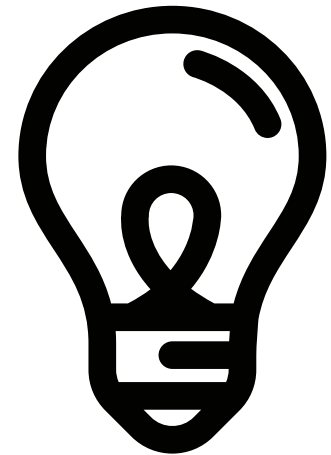


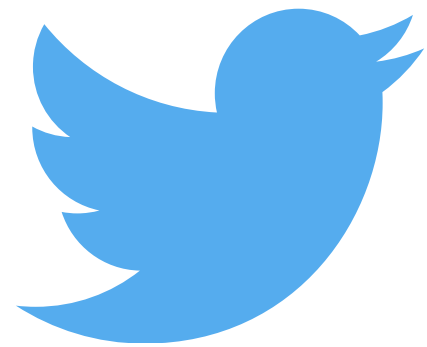
KARIM ALI OLIVER



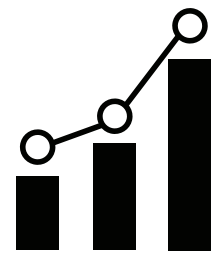
Twitter Fingers

Using Natural Language Processor to
Predict Whether a Tweet is Positive or
Negative

WHY WE CARE



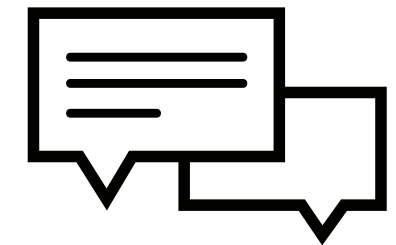
330 Million
Users



Social Media
ROI



Demographic



What's Good
and What's
Not

EDA PROCESS



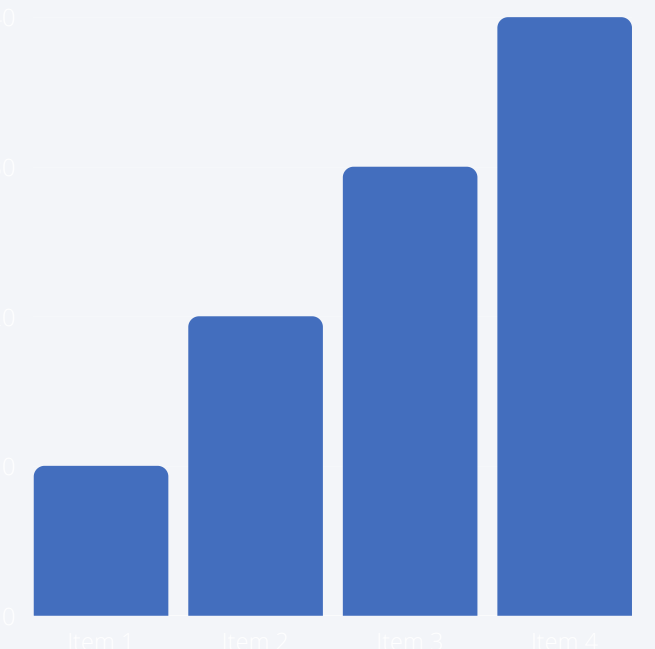
CROWDFLOWER



PYTHON

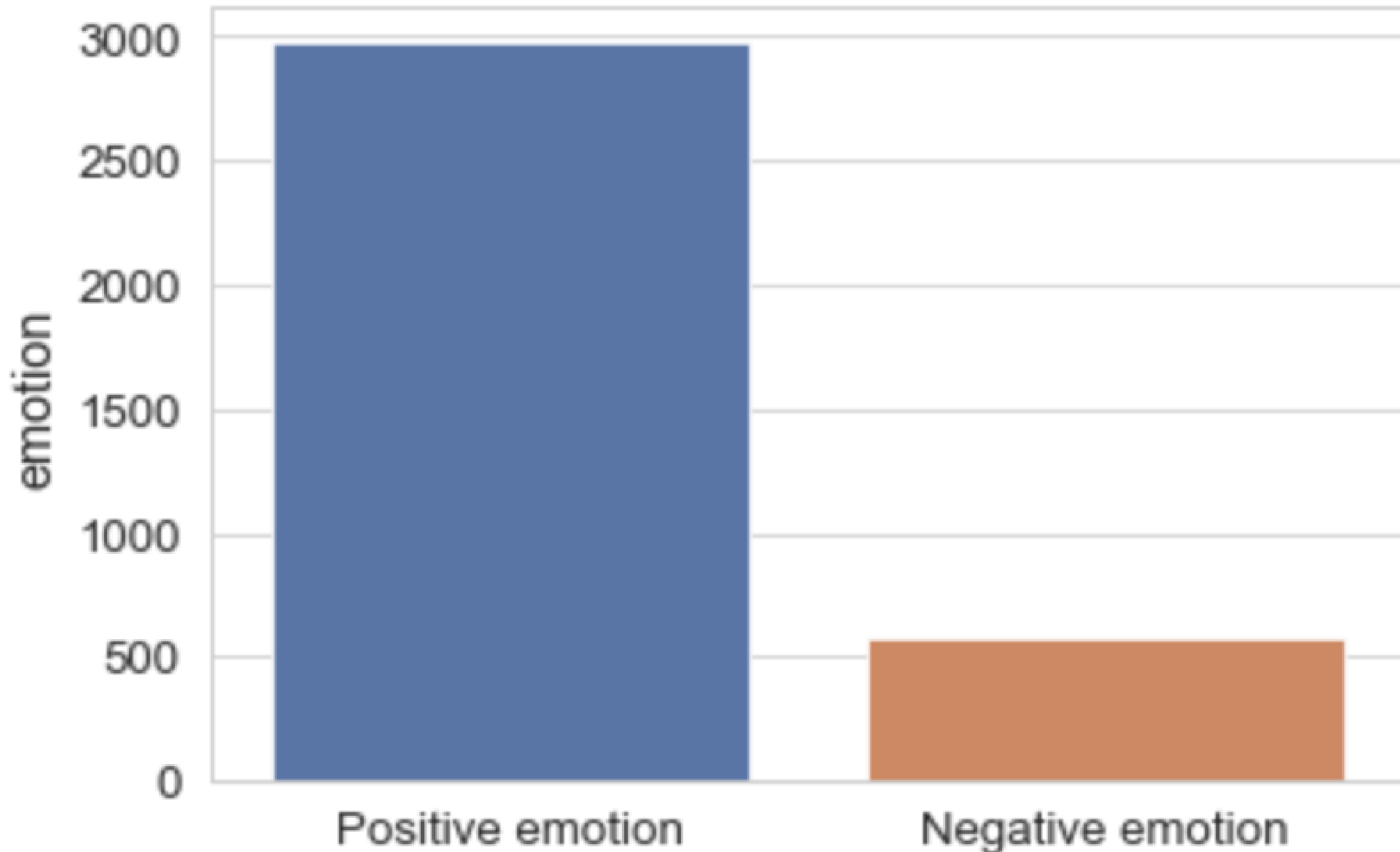


PANDAS

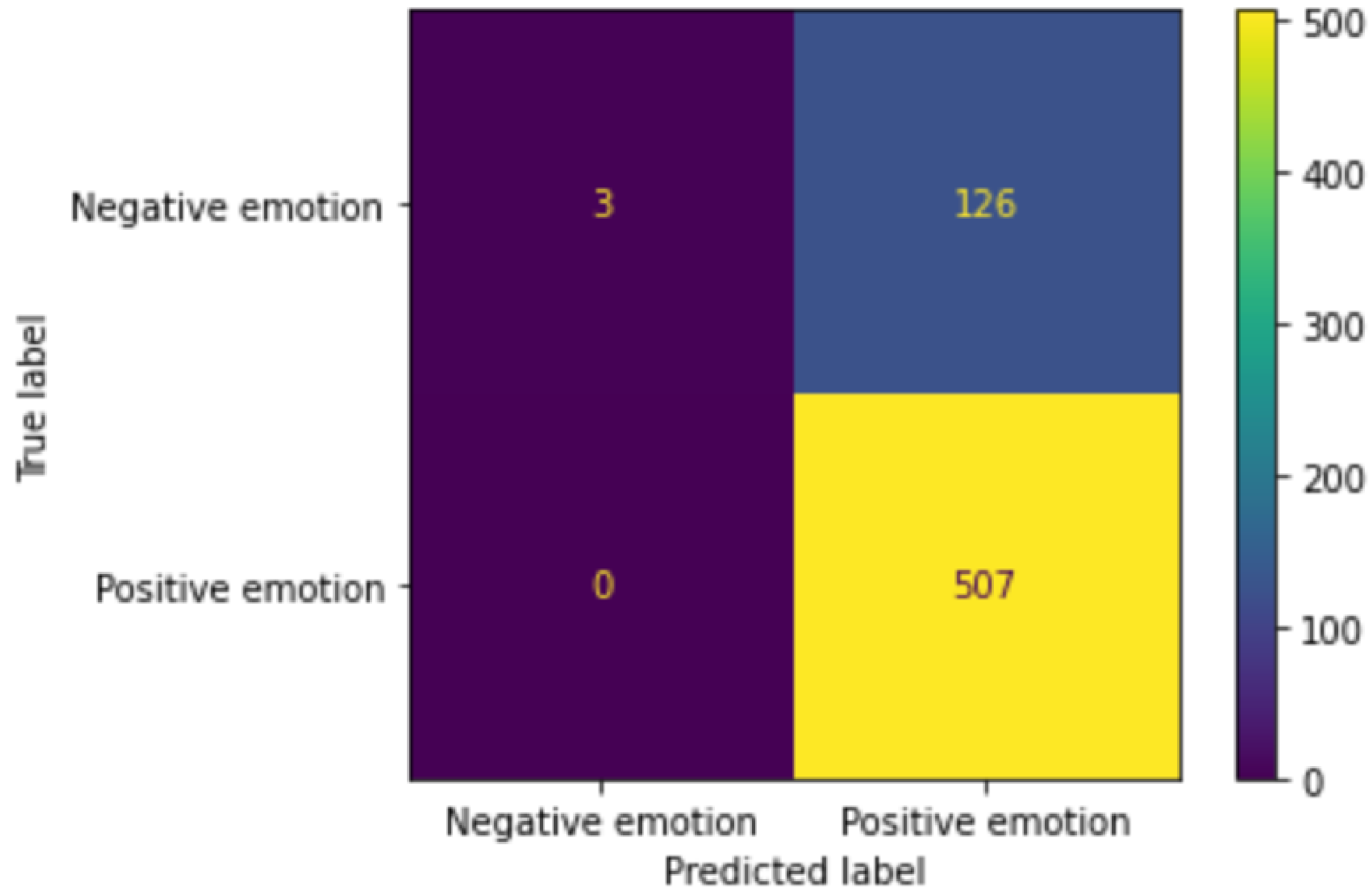


MATPLOTLIB

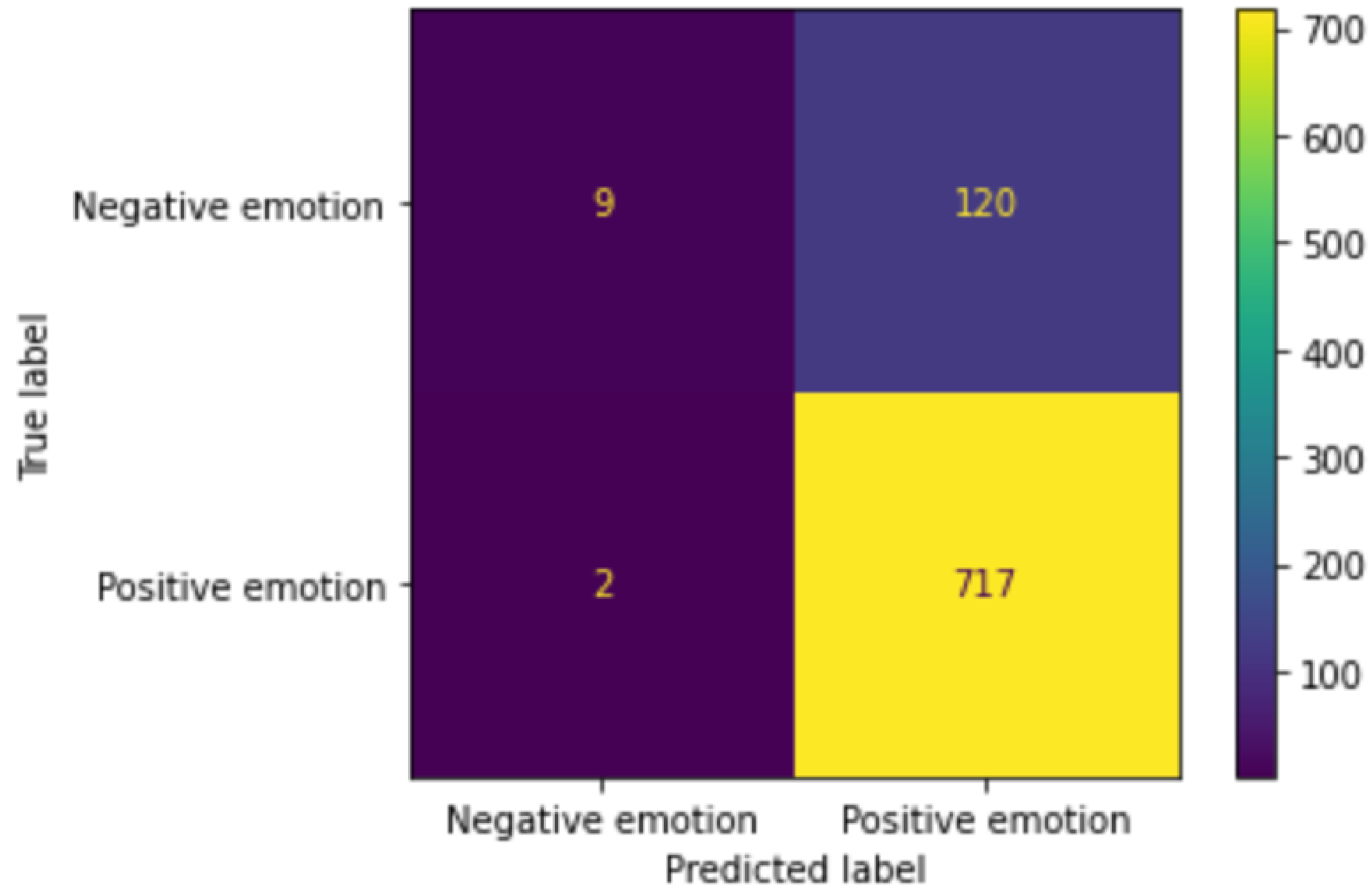
Class Imbalance



FSM



Final Model



Accuracy =
86

Moving Forward



**Add Neutral
Tweets**

**Lemmatize and
Vectorize**

**Separate by
Product**

Larger Dataset

**Investigate
Positives and
Negatives**

**Go beyond Apple
and Google**



Contact ME



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