South by Southwest

Predicting Tweet Emotions

Presented by Garrett Hall

Presentation Overview

- Business Problem
- Data Exploration
- Model
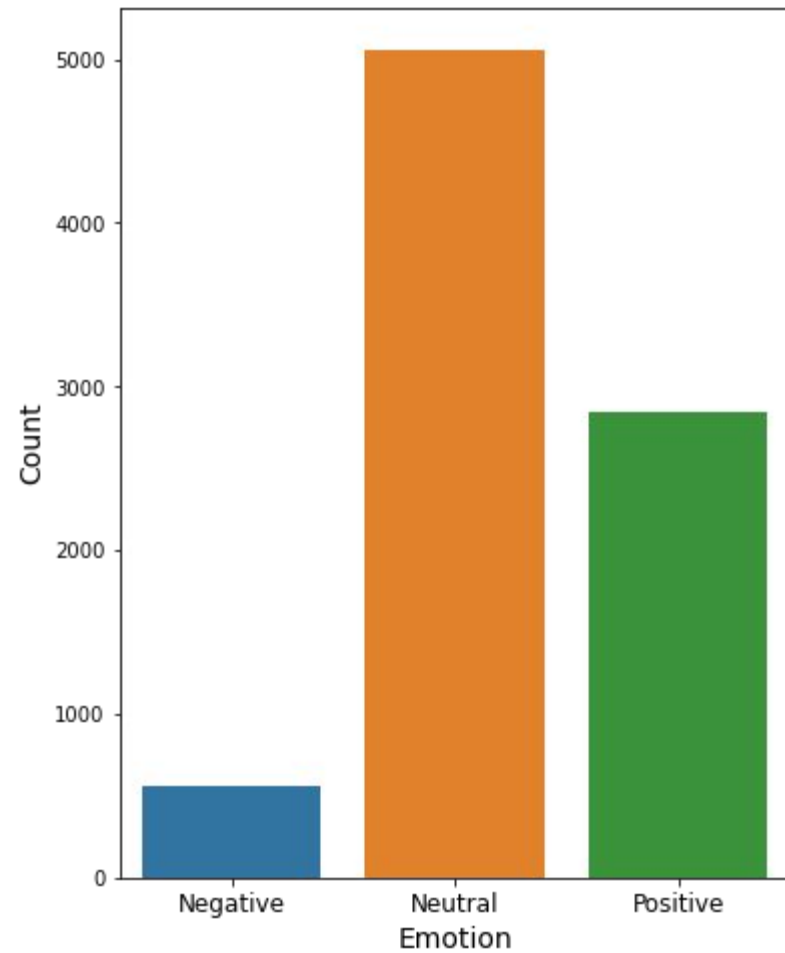- Model Performance
- Next Steps

Business Problem

- Tweet Predictions

- Most common words and phrases

- Company and products

Data Exploration

- 9,000 tweets

- #SXSW

- Positive, Negative, and Neutral

Emotions

Model

- Goal of the model

- Predict tweet emotion

- Logistic Regression

Model Performance

- Tested model on 2,100 tweets

- Accuracy score of 90%

- F1 score of 88%

Next Steps

- Predict emotion of new tweets

- Perform sentiment analysis on new tweets

- More data to improve model

Thank you

Any Questions?

Contact

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