

## **DECLARATION**

Certified that this project report” MACRO BOT” is the bono fide work of “Ahmad Kamal Zafar” who carried out the project work under my supervision.

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**Madam Sadia Ashraf**

## **CERTIFICATE**

We accept the work contained in this report as a confirmation to the required standard for the partial fulfillment of the degree of BSE.

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HOD BSE

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## **ACKNOWLEDGMENT**

For all this work I would like to thanks to ALLAH who give me such strength to complete this project and help me in all way and I would like to thanks to my supervisor Ms Sadia Ashraf for her great help and always there to help me in every way. I would also like to thanks to my friends who also help me.

## **ABSTRACT**

Social media has become very popular in the current era. Every person is using social media in different forms like Facebook, Twitter, LinkedIn, What Sapp, and much more. People are showing their behavior at these platforms and sharing their thinking with other people. These sharing data is a goldmine for many other parties and people. Now due to these social media platform the user has become the information producer. The big data of these sites provides a large amount of information for much organization.

Organization can use this data for much purpose and can use this tool to improve their productivity and quality and it is an easy and very authentic way of getting feedback for their product and about their organization. HR can also use this to see the behavior of the employees and for hiring purpose.

This present work is about software that uses this big data and analyze that data and extract different results from that data. This software uses the data of twitter and extracts the data from twitter in two different methods. First method is to extract data by searching a word. E.g. If I search a word “Pakistan” then it will search the tweets that has Pakistan word in them the it select those tweets and then perform analyses on them and then give the results in Positive, Neutral, Negative and then show this result in a graphical form. Second method is using the Screen name of a person. If we search a screen name of a person then it will take the tweets of that person and then analyze those tweets and then give results in Positive, Neutral, Negative and then show this result in a graphical form.

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