Tweet Sentiment for Investment

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Agenda

- Business Overview
- Data Understanding
- Modeling
- Deployment
- Next Steps

Business Problem

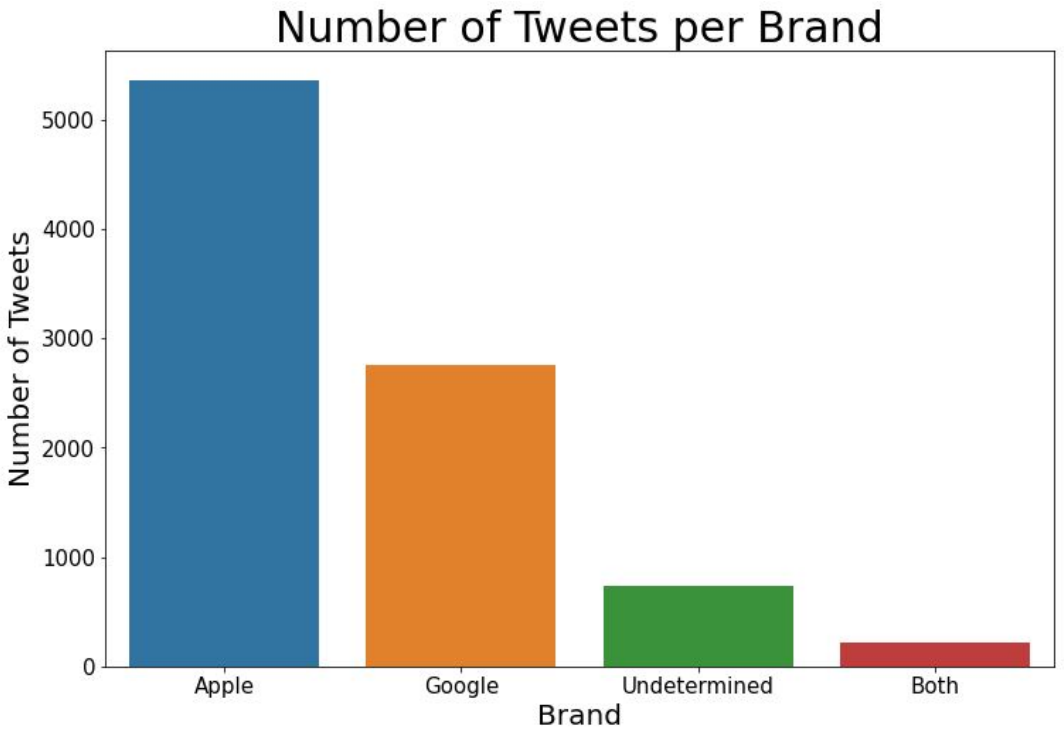
- Human Capital
- Consumer Insight

Our Solution

- Automated Filtering System
  - Focus
  - Efficiency

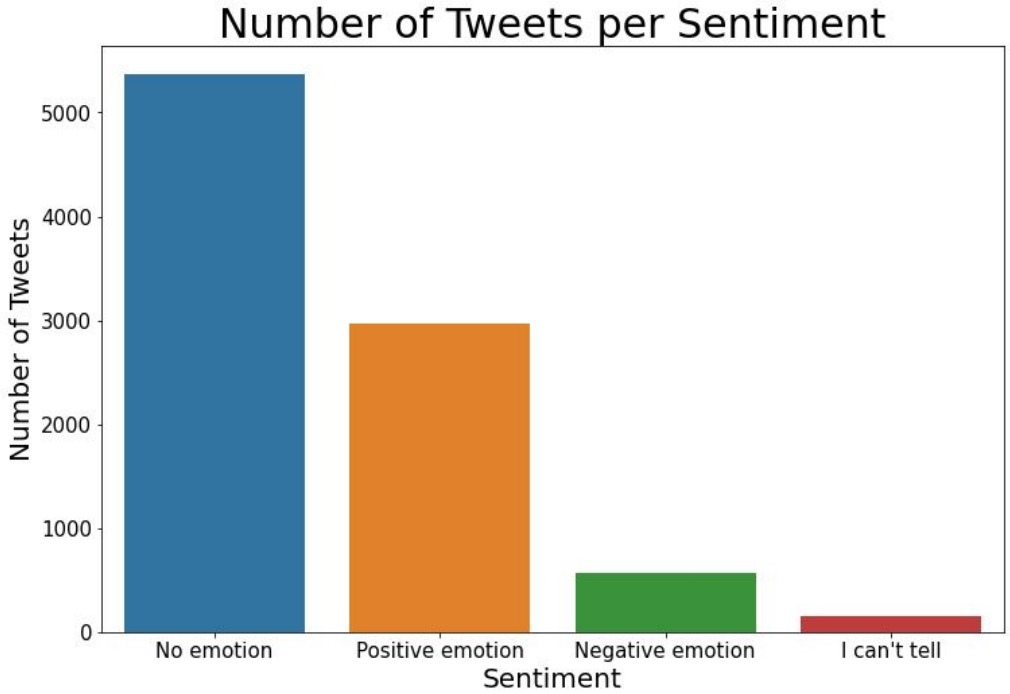
Data Understanding

- #SXSW
- 9,000 tweets



Data Preparation

- Positive or Not Positive
- Positive drives sales



Data Cleaning

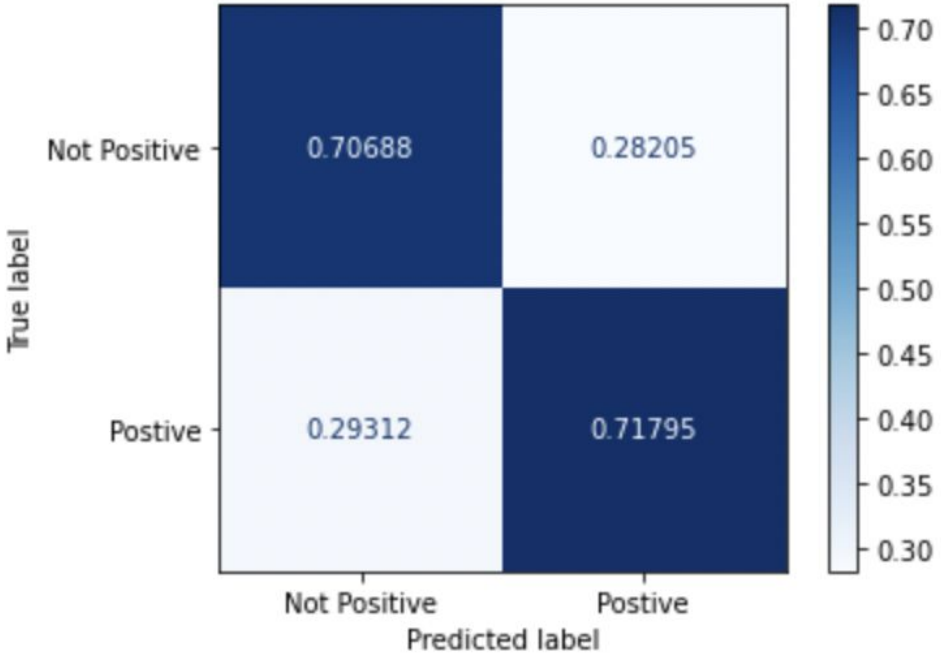
- Twitter handles
- Common words
- Unnecessary characters
- Lower case

@mention RT: New #UberSocial for #iPhone now in the App Store includes UberGuide to #SXSW sponsored by #Mashable {link}

new ubersocial iphone app store includes uberguide sponsored mashable

Modeling

- Accuracy: 71.1%
- Precision: 71.8%



Deployment

1. Target Companies
2. Gather tweets
3. Run model
4. Investigate further

Next Steps

- Explore cleaning methods
- Scrape recent tweets
- Different sectors

Thank You! Any Questions?

ElyLin/SentimentAnalysisProject

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