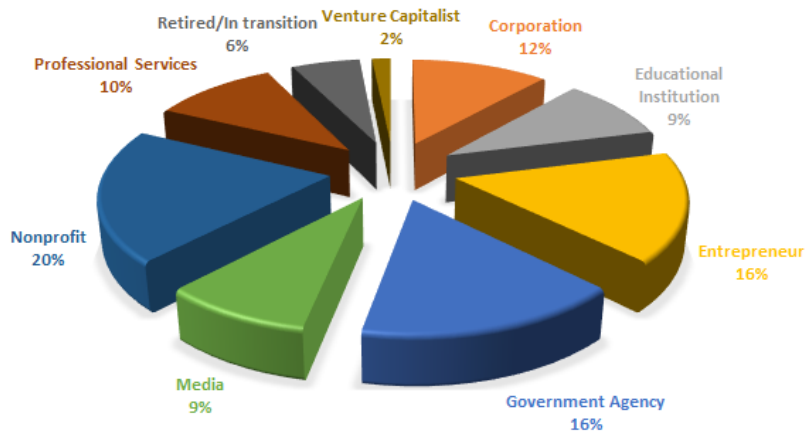
WEST Summit Project

- WEST Summit event at NASA on 23nd May 2013, with 28 speakers Hon. Governor of California - Edmund G. Brown,Jr.

    - 361 attendees representing 179 companies

    - Paper and online survey was conducted

- Tasks
    - Data Entry
    - Create a report
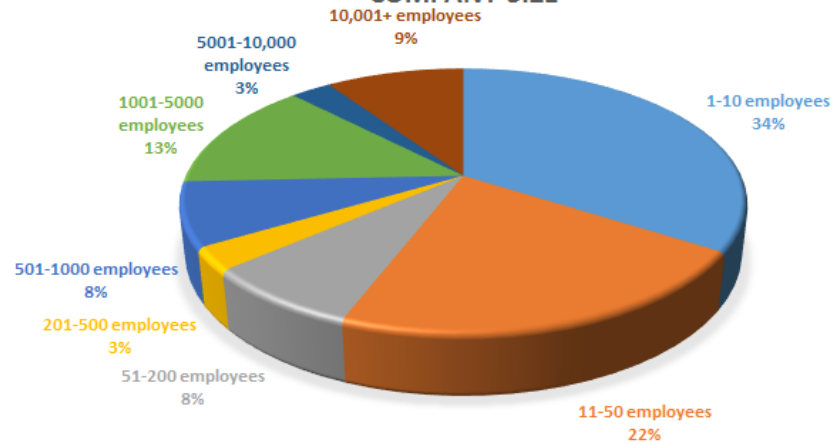   - Extract the attendee profile information

WEST Summit Project

ATTENDEE PROFILE

- Corporation 12%
- Educational Institution 9%
- Entrepreneur 16%
- Government Agency 16%
- Media 9%
- Nonprofit 20%
- Professional Services 10%
- Retired/In transition 6%
- Venture Capitalist 2%

COMPANY SIZE

- 1-10 employees 34%
- 11-50 employees 22%
- 51-200 employees 8%
- 201-500 employees 3%
- 501-1000 employees 8%
- 1001-5000 employees 13%
- 5001-10,000 employees 3%
- 10,001+ employees 9%

Google Analytics

- Understanding the traffic visiting SSV website to improve viewership

- Personal Tasks
  - Understanding what Google Analytics offers
  - Understanding definitions of terms
  - Understanding limitations

Google Analytics

- Tasks
  - Generate and explain reports
    - Page view analysis of SSV blog for understanding which blog posts generate high page views
    - Demographic analysis of viewers on SSV website
    - How much time does a viewer spend on the page?
  - Generate customized reports
    - Keyword analysis
    - Find broken links
  - Create Goals
    - Donation page (success) – observing the behavior of the viewers on website
      (Why viewers drop out before reaching donation page)

Google Analytics
Customized report – Key Word Analysis

Eco Cloud Task

- Understand what will attract more viewers (*viewers with specific profile*) to the website

- Sentiment Analysis – attitude of people when they are talking about some topic

- Personal Tasks
  - Understanding how to extract data from Twitter
  - Understanding JSON format
  - Learning Python

Sentiment Analysis

- Give sentiment scores to some key words
  - Good 1, Amazing 5, Excellent 5, Okay 0, Bad -1 etc
- Estimate Tweet score based on pre-assigned sentiment score
- Based on Tweet score estimate the sentiment scores for key words (not in my original file)
- Find the final estimates of Tweet scores
- Based on final Tweet score assess the topic interest

SUSTAINABLE SILICON VALLEY

Thank You!

If you want to work at SSV on Google Analytics (part-time / full-time)

- Leave your name and email address OR
- Contact SSV HR: hr@sustainablesv.org