PREDICTING POSITIVE SENTIMENT IN TWEETS

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Agenda

Business problem

Goals

Data & Method

Results

Recommendation

Business problem

We would like to be able to react quicker to positive news about our clients' products

VP Marketing

It's time consuming to read through Tweets

Head of Customer Experience

The goal

Create an app to identify positive Tweets

Give information about most positive traits

The data

More than 8000 Tweets

Apple & Google products

Method & results

The model

Binary classifier positive vs. non-positive

Great at handling Tweets

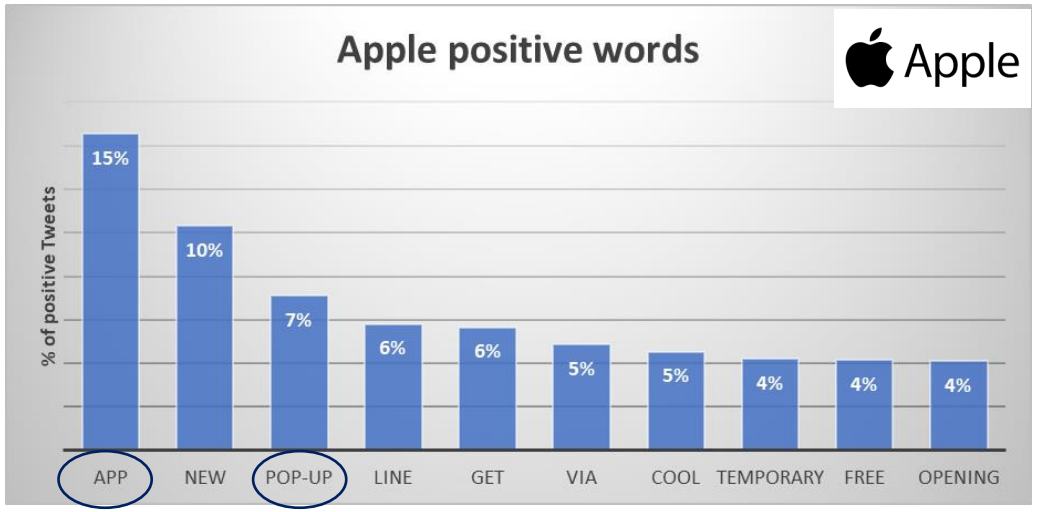
Random forest classification model

Results

Weighted average precision of .73

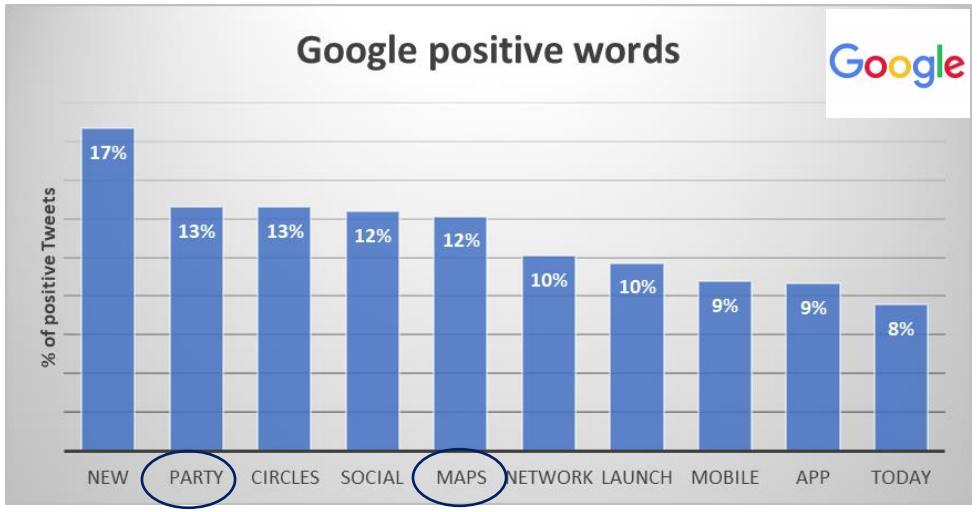
When model predicts positive Tweets, it is correct 76% of the time

Most positive words



15% of all positive words are about the app

7% seem to like the pop-up store



13% of all positive words are about a party

12% seem to like Google maps

Recommendations

Apple

Marketing of app

Budget of pop-up store

Offer some free products

Google

Build new features in Google+/Circles

Plan more release parties

Next steps

Collect more data

Include other brands for comparison

Improve model for negative Tweets

Thank you

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