



Brainwave

MATRIX SOLUTIONS

Title: XPhone Ultra Twitter Sentiment Analysis

Subtitle: Understanding Public Sentiment via NLP (Sept 2024 - March 2025)

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Project Overview

- **Objective:** Analyze Twitter sentiment towards the XPhone Ultra launch.
- **Dataset:** 1000 Twitter-like comments from comments.csv.
- **Timeframe:** September 2024 to March 2025.
- **Method:** NLP with VADER to preprocess text, score sentiment, and visualize trends.
- **Tools:** Python, Plotly, Seaborn, VADER Sentiment Analyzer.

NLP Sentiment Analysis Process

Preprocessing

Lowercase: "Worst ever!" → "worst ever".

Remove Punctuation: "It's fine." → "its fine".

Sentiment Scoring

VADER assigns scores (-1 to 1) to cleaned text.

Example: "Fantastic!" → 0.5574 (Positive).

Labeling

Positive: Score > 0.05 (😊).

Negative: Score < -0.05 (😞).

Neutral: $-0.05 \leq \text{Score} \leq 0.05$ (😐).

Sample Results (First 5 Rows)

"It's fine." → "its fine", 0.2023, 😊 Positive.

"No strong feelings." → "no strong feelings", 0.0, 😐 Neutral.

"Worst ever!" → "worst ever", -0.6580, 😞 Negative.

"Horrible!" → "horrible", -0.6360, 😞 Negative.

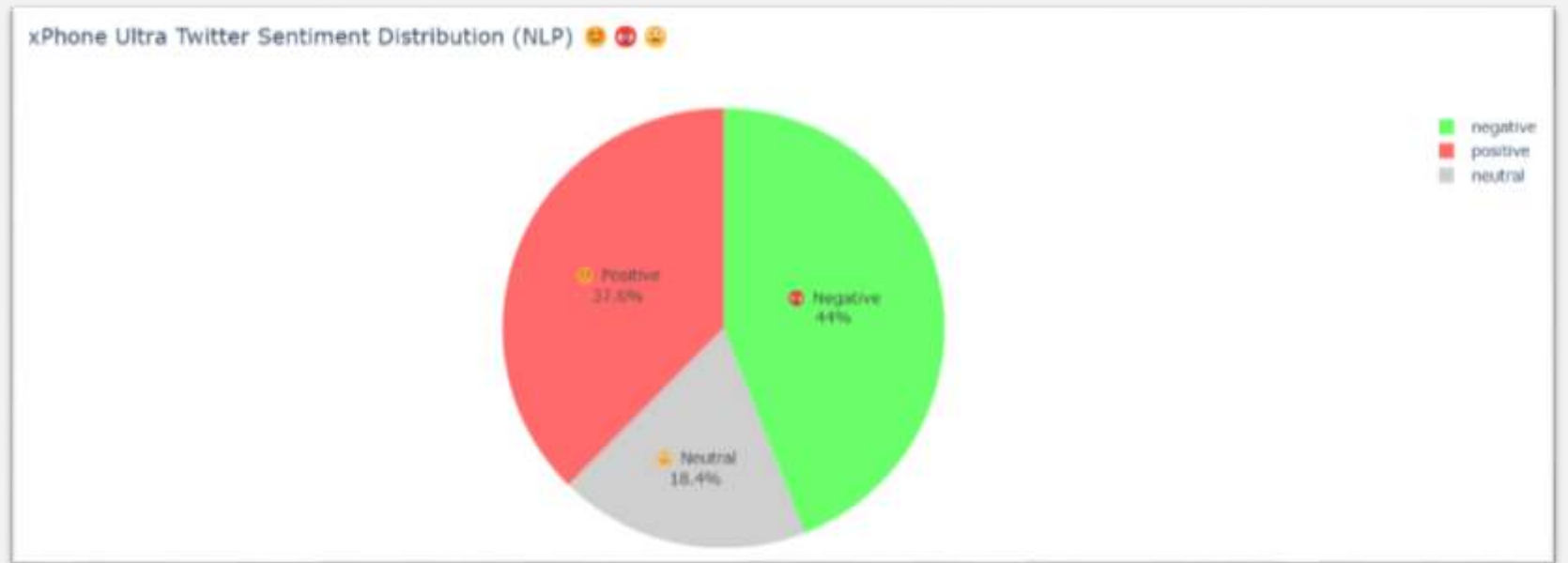
"Fantastic!" → "fantastic", 0.5574, 😊 Positive

Xphone Ultra Twitter Sentiment Distribution (NLP)

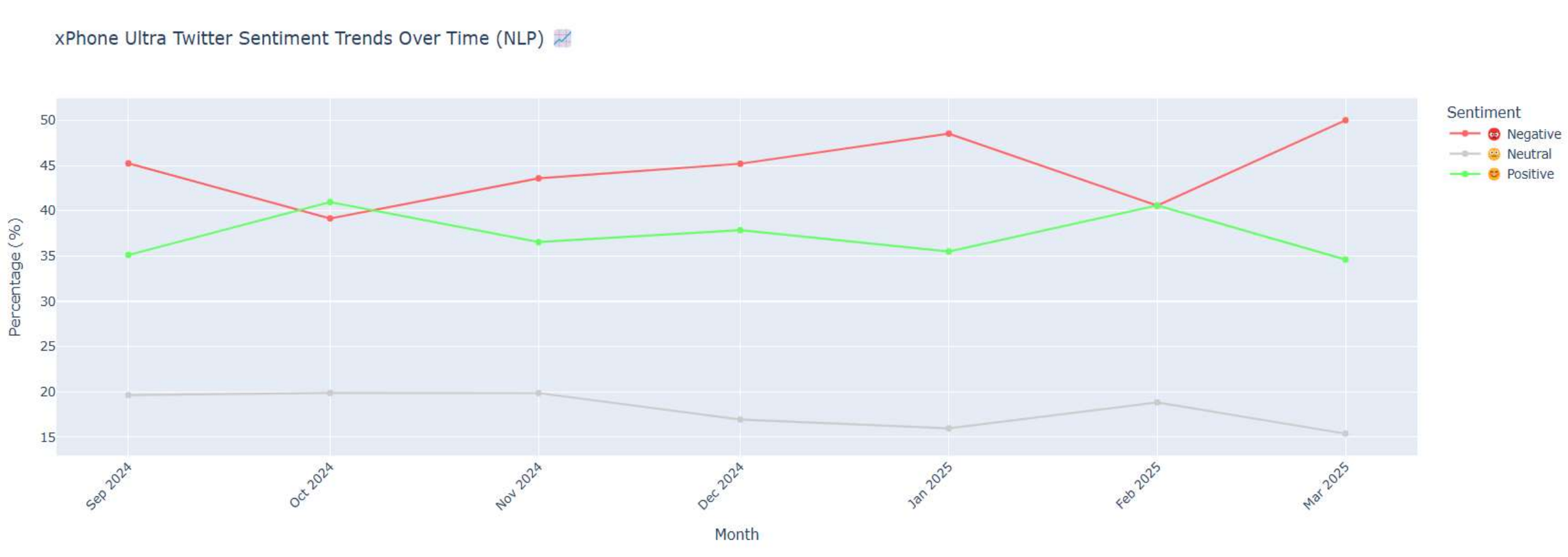
Total Tweets: 1000

Breakdown:

- 😊 Positive: 376 (37.6%)
- 😞 Negative: 440 (44.0%)
- 😐 Neutral: 184 (18.4%)



XPhone Ultra Twitter Sentiment Trends (Sept 2024 - March 2025)



XPhone Ultra Twitter Sentiment Trends (Sept 2024 - March 2025)

Key Observations

- Sept 2024: 😊 35.1% | 😞 45.2% | 😐 19.6% - Negative start.
- Dec 2024: 😊 37.9% | 😞 45.2% | 😐 16.9% - Negative peaks.
- Jan 2025: 😊 35.5% | 😞 48.5% | 😐 16.0% - Worst month for negativity.
- Feb 2025: 😊 40.6% | 😞 40.6% | 😐 18.8% - Balanced recovery.
- Mar 2025: 😊 34.6% | 😞 50.0% | 😐 15.4% - Negative surge again.

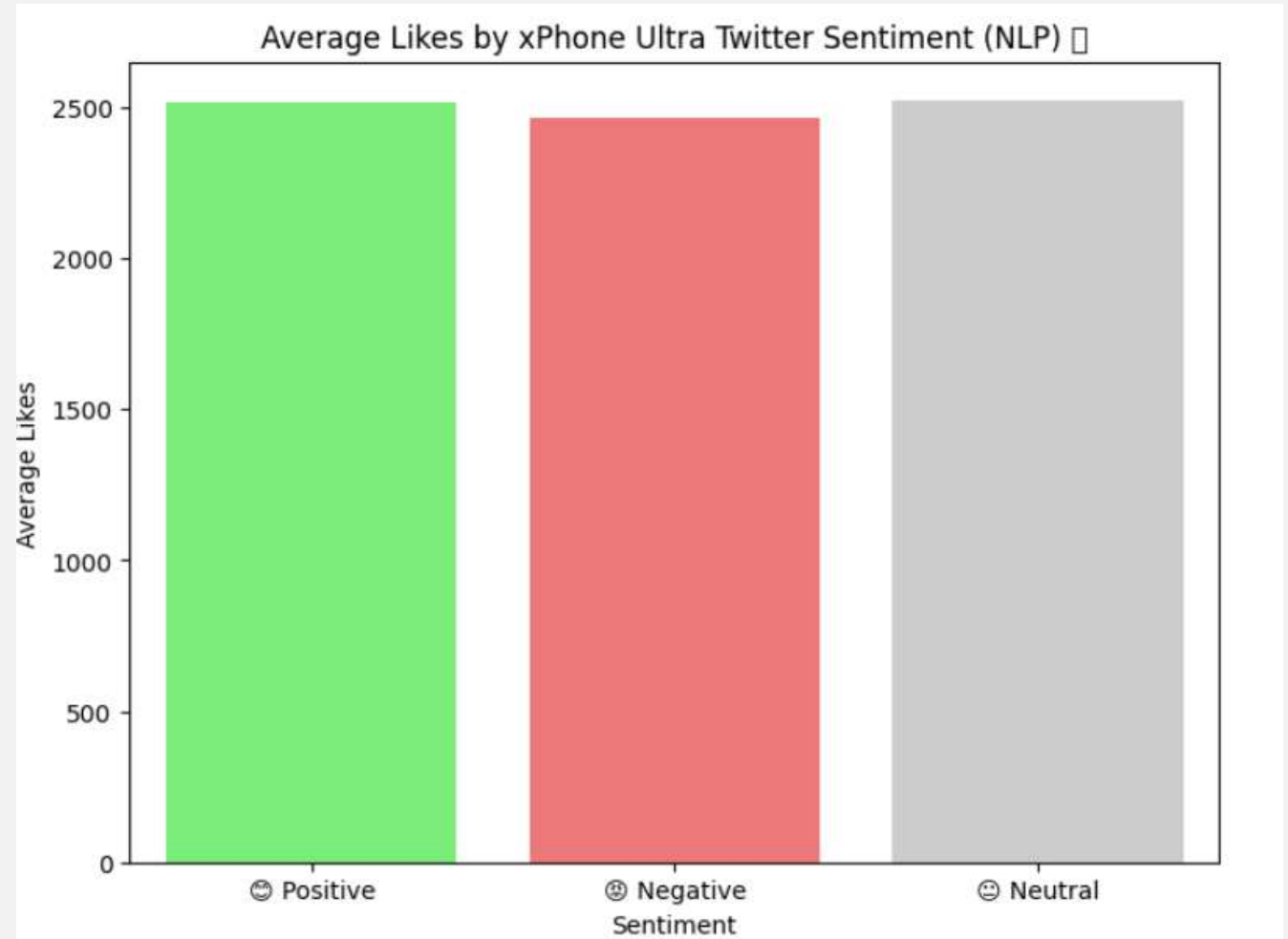
Engagement by Sentiment

Average Likes:

- 😊 Positive: 2525 👍
- 😞 Negative: 2518 👍
- 😐 Neutral: 2464 👍

Insight:

- Positive tweets edge out in likes — praise slightly more engaging than complaints.



Most Liked XPhone Ultra Twitter Comments

😊 **Positive:**

- "It's fine." by user_99
- 2024-12-20 17:49:07.921145, 4995 👍

😞 **Negative:**

- "Horrible!" by user_87
- 2024-11-28 08:02:34.921145, 4998 👍

😐 **Neutral:**

- "I've seen this before." by user_57
- 2024-10-20 02:32:35.921145, 4995 👍

Insight: Negative tweet "Horrible!" wins—outrage gets the most traction

XPhone Ultra Twitter Sentiment Summary

Overall Sentiment: 44.0% Negative, 37.6% Positive, 18.4% Neutral—leans negative.

- **Trend Highlights:**

Negative peaks in Jan 2025 (48.5%) and Mar 2025 (50.0%).

Positive recovers in Feb 2025 (40.6%).

Possible issues: Bugs, pricing, or feature letdowns driving negativity.

- **Engagement:** Positive (2525 👍) slightly outlikes Negative (2518 👎)—mixed reception.

- **Recommendation:** Investigate Jan/Mar spikes—fix bugs or address user complaints.

Final Thoughts

- Analyzed 1000 tweets about XPhone Ultra using NLP (VADER).
- Preprocessed text (lowercase, no punctuation), scored sentiments, visualized trends.
- Reveals a rocky launch—negative sentiment dominates, but engagement is high.