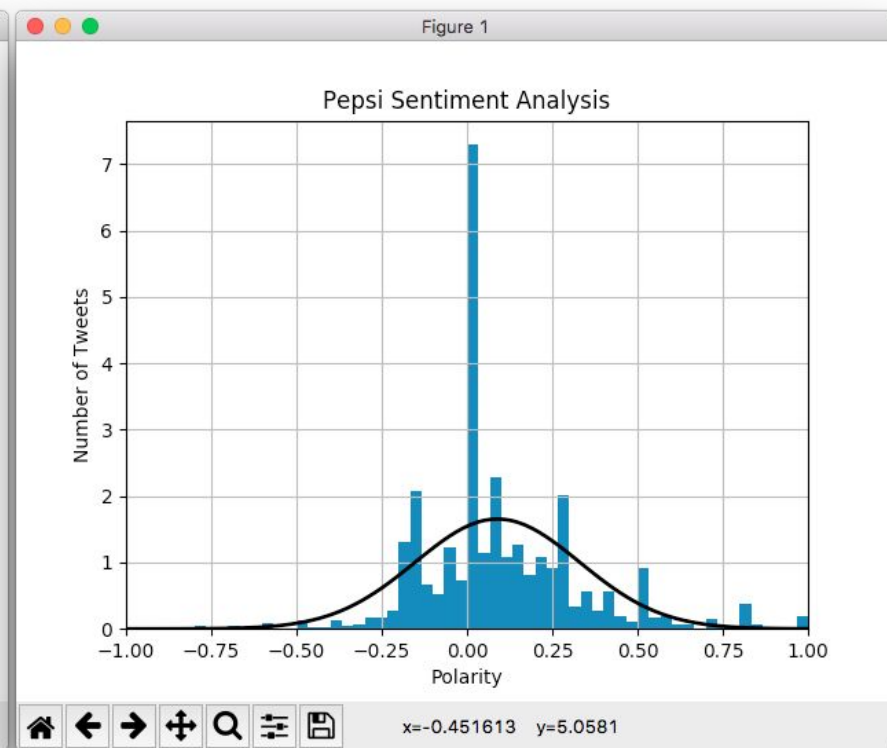
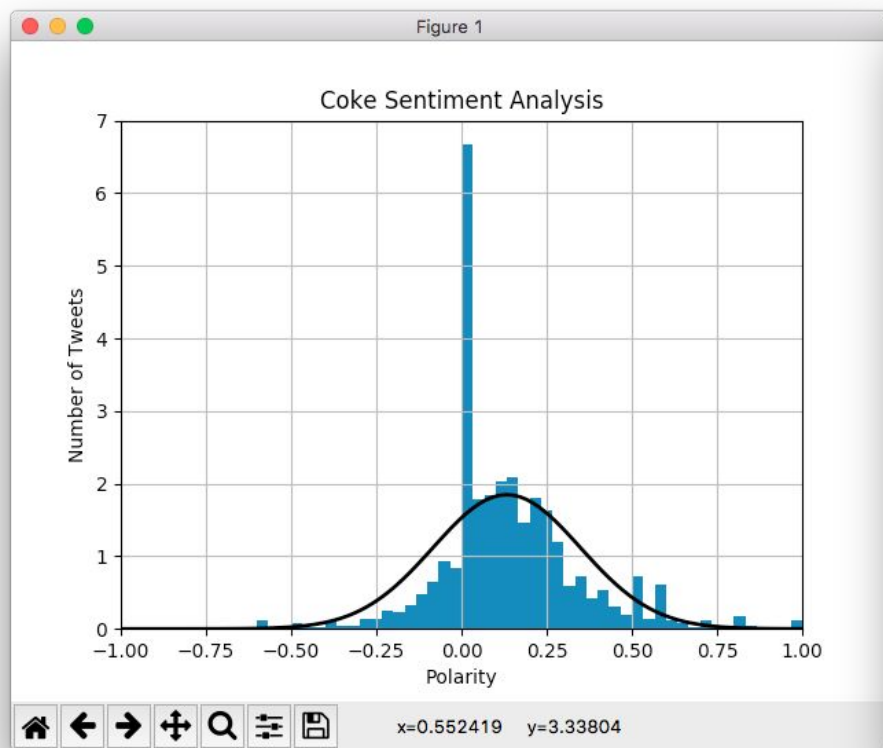


Twitter Coke Pepsi Analysis

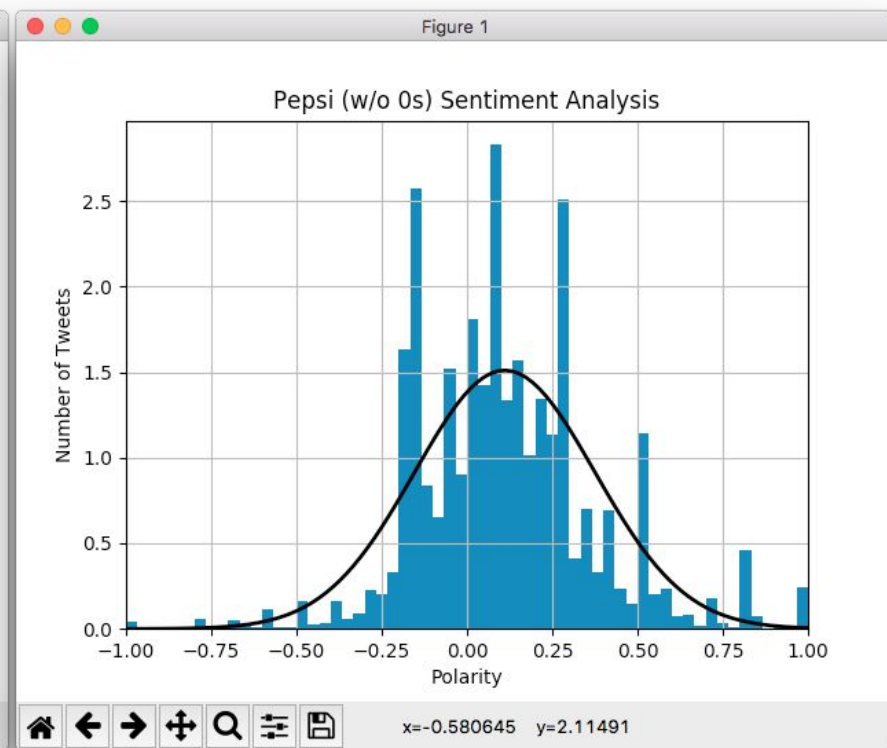
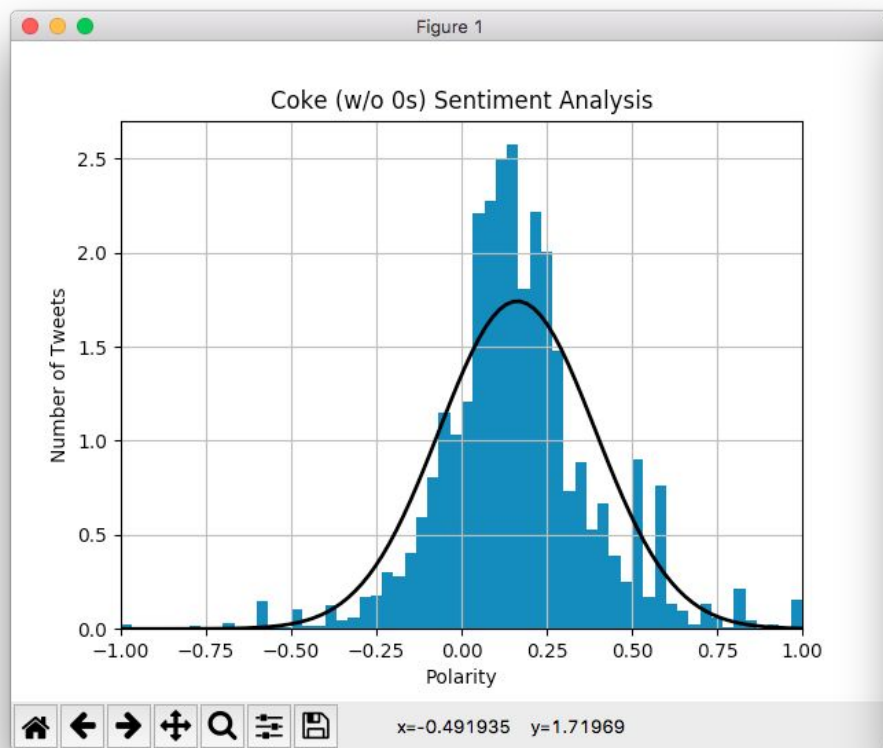
Jenna Choo (schoo)

Alex Wang (awang1)



Sentiment Analysis



Coke > Pepsi sentiment (median) by 8%

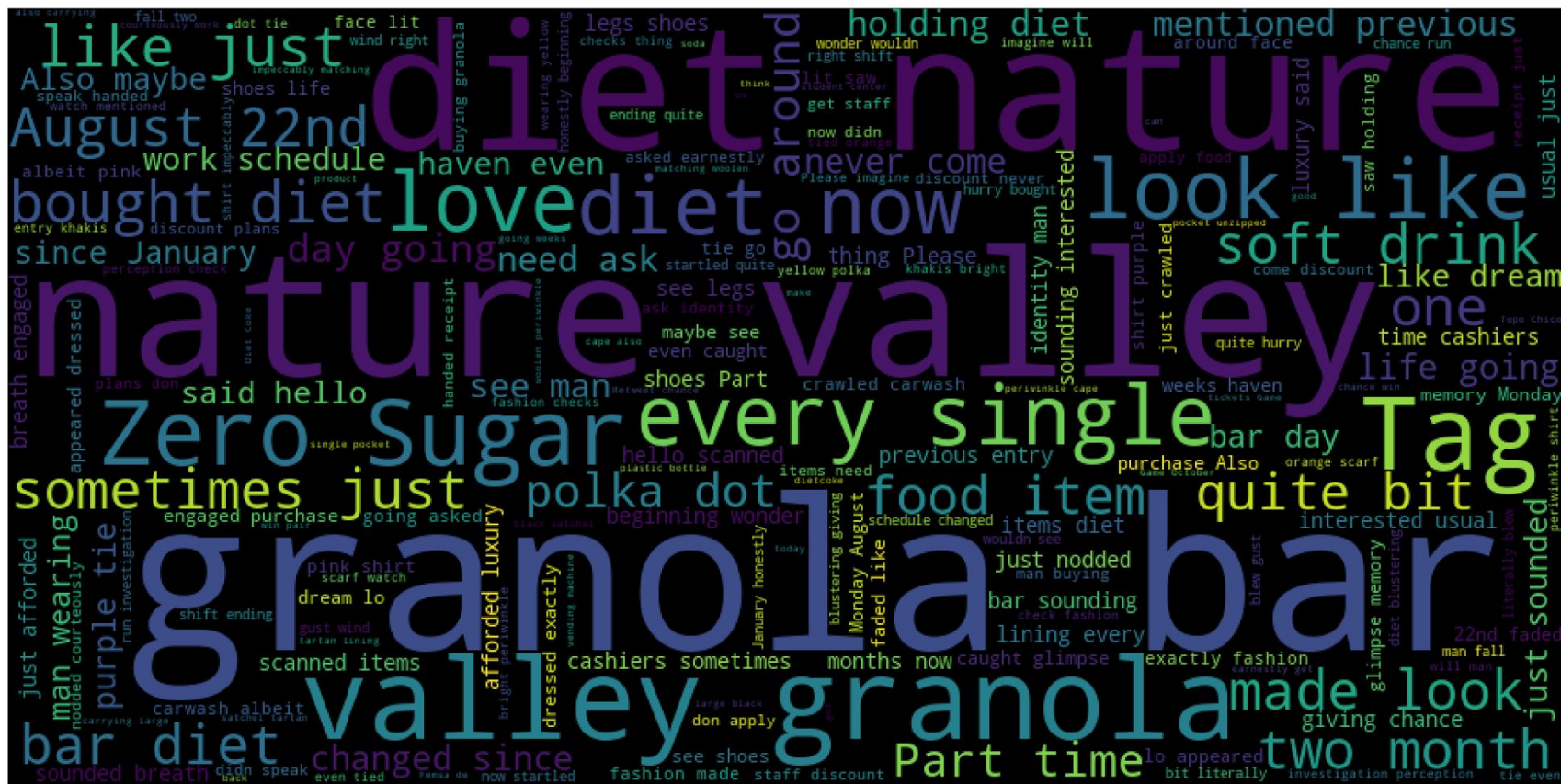


Coke > Pepsi sentiment (median) by 8%

		
# of tweets	89,260	56,005
# positive tweets	58,954 (66%)	30,464 (54%)
# negative tweets	13,374 (15%)	14,656 (26%)

Top 100 words

Coke



Coke, Positive: Top 100 words

NOUNS

water
diet, coke zero
fashion
nature valley

VERBS

flavored
love

ADJECTIVES

new
diet
single
free
local
healthy
natural
american
unique
favorite

HASHTAGS

#dietcoke
#love
#foodporn
#photography
#fashion
#slimming world
#beautiful
#FootballWithCocaCola
#FIFAU17WC
#weightloss
#fitness

Coke, Negative: Top 100 words

NOUNS

Selena

YsNHZSM4Hf

Diet

July

Tuesday

Thursday

VERBS

discovered

stolen

downgraded

upgraded

ADJECTIVES

indigenous

cartnsncreal

the guardian

sprite

australian

HASHTAGS

#DuCocaColaPour
David

#Del40al1CocaCola

Coke Interesting Words

POSITIVE

- dieting, coke zero, weight loss, healthy
- fashion, nature
- photography
- recent campaigns such as
#FootballWithCocaCola, #FIFAU17WC,
#FIFATrophyExperience

NEGATIVE

- Selena Quintanilla–Pérez. She was a famous singer who was murdered years ago. Someone posted an old photoshoot of her in a coke ad.
- indigenous - Coke put out an ad with giving indigenous people coke, which got backlash. This was in 2015.

[illegible]

Pepsi, Positive: Top 100 words

NOUNS

garden
gov
Apocalypse
Kendall
Super Bowl
Beyonce
Pink
society
milk
BritneySpears
PepsiGladiators

VERBS

premiered

destroyed

sprayed

escape

flee

ADJECTIVES

commercial

fat

aborted

eat

placenta

HASHTAGS

#PepsiGladiators
#meme(s)
#dank
#lol/lmao
#funny memes
#Pepsibattleoftheba
nds
#kyliejenner
#edgy
#rolex

Pepsi, Negative: Top 100 words

NOUNS

iKON
Kendall
solace
NFL
koi
Jenner
ink
printer
shzzz

VERBS

reddit

ADJECTIVES

commercial

ultrahubs

pinterest

rolex

watchporn

HASHTAGS

#iKON
#crystalpepsi
#mxxm
#shzzz
#pepsibattleofthe
bands
#meme(s)
#Rolex
#ultrahubs

Pepsi Interesting Words

POSITIVE

- garden - they have a garden w/ an art collection, opening to the public temporarily
- apocalypse - someone released a DOOM fan game with pepsi in it
- Kendall Jenner - insensitive ad released earlier 2017
- #PepsiGladiators, BritneySpears, EnriqueIglesias, Pink, Beyonce - old commercial they did
- stuff about fetuses, flesh, aborted, etc.
- memes - usually related to the Kendall Jenner ad

NEGATIVE

- iKON - kpop group that did a pepsi ad, guess it wasn't popular
- Kendall Jenner
- crystalpepsi
- mxxm, shzzz
- pepsibattleofthebands
- meme
- Rolex - they did a pepsi watch, it looks dumb

Questions?

Appendix