



Customer Sentiment by Brand

Python notebook using data from [multiple data sources](#) · 2,040 views · 2y ago · business, twitter



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Version 5

5 commits

Customer Sentiment by Brand

This notebook identifies the top 20 brands by support volume, and finds the average sentiment for inbound customer requests - this gives us a view of how happy customers generally are with the brand when they first interact.

In [1]:

```
import pandas as pd
from nltk.sentiment.vader import SentimentIntensityAnalyzer
from tqdm import tqdm_notebook
import seaborn
from datetime import datetime
from matplotlib import pyplot as plt

%matplotlib inline
%config InlineBackend.figure_format = 'svg'
```

```
/opt/conda/lib/python3.6/site-packages/nltk/twitter/__init__.py:20: UserWarning: The twython
library has not been installed. Some functionality from the twitter package will not be avai
lable.
  warnings.warn("The twython library has not been installed. "
```

In [2]:

```
# Load data from disk
tweets = pd.read_csv('../input/twcs/twcs.csv')

# Get customer requests and company responses
# (from https://www.kaggle.com/soaxelbrooke/first-inbound-and-response-tweets/code)
first_inbound = tweets[pd.isnull(tweets.in_response_to_tweet_id) & tweets.inbound]

inbounds_and_outbounds = pd.merge(first_inbound, tweets, left_on='tweet_id',
                                   right_on='in_response_to_tweet_id')

inbounds_and_outbounds = inbounds_and_outbounds[inbounds_and_outbounds.inbound_y ^ True]

# Enable progress reporting on `df.apply` calls
tqdm_notebook().pandas()
```

Widget Javascript not detected. It may not be installed or enabled properly.

In [3]:

```
# Instantiate sentiment analyzer from NLTK, make helper function
sentiment_analyzer = SentimentIntensityAnalyzer()

def sentiment_for(text: str) -> float:
    return sentiment_analyzer.polarity_scores(text)['compound']

sentiment_for('I love it!')
```

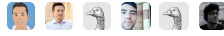
Out[3]:

0.6696

This kernel has been released under the [Apache 2.0](#) open source license.

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6



Data

Data Sources

- Customer Support on Twitter
 - sample.csv 93 x 7
 - twcs.zip
- Customer Support on Twitter
 - sample.csv 93 x 7
 - twcs.zip
- Customer Support on Twitter
 - sample.csv 93 x 7
 - twcs.zip



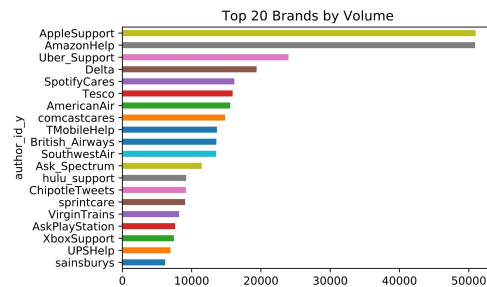
Customer Support on Twitter

Over 1 million tweets and replies from the biggest brands on Twitter

Last Updated: 2 years ago (Version 5 of 10)

About this Dataset

The Customer Support on Twitter dataset is a large, modern corpus of tweets and replies to aid innovation in natural language understanding and conversational models, and for study of modern customer support practices and impact.



Context

Natural language remains the densest encoding of human experience we have, and innovation in NLP has accelerated to power understanding of that data, but the datasets driving this innovation don't match the real language in use today. The Customer Support on Twitter dataset offers a large corpus of modern English (mostly) conversations between consumers and customer support agents on Twitter, and has three important advantages over other conversational text datasets:

- **Focused** - Consumers contact customer support to have a

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Stefano Nocco • Posted on Latest Version • 3 months ago

0

hello @soaxelbrooke! I also created a kernel on Natural Language Processing. If you are interested, take a look and, if you like, give me an upvote. If you have any suggestions, they are welcome. Thank you!

<https://www.kaggle.com/snocco/textpreprocessing-on-twitter/notebook>

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