

The background features abstract, translucent geometric shapes. A large, multi-colored torus (donut shape) is positioned in the upper left. In the lower right, there is a large, faceted, multi-colored cube with faces in shades of blue, purple, green, and pink. The overall aesthetic is modern and minimalist.

# Tweeting our Feelings

# The Team



**Bobby Daly**  
Co-Owner

Business Overview  
&  
Data Analysis



**Ben Gilbert**  
Co-Owner

Predictive Model,  
Recommendations,  
&  
Next Steps

# Business Overview

Product Design

**SXSW.** ↗  
**2024**

# The Data





# Data Analysis



Positive



Neutral



Negative

# Data Analysis



**Just bought an #iPad2 at the  
downtown Austin Apple store.  
5 min wait in line to get in.  
Salesperson Darryl was excellent.  
#sxsw**



# Data Analysis



I sort of wish the pop-up Apple  
Store only sold actual apples.

Just as a joke. #sxsw

# Data Analysis



“  
**People in this Apple store do not...**

”

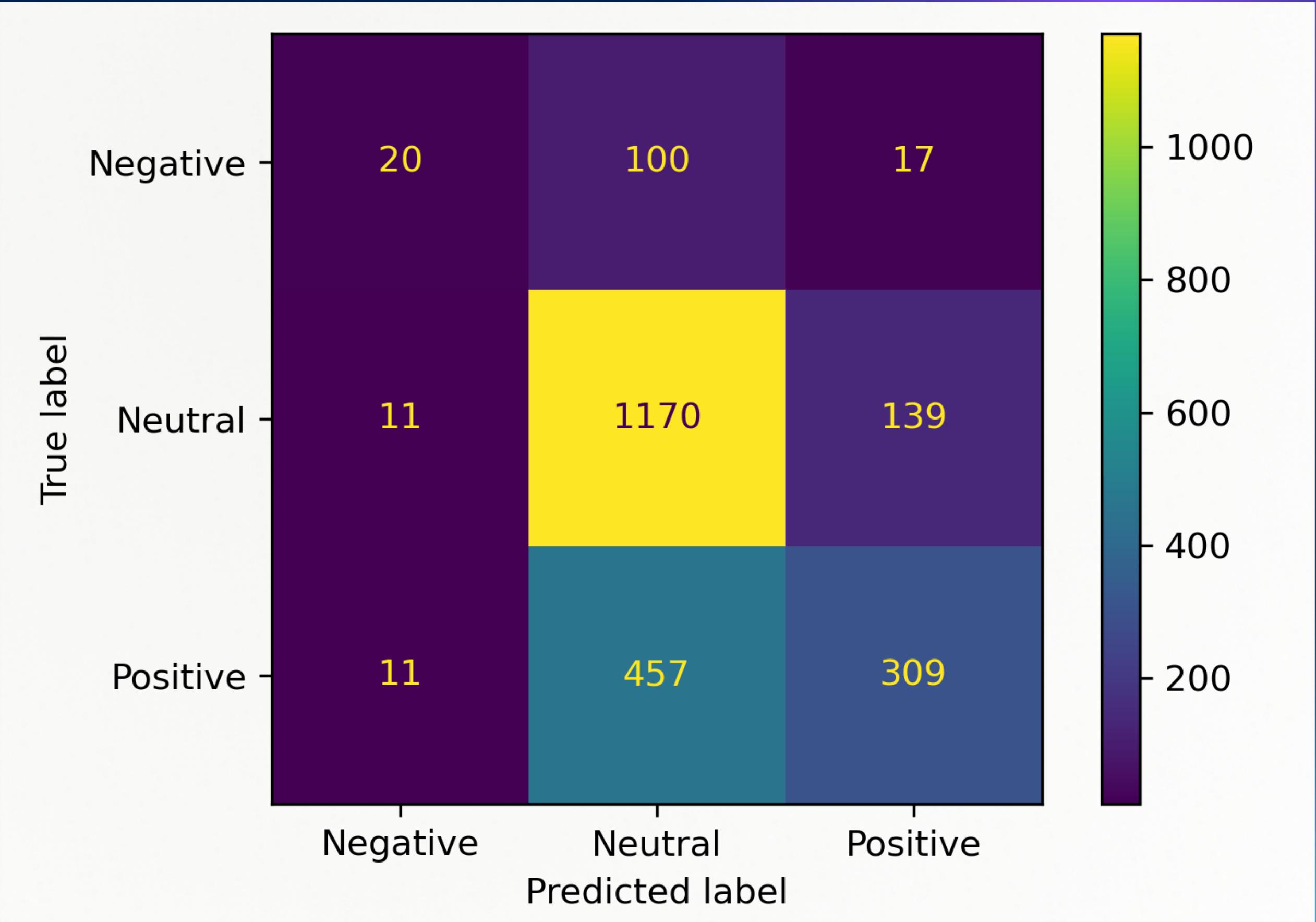
# Data Analysis



“  
People in this Apple store do not...  
smell great.  
**#sxsw #hereforwork**  
**#nottheipad2**  
”

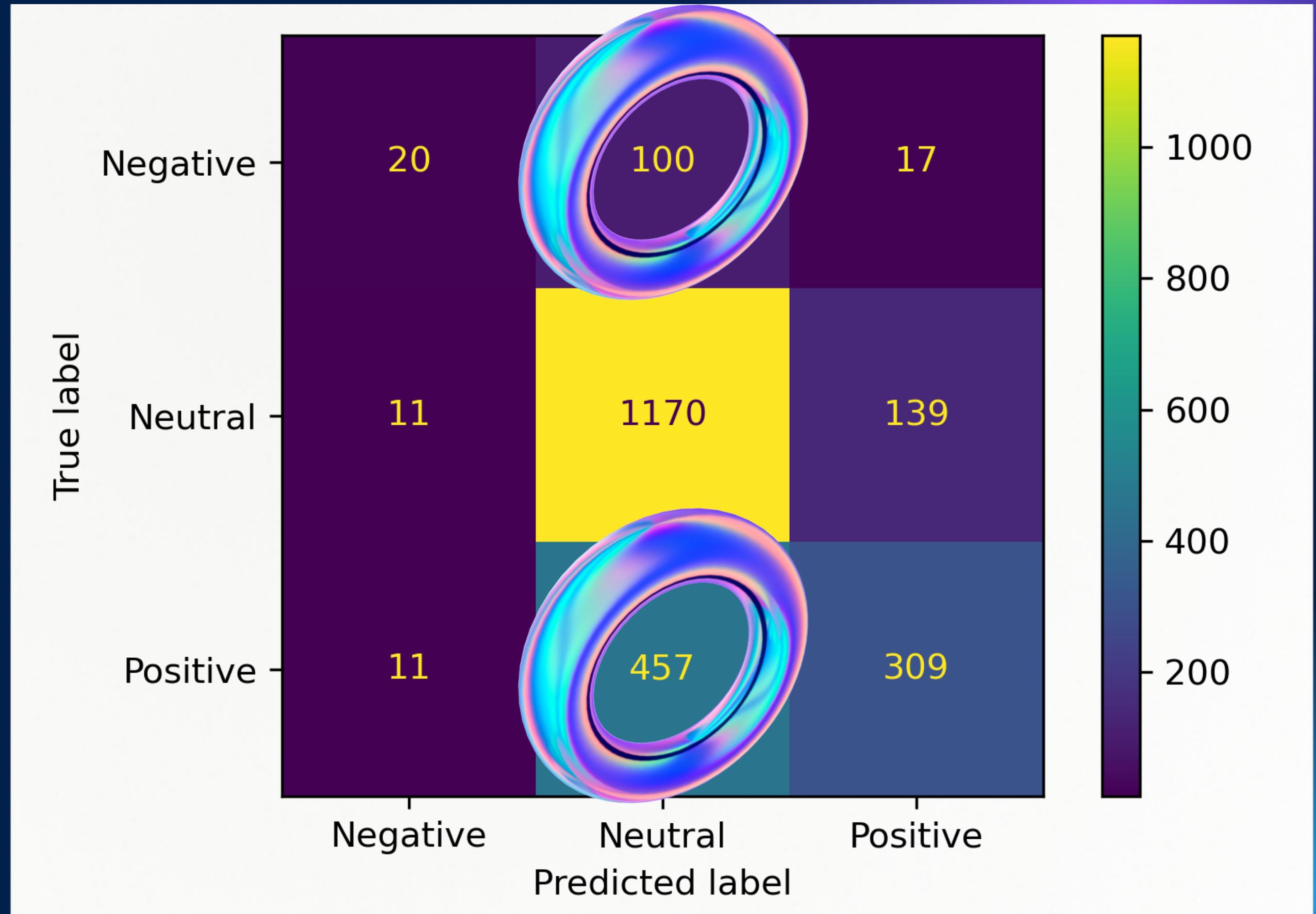
# Predictive Model

- Baseline model:  
60% accurate
- Final model:  
67% accurate
- Class imbalance

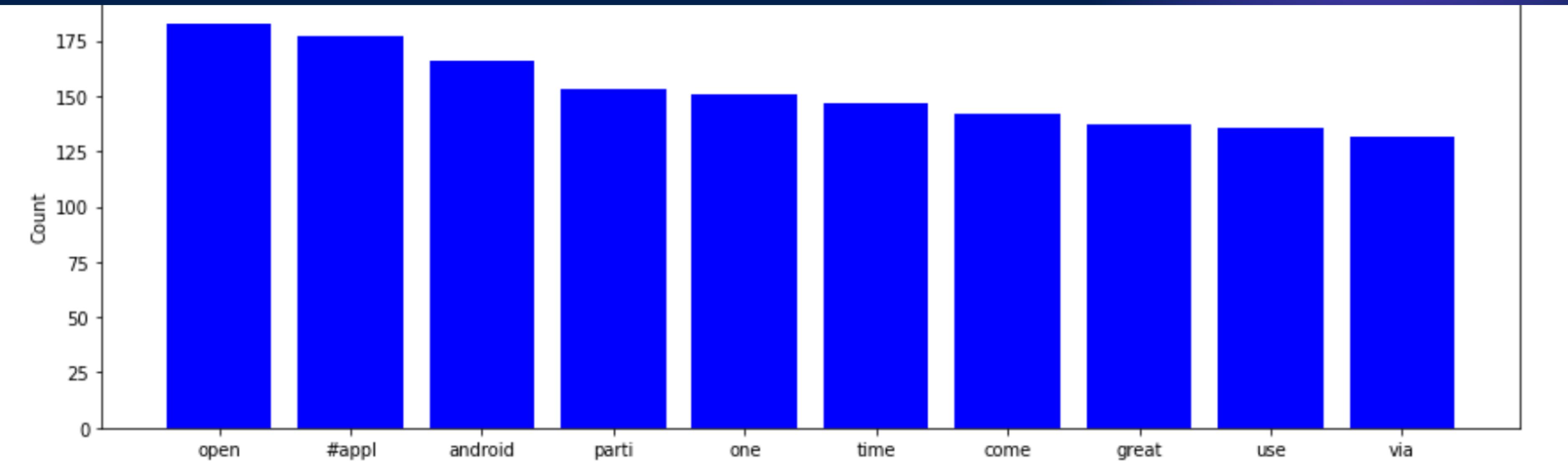


# Predictive Model

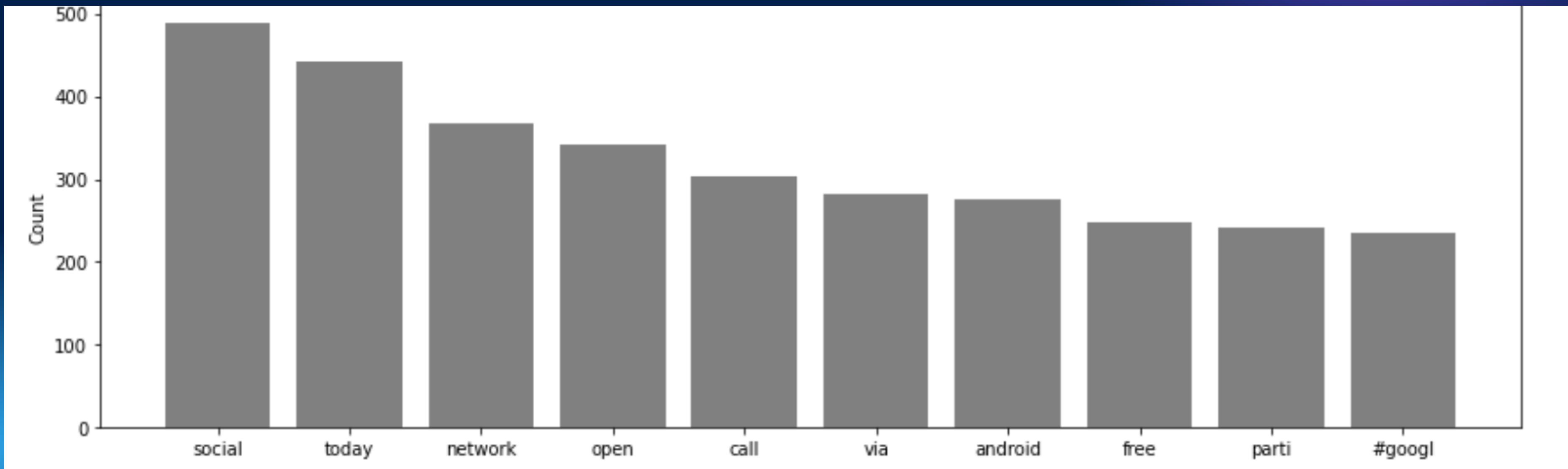
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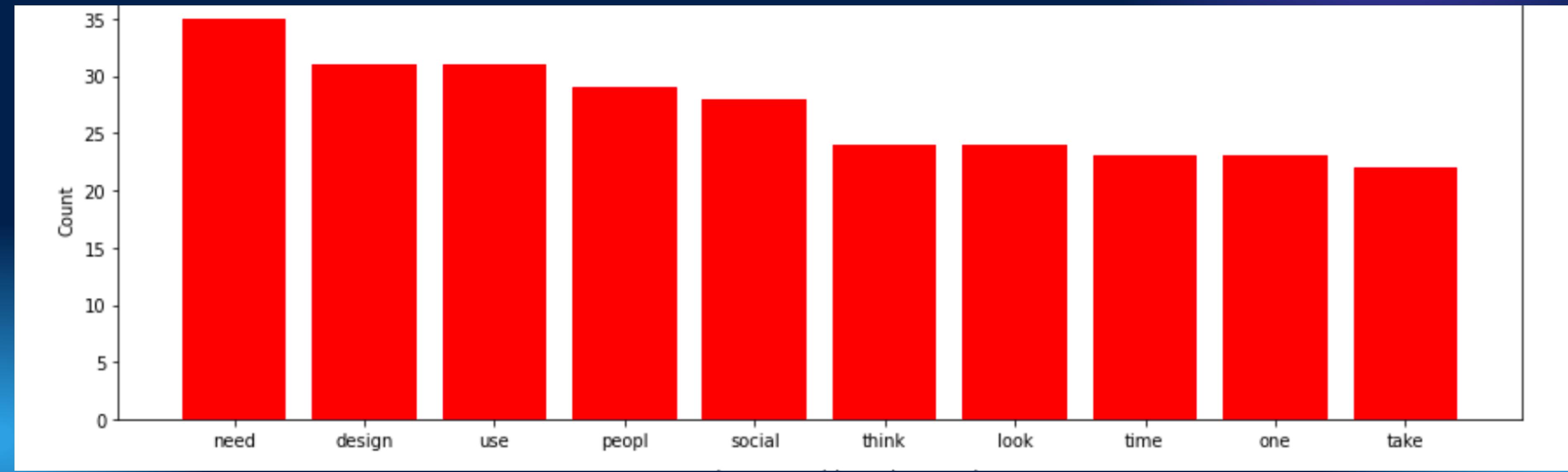
# Top 10 Indicators



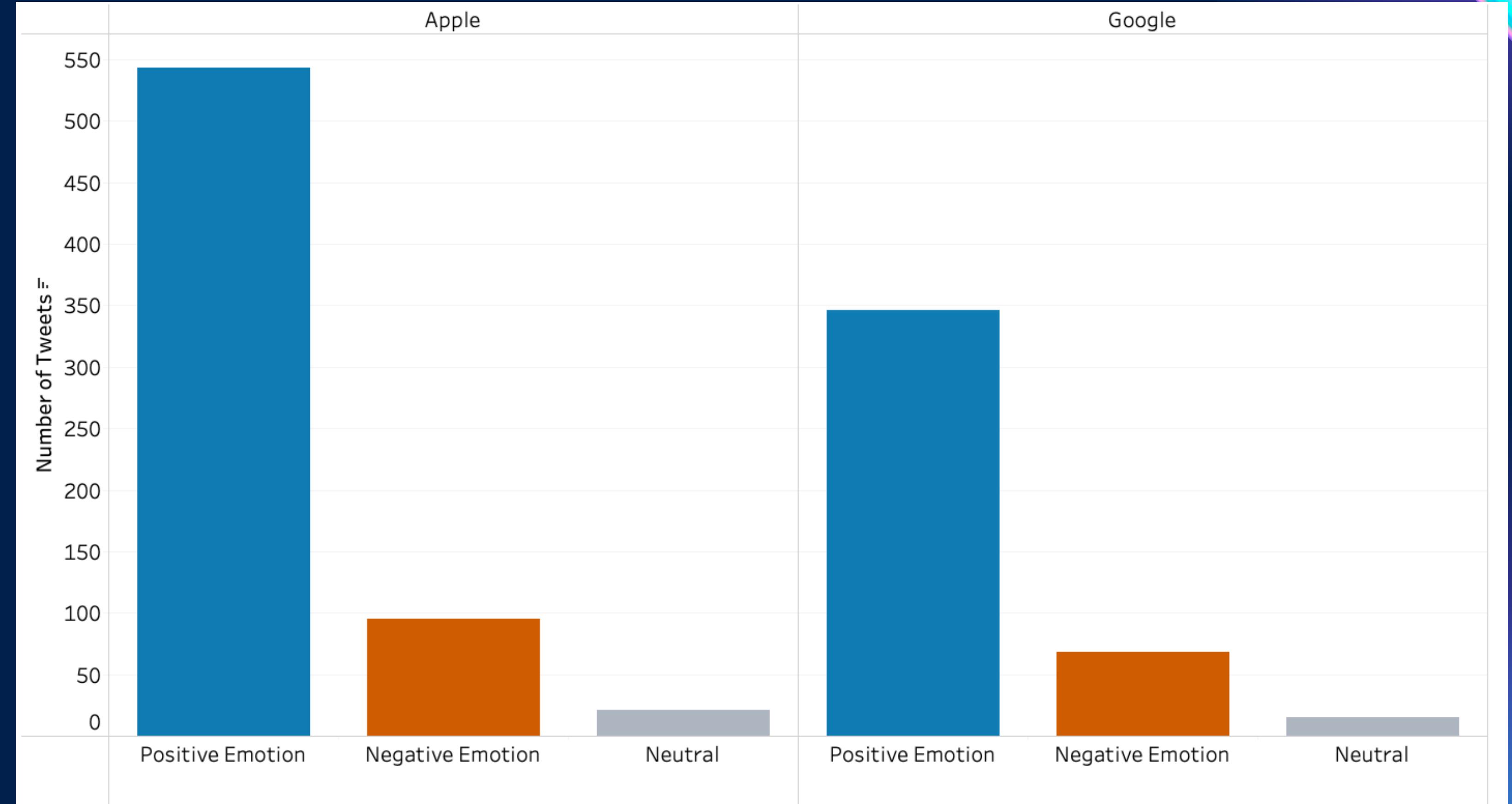
# Top 10 Indicators



# Top 10 Indicators



# Apple vs. Google



# Product Recommendations

1

Lightweight

2

Customizable

3

High  
Resolution

# Next Steps

- **Create Binary Model**
- **Analyze 2024 SXSW Tweets with Model**
- **Investigate Product Sentiment**

# Thank You

Check out our Github Repo!



Bobby Daly



Ben Gilbert

