

# Sentiment Analysis of Tweets

## Case studies for Business Analysts

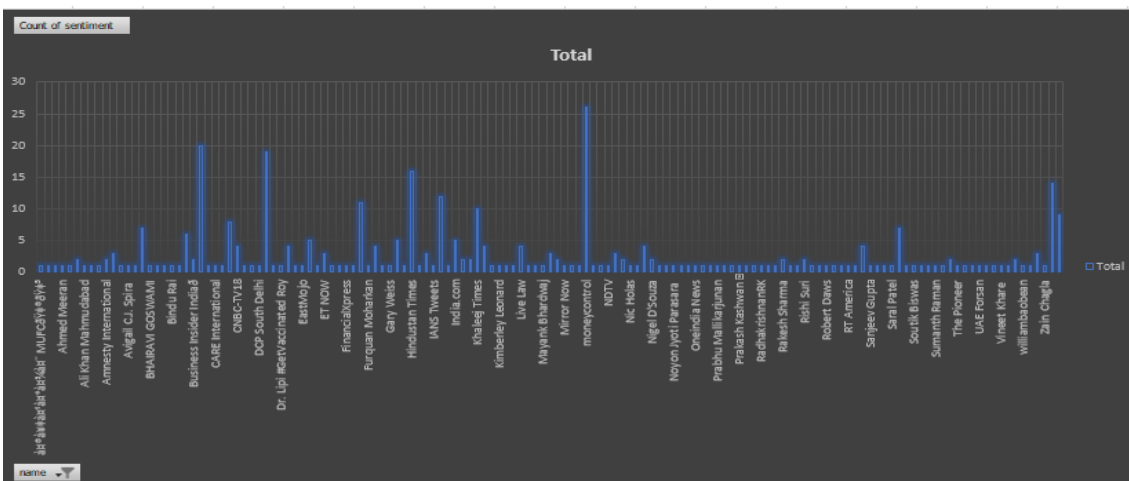
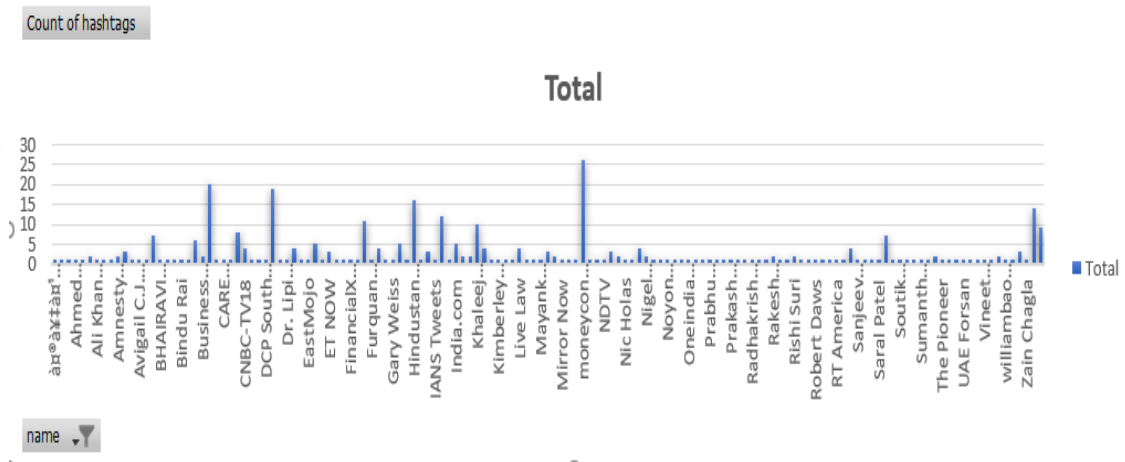
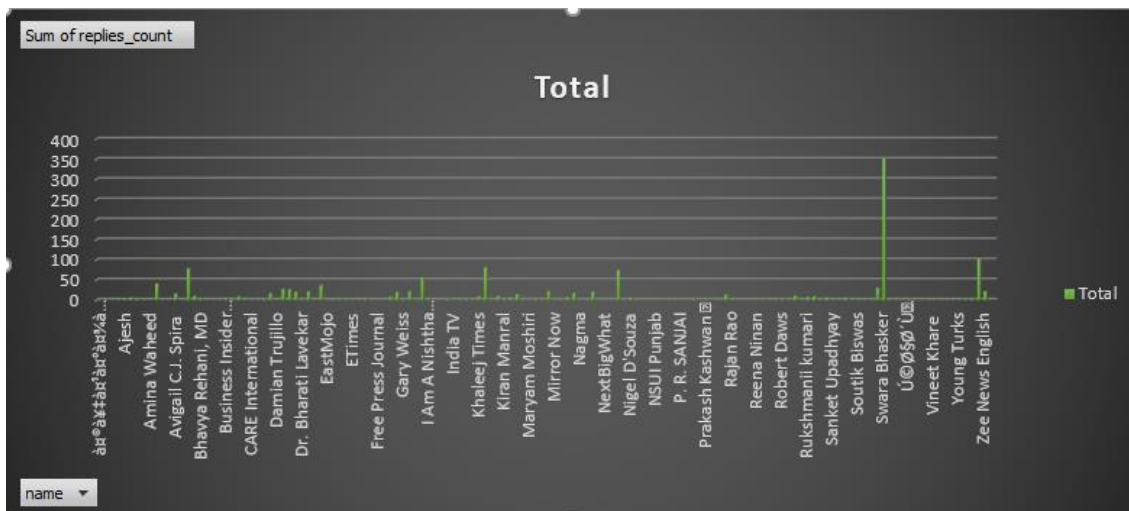
The following data is of Twitter which consists the tweets that contained the word "covidindia". Along with the tweet and it's metadata column, there's also a sentiment column which has 2 possible values: NEGATIVE and POSITIVE.

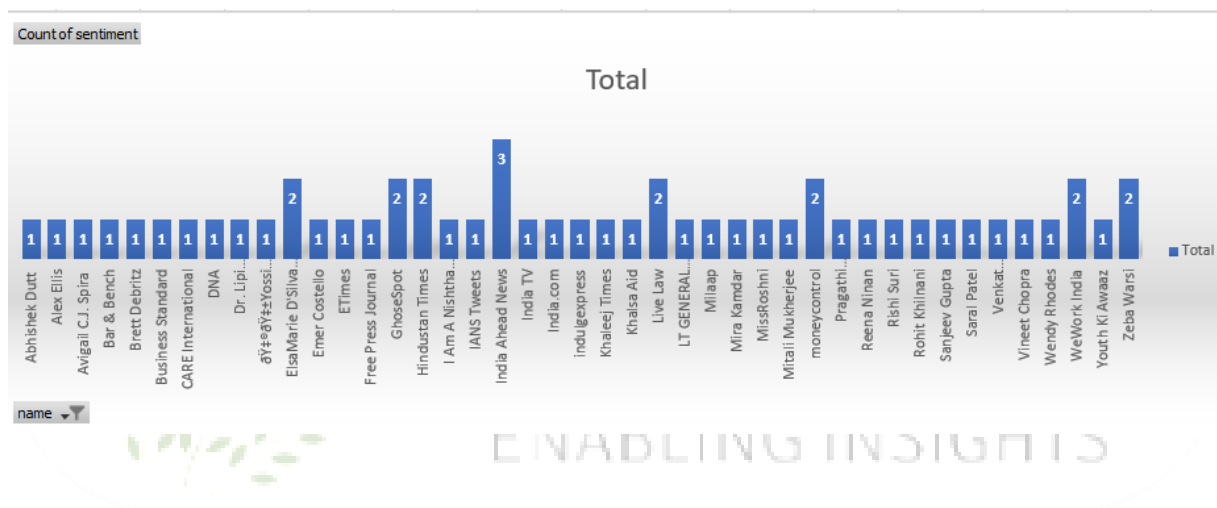
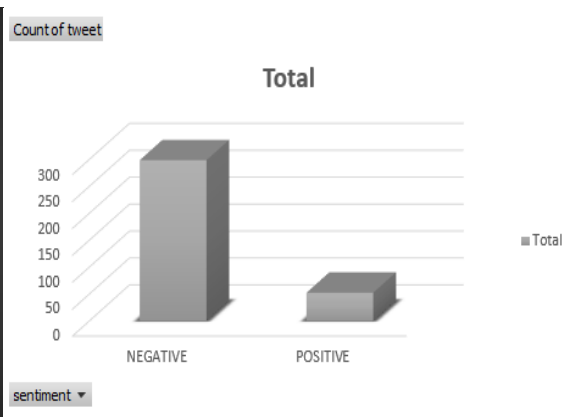
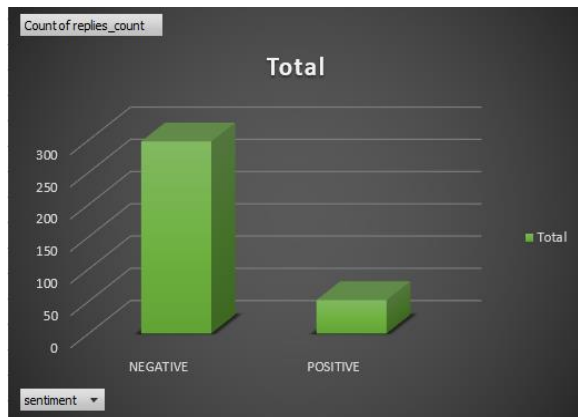
The data contains different categories such as username, name, tweet, language, replies count, hashtags and sentiment.

1. Download the Excel file.
2. Create a pivot chart using the name and Sum of the replies count.
3. Customise this chart using chart elements, styles and colours to make it better.
4. Create a pivot chart using the columns name and count of hashtags.
5. Then customise the chart to make it better.
6. Create a pivot chart using the columns name and count of sentiment.
7. Create another pivot chart using the columns sentiment (negative and positive) and count of replies.
8. Create a pivot chart using columns sentiment and count of tweet.
9. Then customise the cart to make it better.
10. Create a pivot chart using the name and count of sentiment considering only positive sentiment.
11. Modify the pivot chart using chart elements, styles, and colour.

After completing the above exercise, you can share the Excel file with me.

## Solution on MS Excel:





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