


Analyzing Tweets: Positive or Negative

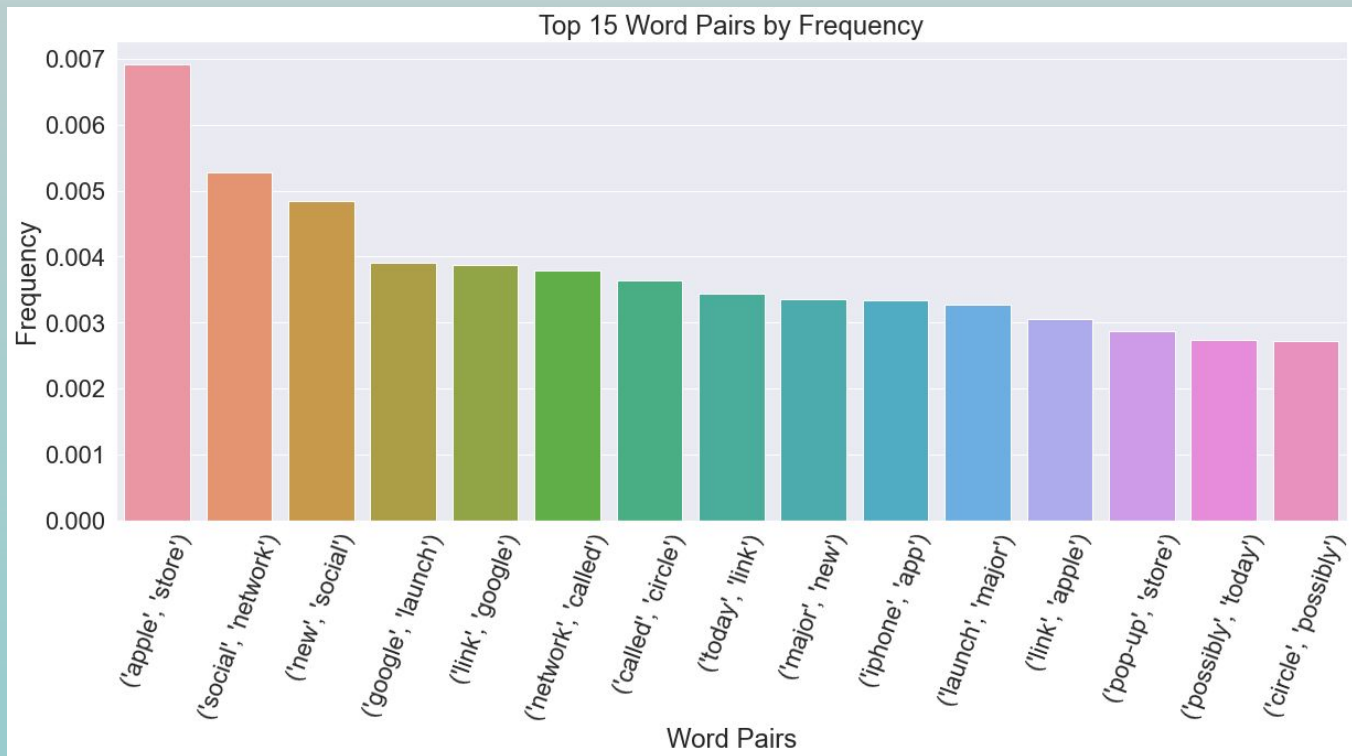


Purpose

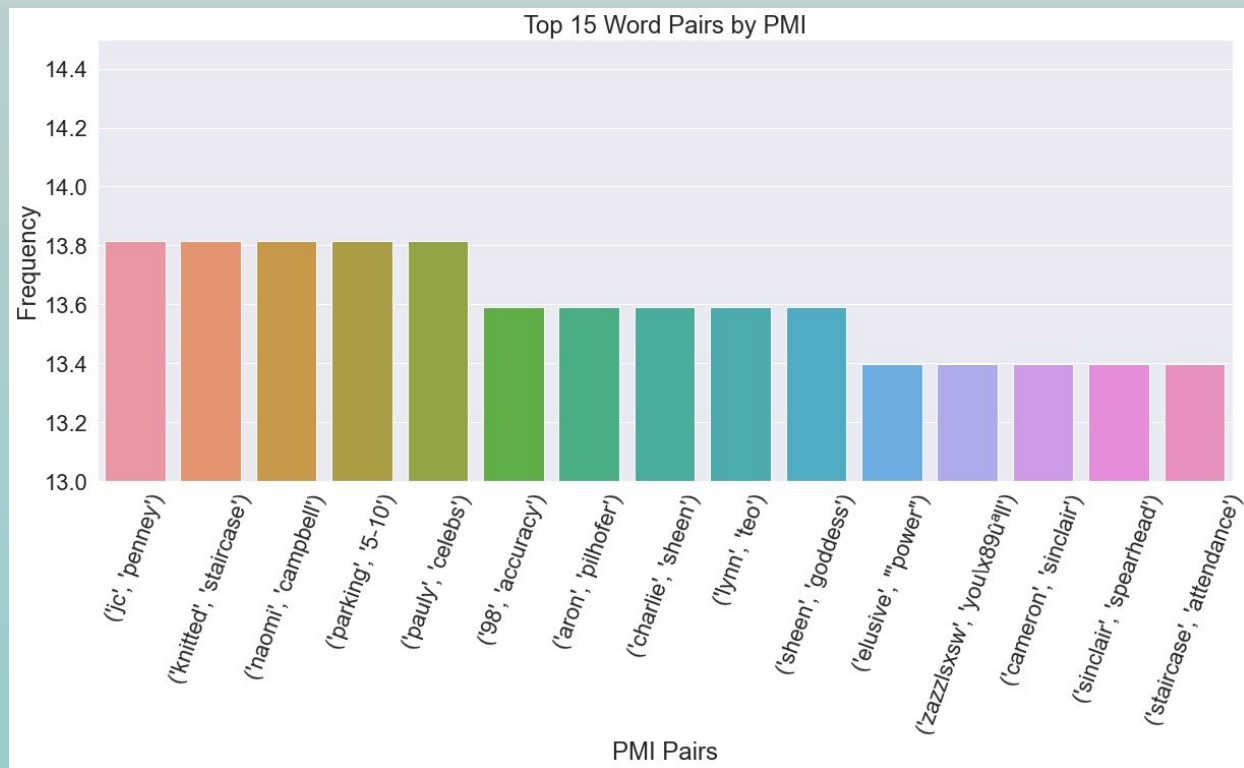
Build a model that, when given an input tweet, can predict whether that tweet has a positive or negative sentiment.

A large, faint, light blue watermark of the Twitter bird logo is centered in the background of the slide, behind the text.

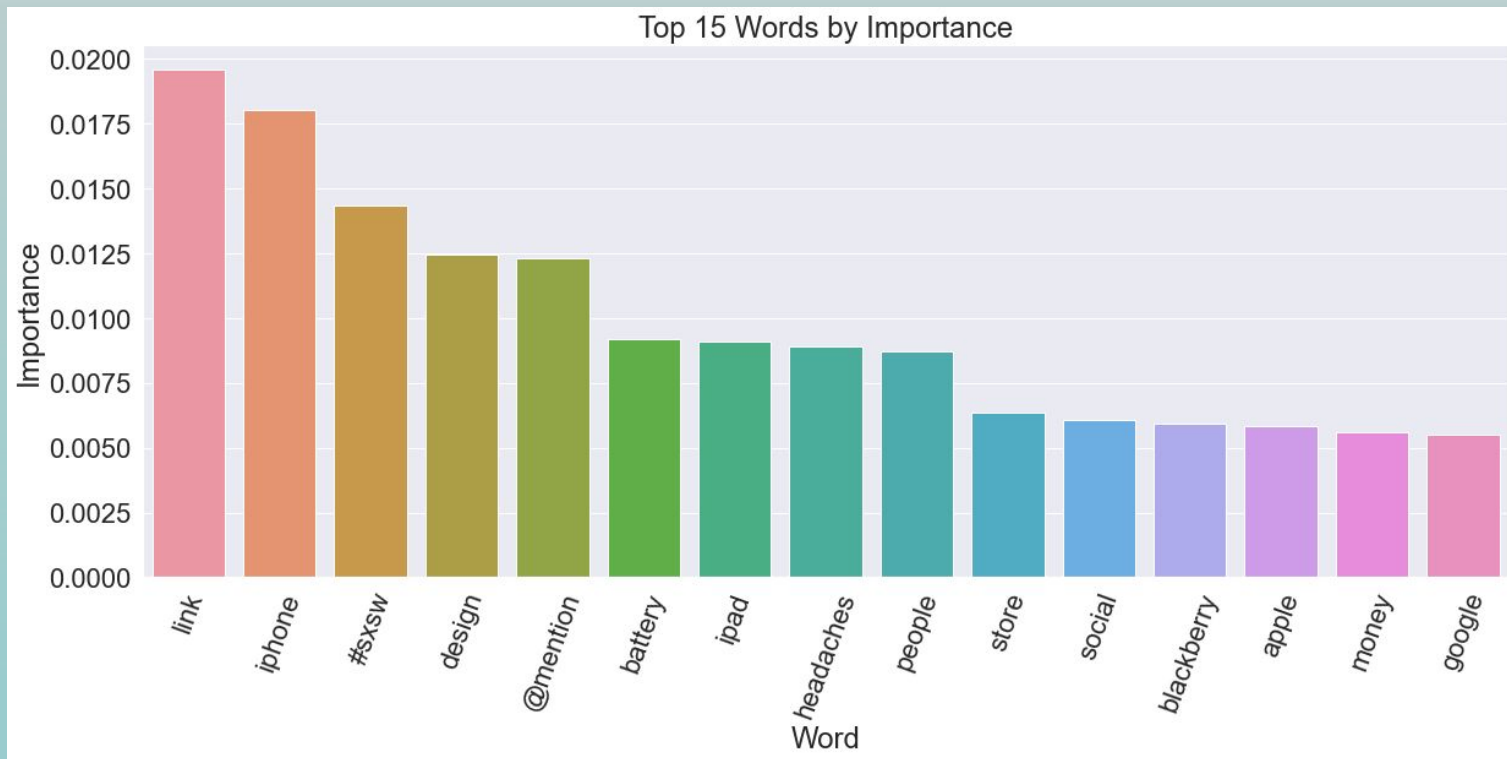
Insights from Tokenization and Bigrams



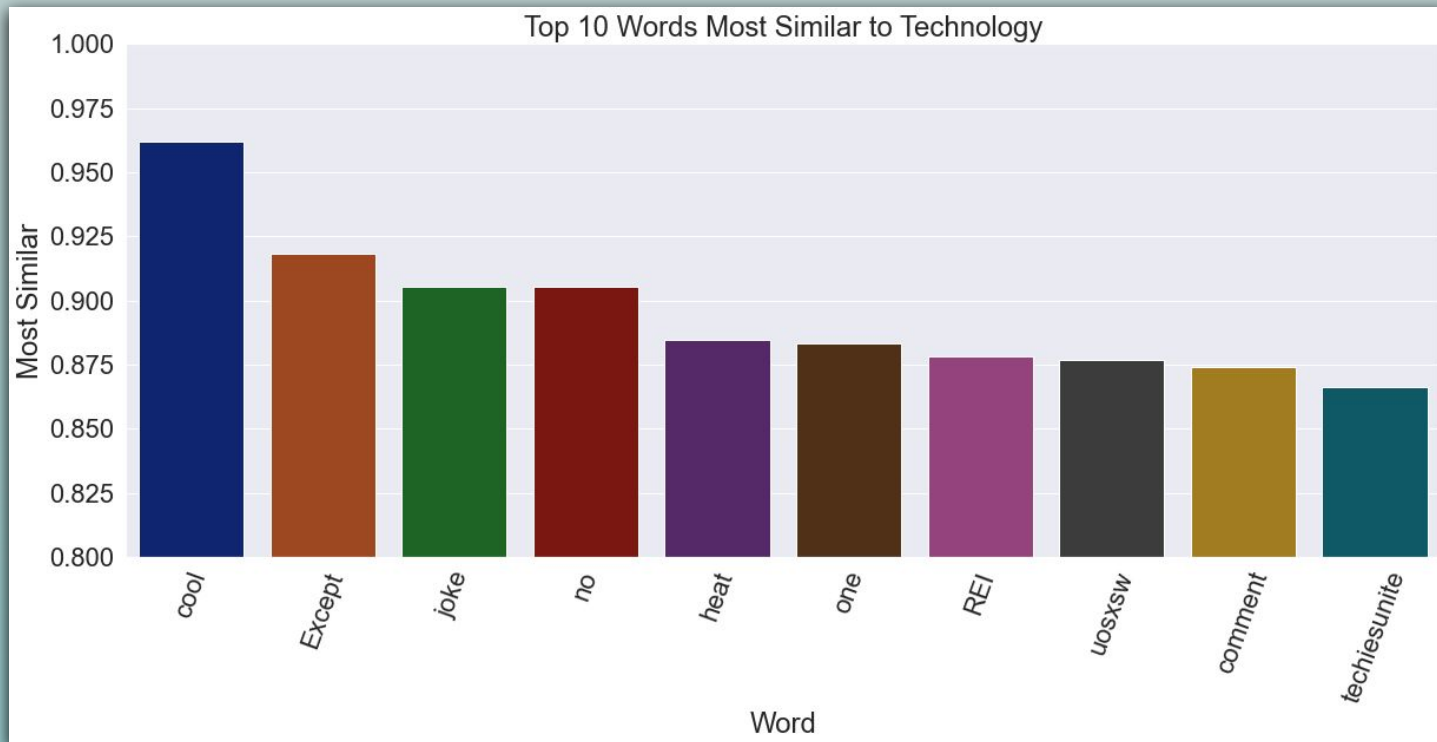
Insights from Tokenization and Bigrams



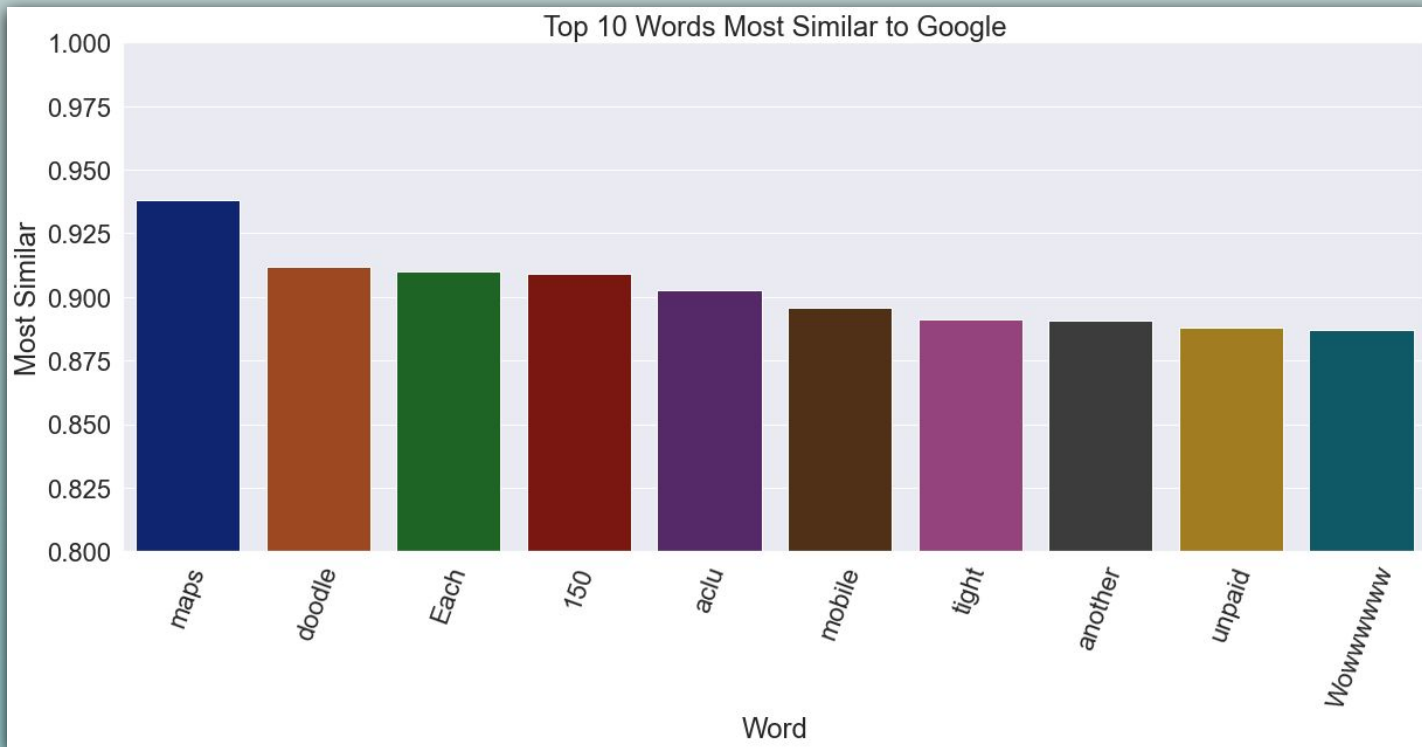
Insights from Tokenization and Bigrams



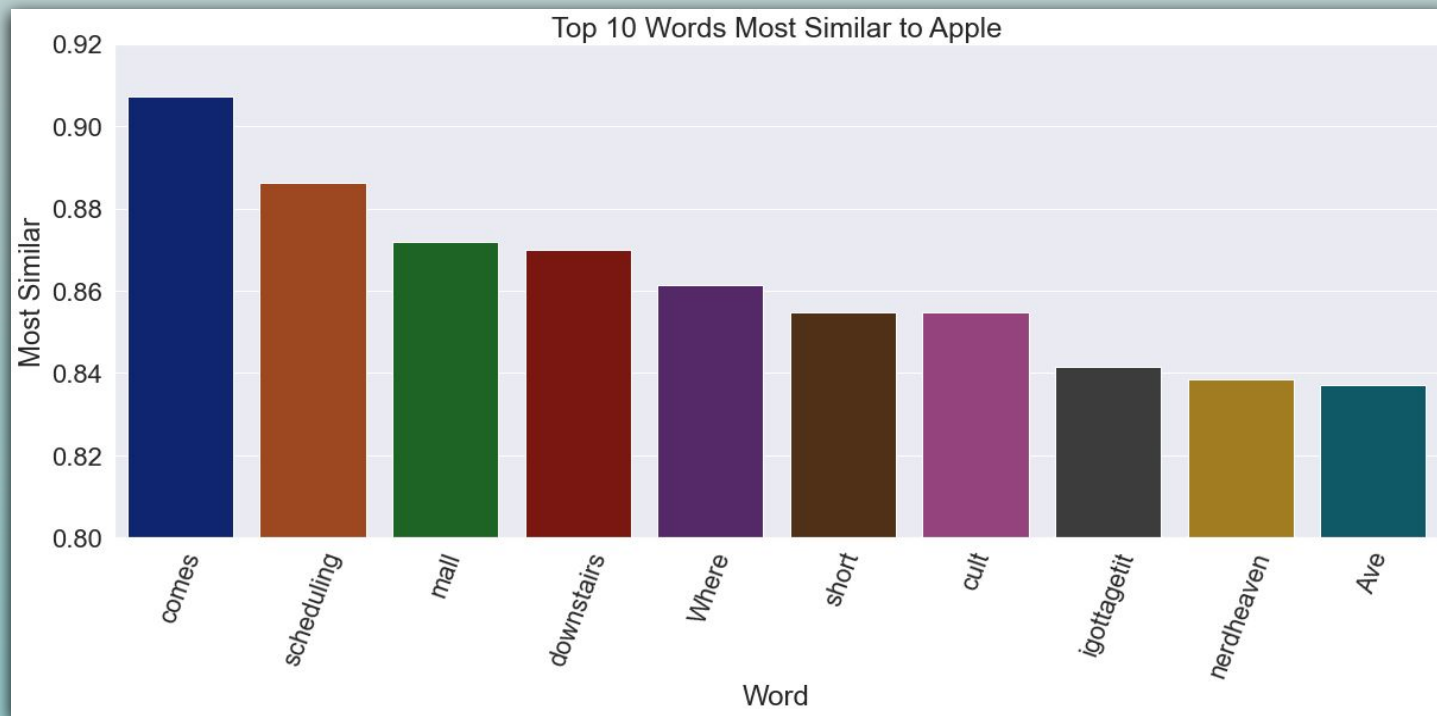
Insights using Word2Vec



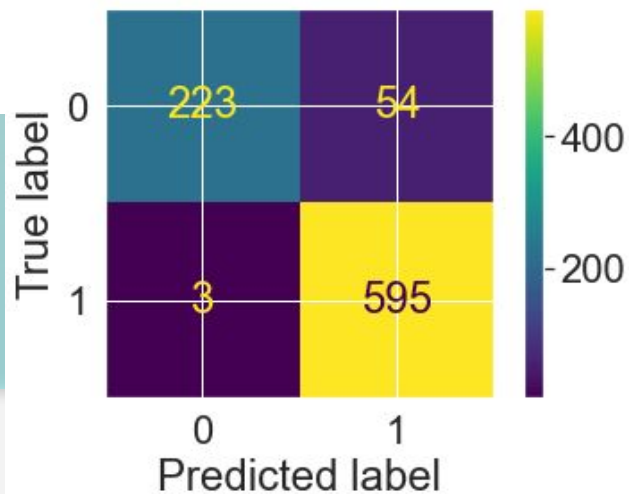
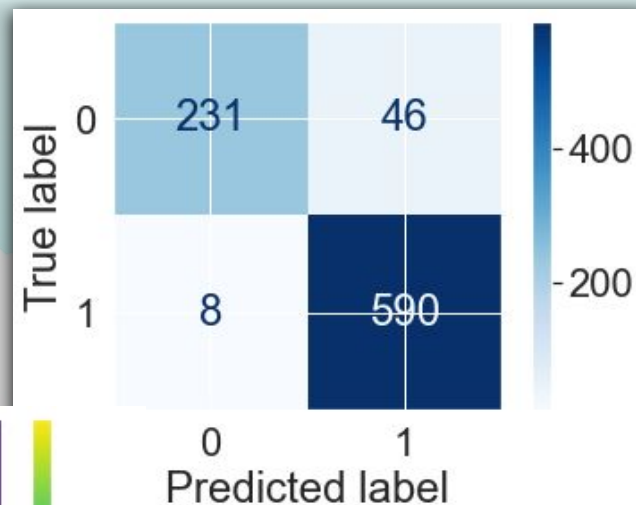
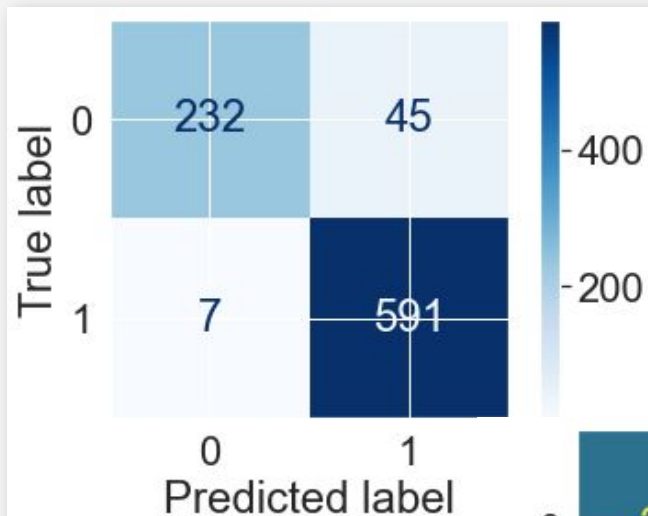
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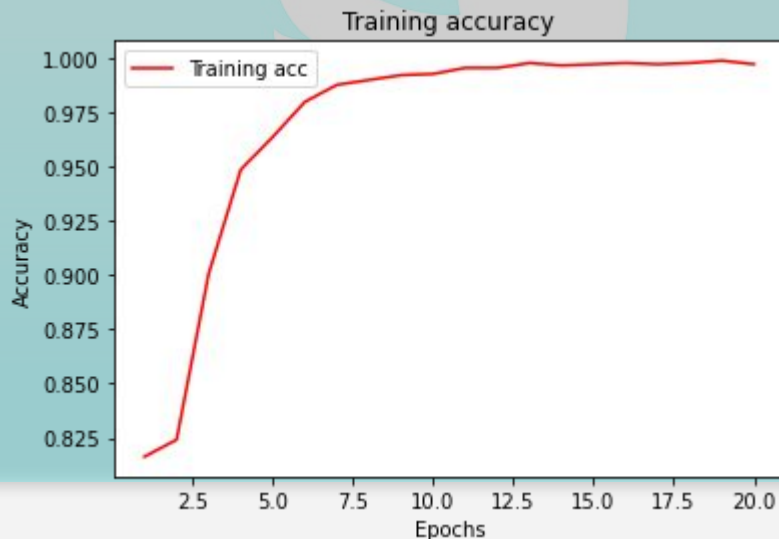


Overall Insights - Supervised Learning



Overall Insights - Unsupervised Learning

- Using a multiclass classification sequential Deep Neural Network model, achieved 81.5% (99.8% training accuracy) accuracy on the test data for 4 classes of Tweets -
- Ambiguous
- Negative
- No emotion toward brand or product
- Positive



Future Work

- Separate iPhone OS and Android OS tweets to look at different behaviors and word usage of those two groups
- Use Spacy NLP to look at Parts of Speech tagging of the bag of words
- Explore which words have the most positive and most negative connotations in tweets



A spiral-bound notebook with a white cover and lined pages is positioned diagonally on a light-colored wooden surface. The words "Thank You!" are written in a large, black, cursive font across the middle of the notebook. The wooden background features horizontal planks with visible grain and some minor wear. The notebook's metal spiral binding is visible along the top edge.

Thank
You!