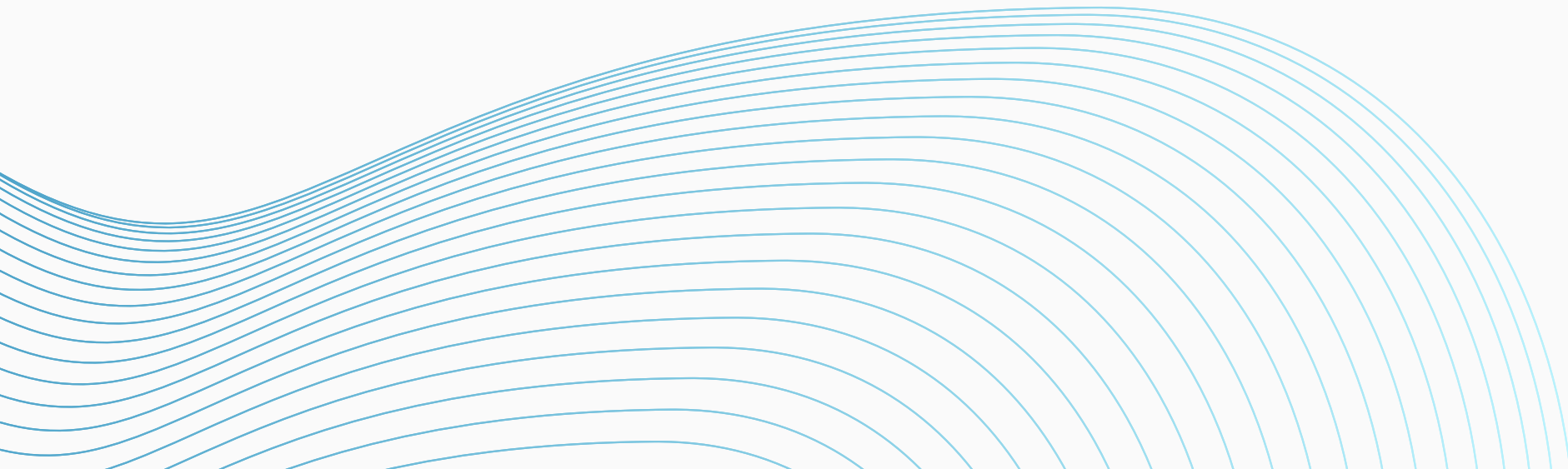FOSTER

Why do we have this name?

The name 'Foster' brings the idea of creating, promoting and growing things.

This reminded us about how important was to get involved in the problem and to complete the task.

To help Uber connect the brand with their customers throwout **social listing and NLP**.

Why is this important?

Here we have some reasons of how not using social listening and NLP as a marketing strategy is a risk:

- Missing Costumer Feedback;
- Damage to brand reputation;
- Inneficient Marketing Campains;
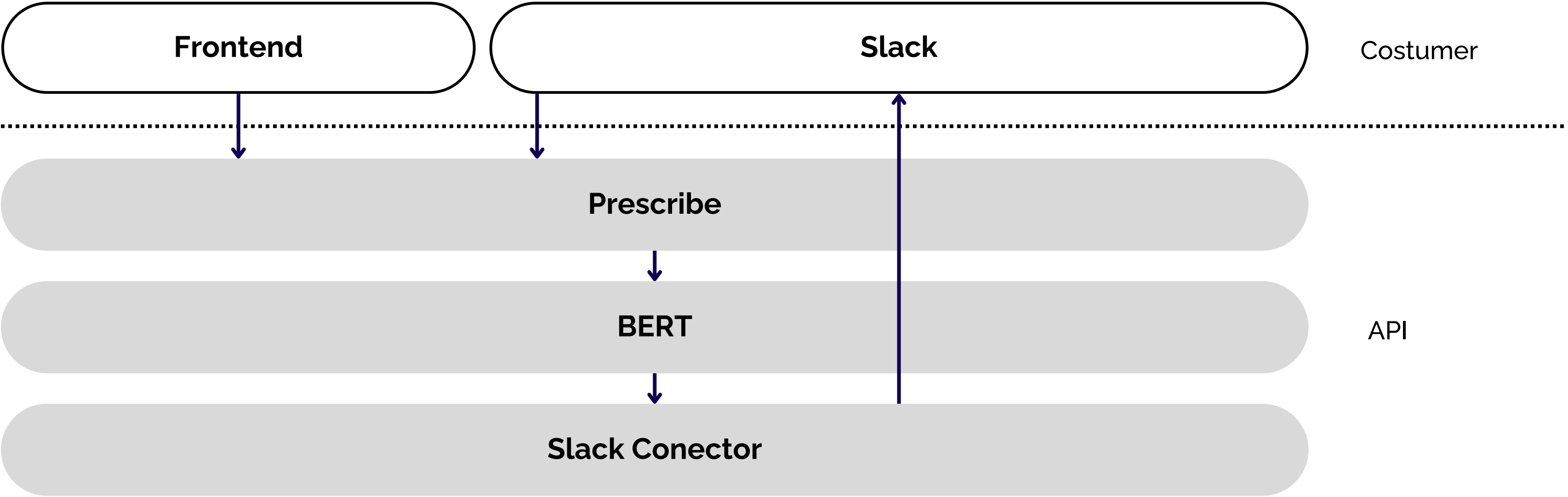- Customer Sentiment Misunderstanding.
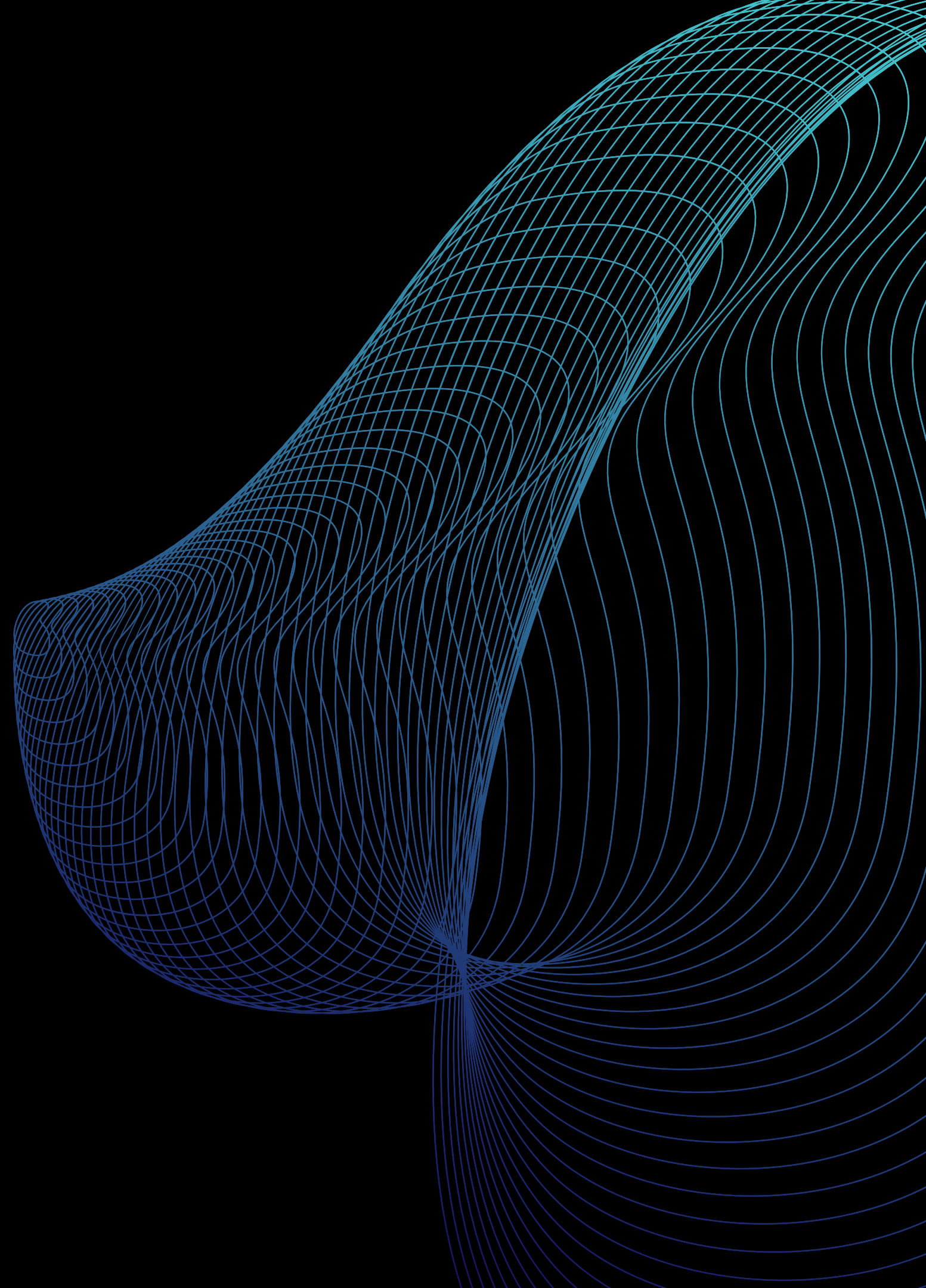
EMOTION

EMOTION

EMOTION is an API created aiming the sentiment classification of tweeter comments. It is based in NLP and uses a bunch of technologys to classify those.

☰MOTION

Frontend

Slack

Costumer

Prescribe

BERT

API

Slack Conector

BERT

By Google

BERT is a state-of-the-art natural language processing model developed by Google. It uses a transformer architecture to read text bidirectionally, meaning **it considers the context from both the left and right of each word**, allowing it to understand the meaning more accurately.

	2nd EPOCH
Recall Negatives	91%
Recall Non Negatives	63%
Precision Negatives	85%
Precision Non Negatives	75%
F1 Negatives	88%
F1 Non Negatives	68,5%

BERT VS. TINYBERT

TinyBERT

BEFORE	2nd EPOCH
Recall Negatives	86%
Recall Non Negatives	72%
Precision Negatives	87%
Precision Non Negatives	70%
F1 Negatives	86,5%
F1 Non Negatives	71%

BERT

AFTER	2nd EPOCH
Recall Negatives	91%
Recall Non Negatives	63%
Precision Negatives	85%
Precision Non Negatives	75%
F1 Negatives	88%
F1 Non Negatives	68,5%

Emotion

BERT - Sentiment Classifier

Enter text to classify its sentiment here:

i i had a really good day,

The text is...

queue: 1/1 | 0.4/0.9s

All good! ⭐
The sentence is considered non-negative.

queue: 1/1 | 0.4/0.9s

EMOTION

☰MOTION, that team will thrill you

Yan Mendonça Coutinho

Ricardo Novaes

Luiza Rodrigues Santana

Sophia Nóbrega

João Pedro Brandão

Pedro Faria Santos

Lucas Galvão