

TWITTER SENTIMENT ANALYSIS

PRESENTED BY THE VULIAN VARIABLE

"One is true, while the other is false"

AGENDA

Business Objective

The Data

Modeling

Recommendations & Next Steps

BUSINESS OBJECTIVE

You, the PR team for some new tech products, want to know how users are perceiving your products throughout the launch and future updates.

THE DATA

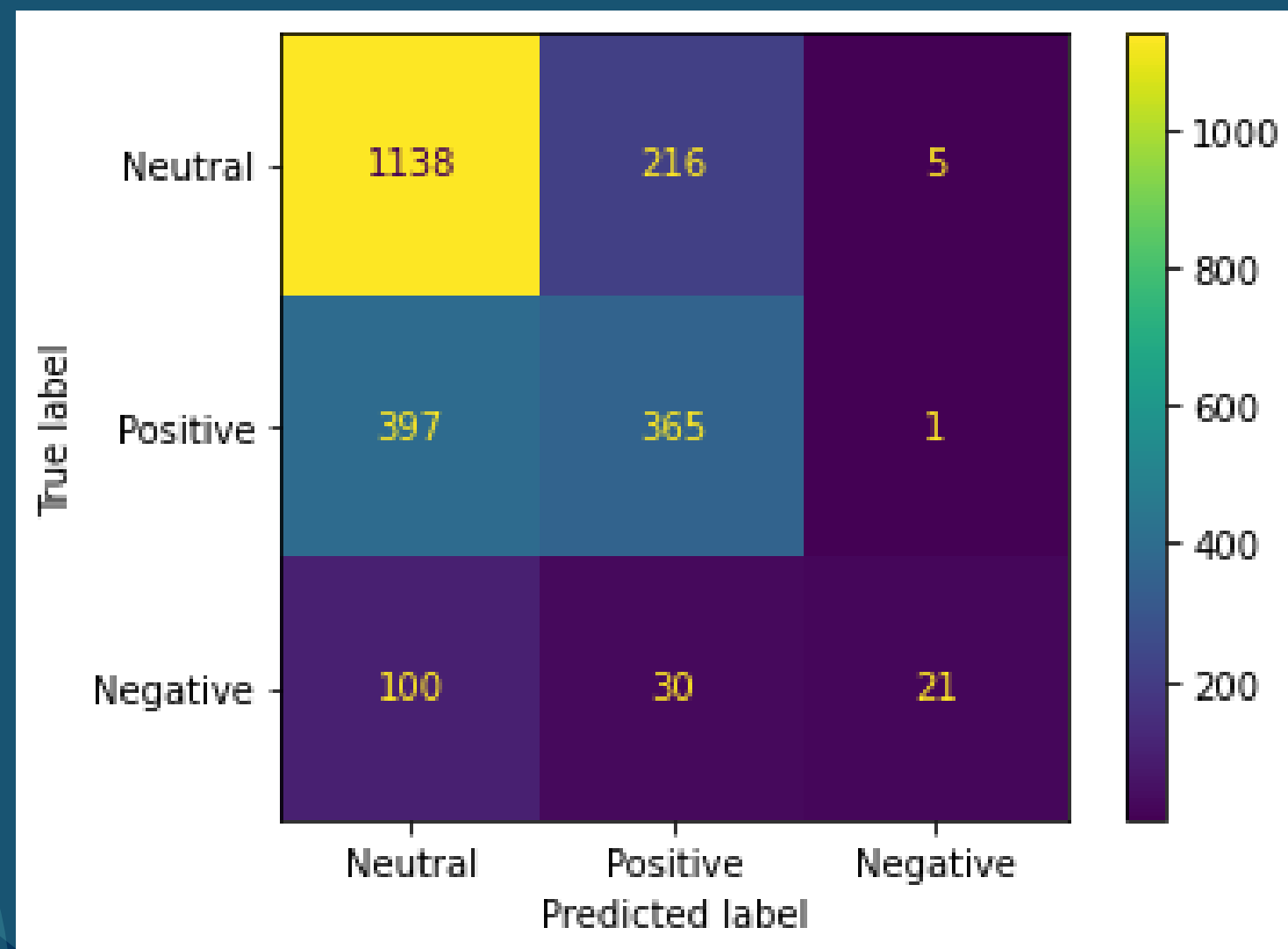
- Preprocessed over 9,000 tweets concerning Apple and Google products
- Tweets were labeled by humans, mostly about tech products (e.g. iPhones or Androids)
- Categorized into Positive, Negative, or No Emotion/Neutral

FINAL MODEL

Multinomial Naive Bayes

ACCURACY SCORE

69%



RECOMMENDATIONS & NEXT STEPS

- Don't use this model for individual tweets.
- Sample tweets about your products regularly, watch for changes.
- Next steps: automate collection of tweets about your products to feed to the model.
- Periodically pay to have human classifiers create a training set.

QUESTIONS?

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