Google-Apple Twitter Analysis

AGENDA

BUSINESS UNDERSTANDING **01**

04 DATA ANALYSIS

DATA SOURCE **02**

05 RESULTS

DATA UNDERSTANDING **03**

06 NEXT STEPS

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Business Understanding

Google at SXSW 2012

See You in Austin

- We have been hired by Google to analyze twitter activity

- Google wants to know what SXSW attendees thought about their brand and their products/services
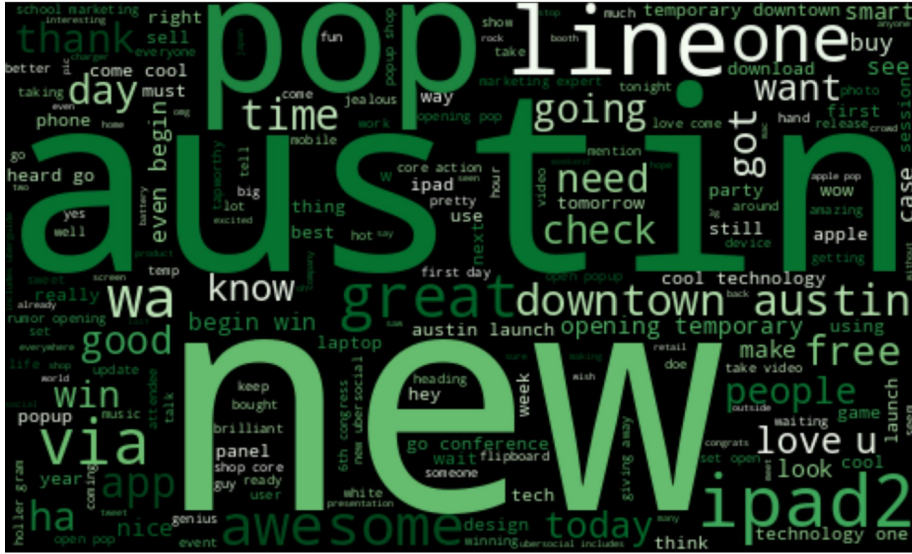
Data Source

- Data sourced from tweets that referenced SXSW

- Contributors determined what product or company the tweet was directed at.

- Contributors also determined the sentiment of the tweet
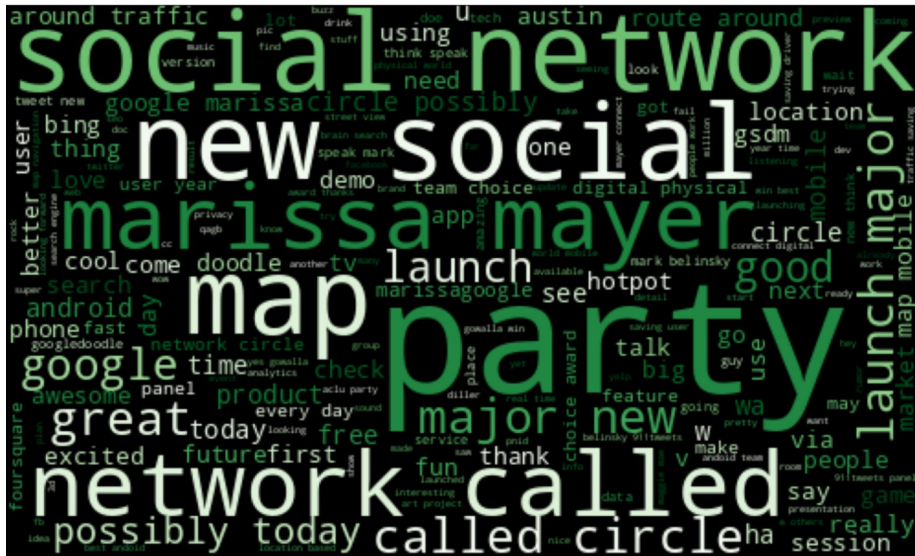
Data Understanding

Positive Apple Tweets

Negative Apple Tweets

Apple organized a pop-up store during the SXSW 2011

Battery, design headache and fascist are among negative tweets

Positive Google Tweets

Negative Google Tweets

Marissa Mayer seems to have left a positive impression.

In 2011 google launched Google+, a social network that was created to compete with Facebook.

Data Analysis

Recall Score

Our model predicted 32% of negative tweets and 99% of positive tweets

Recommendations

1. Organize a pop-up store for next years SXSW

2. Have Marrisa Mayer speak at next year's SXSW

Next Steps

- Analyze posts on other platforms (reddit, facebook,) to capture other types of users
- Analyze neutral tweets and try to convert them to positive