



# Social media sentiment analysis for recruiting 3-month Proof of Concept

CloudMoyo is the global partner of choice for digital solutions at the intersection of cloud and AI. We empower customers to transform with resilience by innovating with apps at lightspeed, democratizing data, and infusing artificial intelligence in business operations. We're on a mission to help enterprises juggle the challenges of cloud data architecture and embrace the value of using data to drive business outcomes. As a Microsoft Gold Partner, we take a holistic approach to empowering businesses to move to the cloud by assessing their existing business infrastructure and deploying solutions for moving the different functions to a cloud-based system.



Gold Data Analytics  
Gold Cloud Platform

## Overview of the social media sentiment analysis PoC

As part of this engagement, CloudMoyo will work with the right stakeholders in your organization to define your screening criteria during the first month. We'll recommend an architecture hosted on Azure but able to accommodate your company's individual reporting platforms.

In the second month, we'll gather relevant training data from Twitter, and prepare the data for analysis. In the third month, we'll apply a ML model to screen the candidate for any red flags based on your screening criteria, and identify which candidates are suitable for an HR interview. In parallel, we'll design and develop a program to pull candidate data from 4 social media sites and integrate this data with the ML model.

## Proof of Concept deliverables

- ✓ Exploration, pulling, and preparation of candidates' social media data from Twitter
- ✓ Application of a machine learning model using Azure Cognitive Services that screens social media data to flag candidates based on filtering criteria
- ✓ Storage of results in Azure Data Lake, a centralized, secure database

Interactive, easy-to-understand Power BI dashboard to visualize candidate details for recruiters in an actionable manner and drill down into KPIs

## Business benefits

- Collect all relevant data points about a candidate from social media
- Screen best-fit candidates that align with your organization's values and culture
- Help HR and recruiting teams invest their time wisely into the right candidates
- Maintain workforce quality

## Tech stack

- Power Platform
- Azure Active Directory
- Key Vault
- Azure Monitor
- Cost Management
- Security Center
- Azure DevOps & GitHub