
SXSW Twitter Sentiment

Apple Internal Data Science Team

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Data

- SXSW Conference 2011
- 9000 tweets
- Apple & Google Sentiment

Business Problem

**How do attendees feel about our company
and products?**

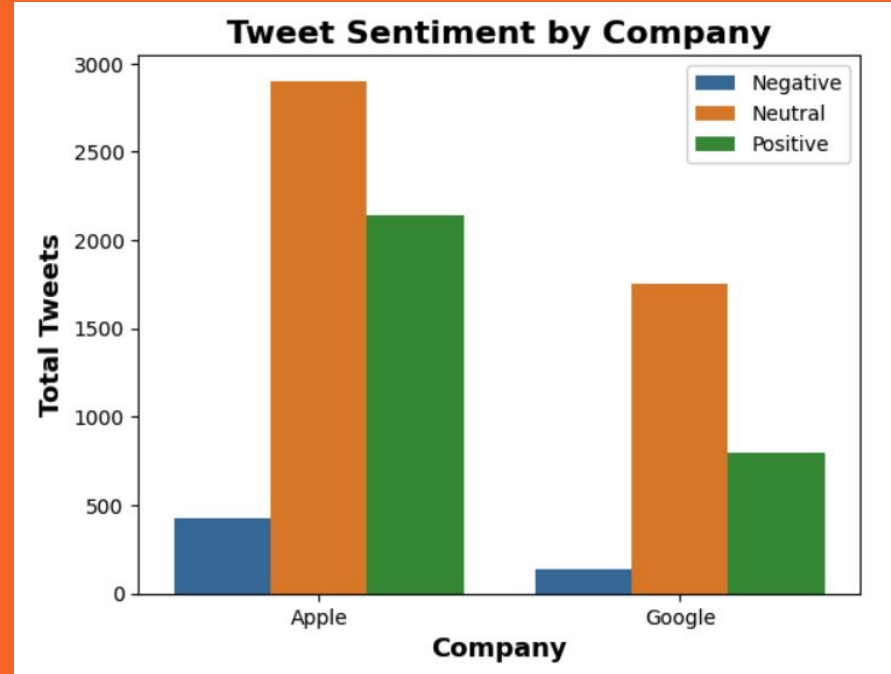
The Initial Data

→ Mostly Neutral or Positive

Lots of duplicate and near duplicate tweets for neutral and positive

→ Negative

Only 6% of all tweets



Model Performance

- 66% Accuracy
- 66% Precision

Model is
confusing
positive and
neutral tweets

SWOT The Tweets!

What are the tweets telling us?

What can we do with that?



SWOT

Strengths

Weaknesses

Opportunities

Threats

Apple Word Cloud

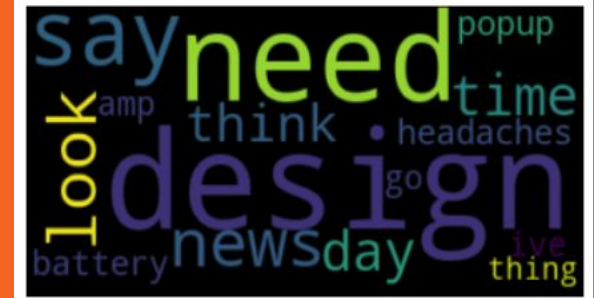
Positive



Neutral



Negative



What People Are Saying (Apple)

Positive

- Pop Up
- Love/Cool
- iPad

Neutral

- Pop Up
- Temporary
- iPad

Negative

- Battery
- Design
headaches
- Facist

What People Are Saying (Google)

Positive

- Party
- Marissa Mayer

Neutral

- Circles

Negative

- Android issues

Future Event Opportunities

Recommendation #1 (Strengths)

- Pop Up stores and giveaways

Recommendation #2 (Threats)

- Party and guest speakers



Product Opportunities

iWatch

- Helps save phone battery
- Smaller design
- Fitness Tracking



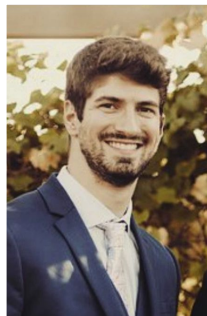
Model Improvements

- Spend more time cleaning to eliminate near duplicates
 - Ex: tweets that were RT or very similar
 - Some of these had differing sentiment causing confusion in the model.
- More tweets

Any Questions?



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