

# **Tweet Sentiment for Market Development**

Cerberus Consulting

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# Business Understanding

## Who

Emerging tech company

## What

A tool for quantifying the positive 'buzz' on twitter

## Where

Large-scale marketing opportunities:

- Conventions
- Trade events

## Why

Effectiveness of marketing campaign



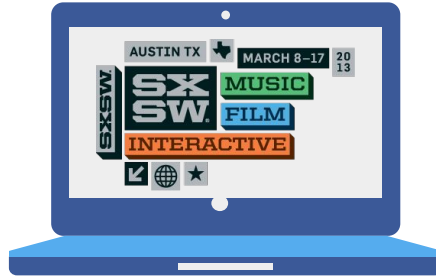
# About the Data



## **Tweet Count**

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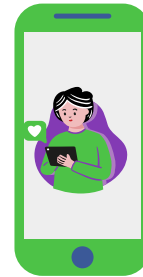
Tweets in dataset



## **SXSW**

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Event where  
tweets were  
sourced



## **Sentiment**

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Sentiment of  
tweets were  
crowd sourced

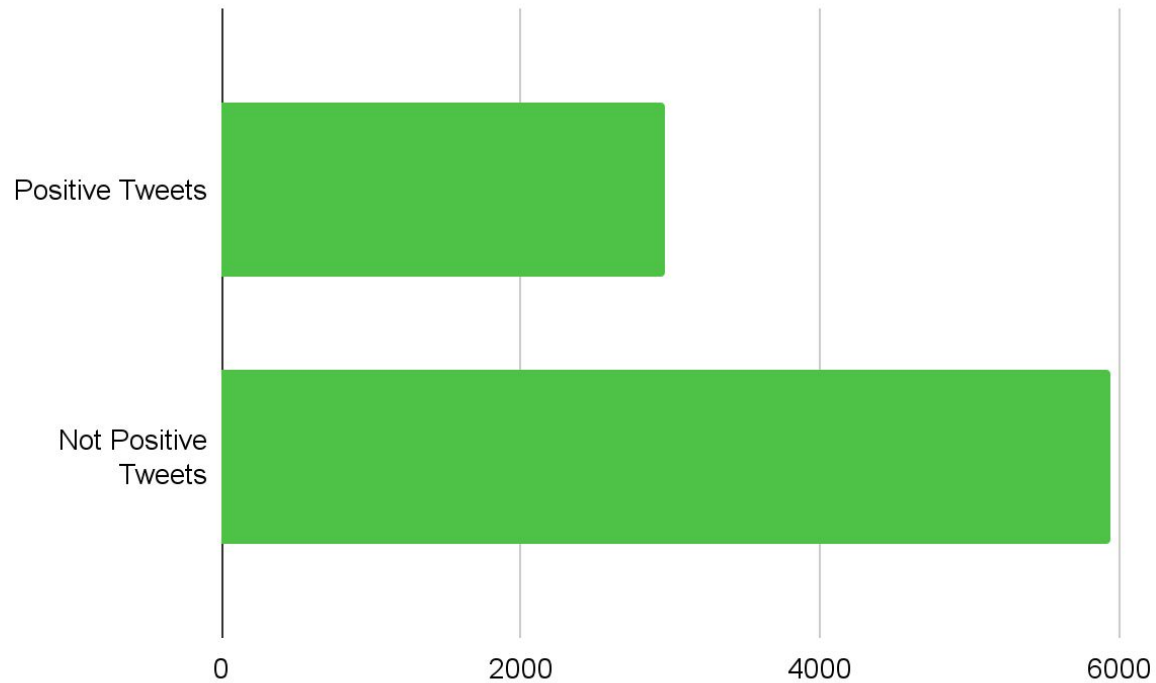
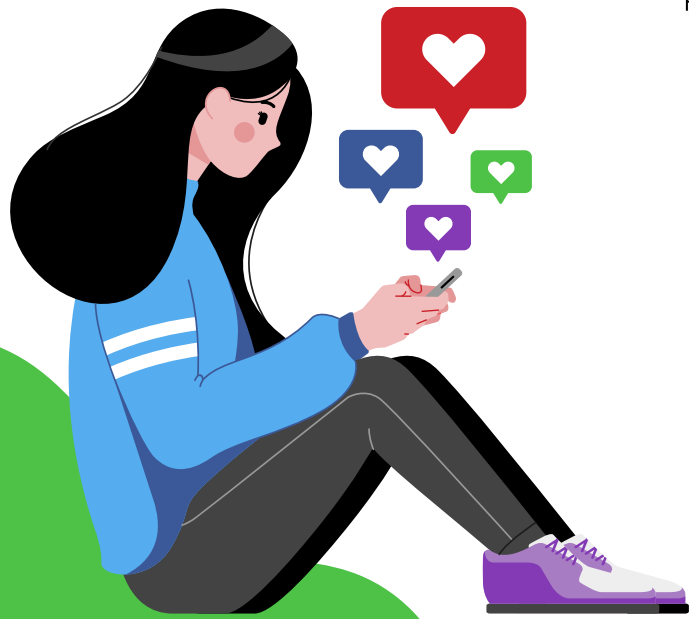


## **Target**

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Classify tweets as  
positive vs. not positive

# Tweet Sentiment



# Process

- 1 Surprise! Apple has opened a pop-up store in Austin so that the nerds in town for #SXSW can get their new iPads....
- 2 surprise apple has opened a pop up store in austin so that the nerds in town for sxsw can get their new ipads
- 3 surprise apple opened pop store austin nerds town get new ipads link
- 4 surprise apple opened nerds town get new ipads



# Select the right model

**Type**

Coded by People

**Transform**

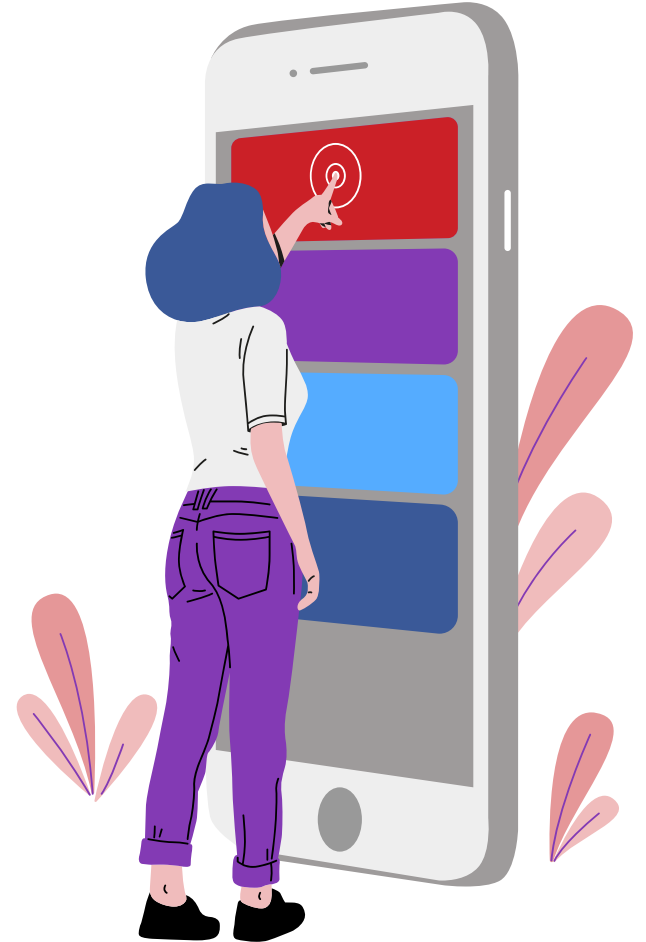
Text Processing

**Model**

Logistic Regression

**Maintenance**

Simple and In-house



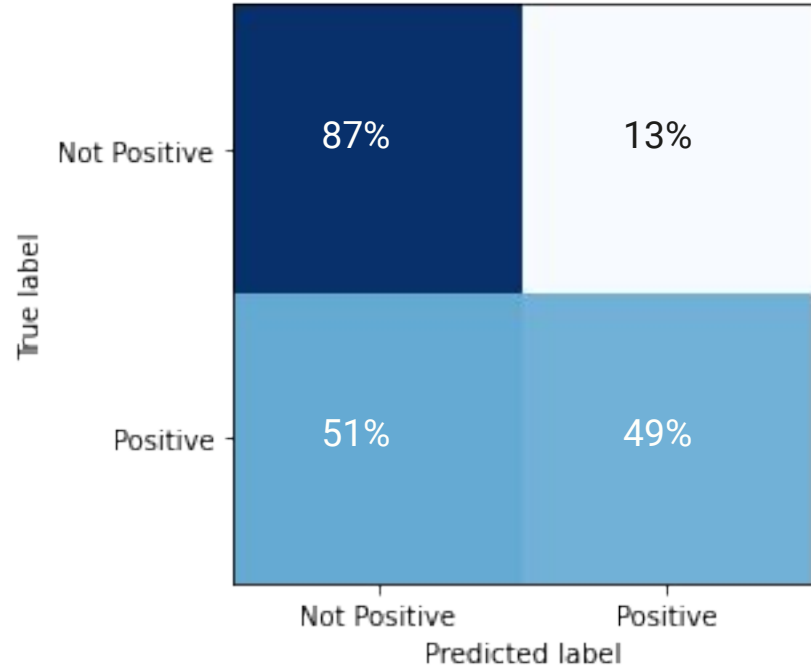
# Model Results



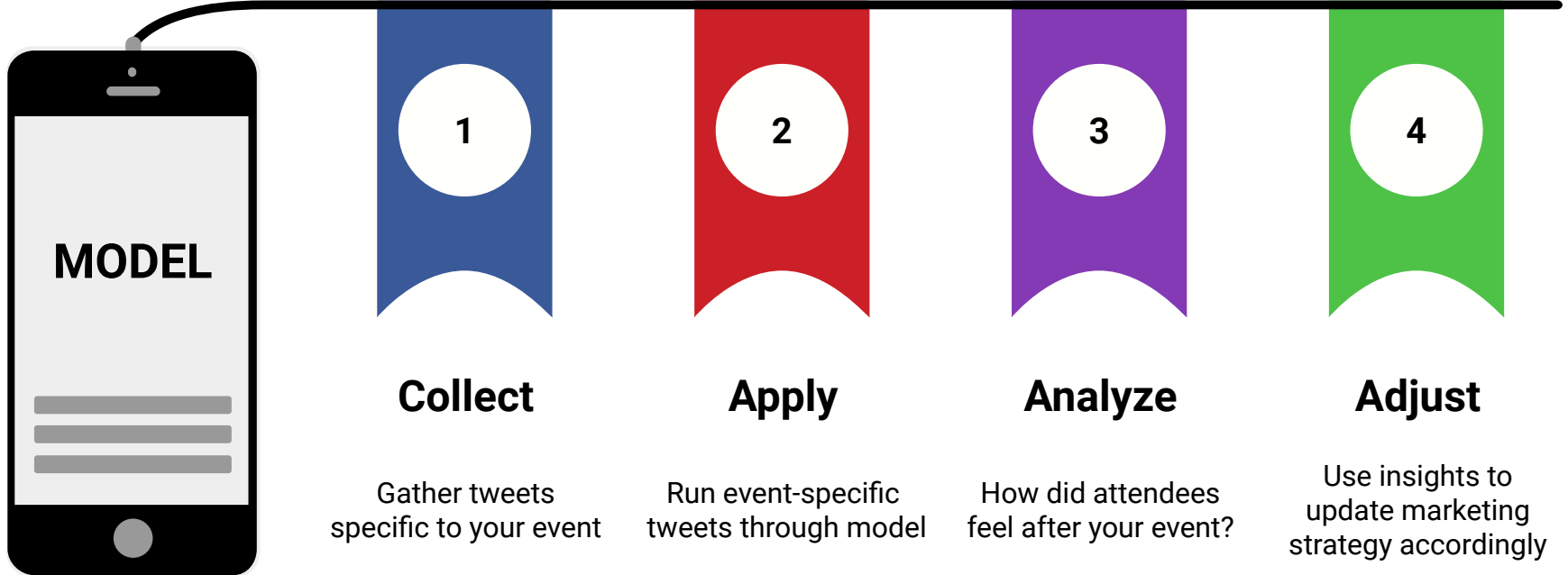
**Accuracy: 74%**



**Recall: 88%**



# Recommendations





# Next Steps

## Feature Engineering

E.g., number of sentences, exclamation points, etc.

## Guidelines

Establish and formalize classification criteria, further tweaking

## Social Networks

Try modeling on new platforms

## Neural Networks

Implement neural networks for future model advancements



# Thank You!

GitHub: [https://github.com/CGPinDC/Tweet\\_NLP\\_Project](https://github.com/CGPinDC/Tweet_NLP_Project)

Slides from <https://slidesgo.com/>



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