Google: User Sentiment Analysis

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Business Problem

- Trying to build Android's market share (compared to Apple/IOS)

- Focus on current Android users and IOS users who seem disappointed

- *Objective*: Predict which tweets (and users) indicate negative and positive emotions toward Google and Apple
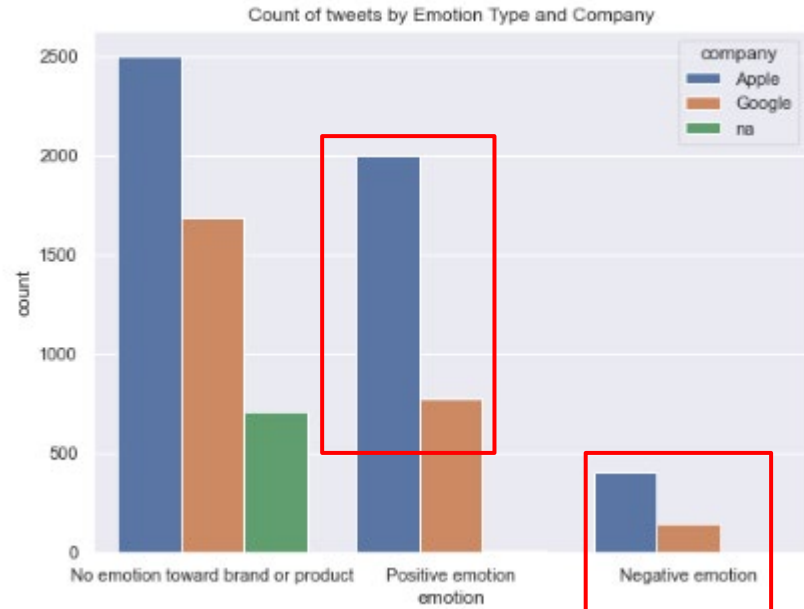
Data

- Twitter Data (~9,000 Tweets)

- Includes:

  - ✓ Tweet text

  - ✓ Google or Apple product

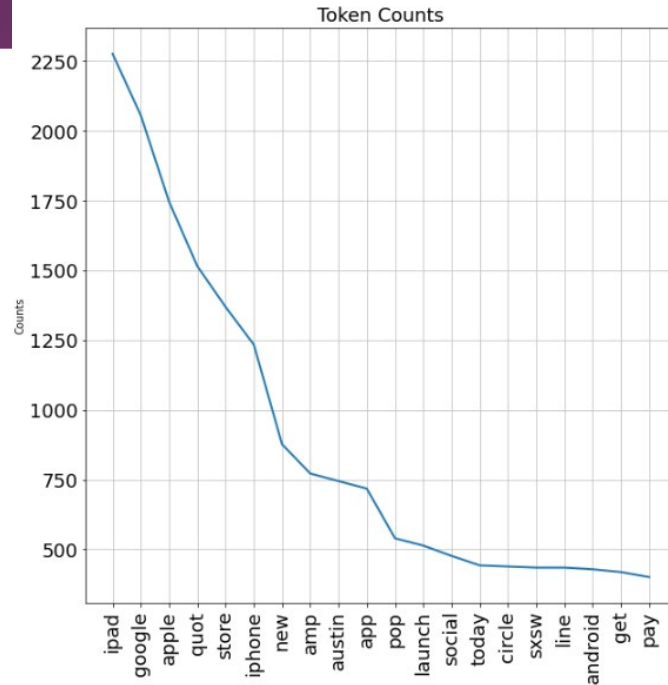 - ✓ User emotion (negative, positive, none)

Initial Observations

1) Positive emotion toward Apple

2) Generally, less negative emotion

Count of tweets by Emotion Type and Company

Most Common Words

1) iPad

2) Google

3) Apple

Token Counts

Final Model

After running hundreds of model iterations…

Final Accuracy Score: 70%

So…what does this mean?

Key Take Away

The final model can predict 70% accuracy across:

1. Negative Apple
2. Negative Google
3. All other (positive, no emotion, no Apple/Google)

Recommendations

1. At the end of each weekly or two-week period, feed NLP model with Tweet data from multiple regions or events (e.g. #sxsw = South by Southwest)

2. Focus on regions or events with high negative emotion to Apple or Google products that are identified by the model.

3. Setup temporary 'Google' branded (Android, etc.) advertisements, 'give aways' or other campaigns at the event.

Closing thoughts

If given additional time…

o   Further tune the model to increase the overall accuracy score

o   Continue to add Tweet data each quarter and update model

o   Consider more advanced NLP models

Thank You....

Any questions?

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Github Link