

FINLATICS CASE STUDY

ON Sentiment Analysis of Tweets

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1. Based on the positive and negative tweet ratio how do you view Twitter as a social media platform for digital marketing?

As seen in the pivot charts, the sentiment analysis of tweets with the term "covidindia" reveals a greater proportion of negative tweets than positive tweets.

- ❖ **Negative Tweets:** During the epidemic, negative tweets greatly outweigh good ones, reflecting widespread anxiety, disapproval, or discontent.
- ❖ **Positive Tweets:** Infrequent but present, these tweets highlight community-driven initiatives, solutions, and encouraging messages.

Consequences for Online Advertising:

Because Twitter is such a **real-time and reactive network**, it is essential for marketers to keep a careful eye on interactions.

The frequency of negative emotion suggests that people frequently utilize the platform to air grievances or worries. Brands need to take proactive measures to control their reputation and quickly address unfavourable comments.

Positive feeling draws attention to chances to interact with encouraging groups and use constructive dialogue to advance a brand.

Twitter is still a potent tool for digital marketing despite its unfavourable sentiment ratio because of its:

- ❖ Engagement capabilities in real time.
- ❖ High user engagement and broad reach.
- ❖ Possibility of viral marketing via retweets and popular hashtags.

To maximize Twitter's marketing potential, brands should concentrate on proactive interaction, fast reaction times, and good narrative.

2. Based on the analysis which kind of Twitter handle you would consider for your digital marketing the ones with the highest replies on tweets or the ones having the highest positive sentiment tweets?

Two important engagement measures are provided by the analysis:

Handles with the Highest Replies:

- ❖ Show a high level of user involvement and participation.

- ❖ However, a significant number of responses may contain criticism or unfavourable comments.
- ❖ Even while interaction is important, connecting with these handles might expose the company to contentious debates.

Responds to Tweets with the Highest Positive Sentiment:

- ❖ Show a good audience perception and a positive brand relationship.
- ❖ Collaborating with these handles can improve brand perception and promote positive interaction.
- ❖ Positive mood increases the likelihood of trust and consumer loyalty.

Suggestion:

Although handles with a large number of replies provide visibility, handles with the most tweets expressing positive emotion are more useful for digital marketing since they guarantee:

- ❖ Improved reputation of the brand.
- ❖ Favourable audience participation.
- ❖ Positive message increases the likelihood of viral marketing.

A well-rounded approach

- ❖ Work together with handles that have a lot of good emotion to establish trust.
- ❖ For a wider audience, interact with high-reply handles, but be mindful of how you conduct interactions.

Conclusion:

In spite of the widespread unfavourable feeling, Twitter remains an essential tool for digital marketing. strong-engagement handles should be used deliberately to increase reach, and handles with strong positive sentiment should be given priority in campaigns to foster a favourable brand image.