SXSW Twitter Sentiment

Apple Internal Data Science Team

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Data

- SXSW Conference

- 9000 tweets

- Apple & Google Sentiment

Business Problem

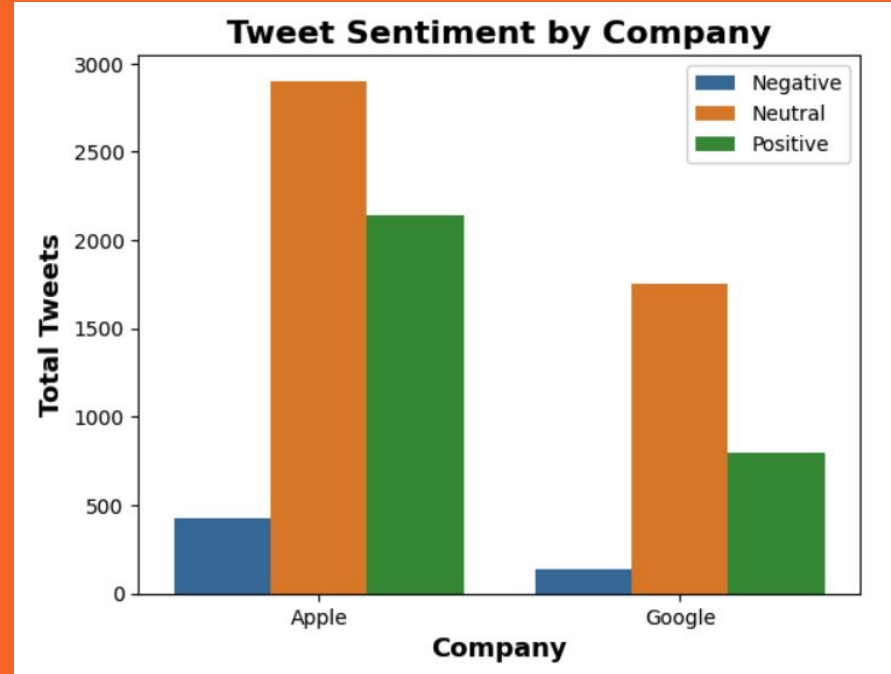How do attendees feel about our company and products?

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

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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
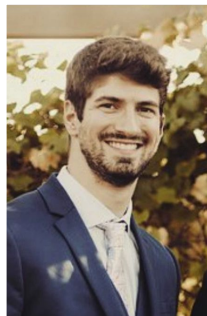- Smaller design
- Fitness Tracking

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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