FINAL PROJECT SUBMISSION - MODULE 4

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- Student pace: Data Science On line - Self-paced
- Blog post URL: https://datastorytell.wordpress.com/2023/03/29/natural-language-processing-for-information-retrieval-the-basics/

BUSINESS PROBLEM UNDERSTANDING

This analysis aims to build NLP binary classifier to analyze positive, negative and neutral Twitter sentiment about Apple and Google products.

Stakeholders who could benefit having this information are consumers, the companies themselves (engineers and tech professionals working on the products and the services provided with them), investors and partners as they can be used as insights to improve the customers experience.

What is Twitter?

Twitter is an online social media and social networking service performed by micro blogging in real time.

What is Sentiment Analysis?

As per Wipedia definition, sentiment analysis (also known as opinion mining or emotion AI) is the use of natural language processing, text analysis, computational linguistics, and biometrics to systematically identify, extract, quantify, and study affective states and subjective information. Sentiment analysis is widely applied to voice of the customer materials.

Models

Chosen models are:

- Gaussian NB.
- Random Forest.

- Support Vector Machine.

Evaluation

Chosen metrics are:

- Precision.
- Recall.
- F1 score.
- Accuracy score.
- AUC ROC scores.

In [1]:
```
# Installing needed libraries
```

In [2]:
```
import pandas as pd
import numpy as np
import matplotlib.pyplot as plt
%matplotlib inline
import seaborn as sns
import string
import re
import nltk
import itertools
import string

import scipy as sp
from scipy import stats
import warnings
warnings.filterwarnings('ignore')
import statsmodels.api as sm
import math
import os

from os import path
from PIL import Image
from wordcloud import WordCloud, STOPWORDS, ImageColorGenerator
```

DATA PROCESSING

In [3]:
```
# Importing and reading dataset
df = pd.read_csv("tweets.csv", encoding = "latin1")
pd.set_option('display.max_rows', 1000)
pd.set_option('display.max_columns', 1000)
pd.set_option('display.width', 1000)
df.head()
```

Out[3]:

	tweet_text	emotion_in_tweet_is_directed_at	is_there_an_emotion_directed_at_a_brand_
0	.@wesley83 I have a 3G iPhone. After 3 hrs twe...	iPhone	Negat
1	@jessedee Know about @fludapp ? Awesome iPad/i...	iPad or iPhone App	Posit
2	@swonderlin Can not wait for #iPad 2 also. The...	iPad	Posit
3	@sxsw I hope this year's festival isn't as cra...	iPad or iPhone App	Negat
4	@sxtxstate great stuff on Fri #SXSW: Marissa M...	Google	Posit

I proceed exploring the dataset.

In [4]:
```
# Getting basic info
df.info()
```

```
<class 'pandas.core.frame.DataFrame'>
RangeIndex: 9093 entries, 0 to 9092
Data columns (total 3 columns):
 #   Column                                              Non-Null Count  Dty
pe
---  ------                                              --------------  ---
--
 0   tweet_text                                          9092 non-null   obj
ect
 1   emotion_in_tweet_is_directed_at                     3291 non-null   obj
ect
 2   is_there_an_emotion_directed_at_a_brand_or_product  9093 non-null   obj
ect
dtypes: object(3)
memory usage: 213.2+ KB
```

In [5]:
```
df.shape
```

Out[5]:
```
(9093, 3)
```

DATASET DESCRIPTION

- It was provided through DataWorld website.
- The dataset chosen for this analysis consists of 9093 entries, spread on 3 columns. Values are tweets expressed positive, negative, or no emotion towards products branded Apple and Google.
- Given the nature of the entries, data type is obj for all three features. In this case, the rating system, even though it is encoded, it is still an obj data.
- It would have been interesting for a more targeted analysis and the identifications of patterns the inclusions of demogrophical data.
- Brief columns description:
  - Column labels are understandable even though not straightforward. Thus, a more clear labeling is needed.
  - Issues like missing values are already identifiable given the summary showed by the info.

COLUMNS CHECKING

All columns are kept as needed for the analysis. Columns labels are changed for clarity purpose.

In [6]:
```
# Modifying column labels
df.columns = ['tweet_text', 'product_brand', 'sentiment']
df
```

Out[6]:

	tweet_text	product_brand	ser
0	.@wesley83 I have a 3G iPhone. After 3 hrs twe...	iPhone	N e
1	@jessedee Know about @fludapp ? Awesome iPad/i...	iPad or iPhone App	I e
2	@swonderlin Can not wait for #iPad 2 also. The...	iPad	I e
3	@sxsw I hope this year's festival isn't as cra...	iPad or iPhone App	N e
4	@sxtxstate great stuff on Fri #SXSW: Marissa M...	Google	I e
...	...	...	
9088	Ipad everywhere. #SXSW {link}	iPad	I e
9089	Wave, buzz... RT @mention We interrupt your re...	NaN	e b I
9090	Google's Zeiger, a physician never reported po...	NaN	e b I
9091	Some Verizon iPhone customers complained their...	NaN	e b I
9092	▒Ï¡▒Ïà▒ü_▒▒▒Ê▒▒▒î▒▒▒Ò▒▒▒£▒▒▒Á▒ââ▒▒▒_▒▒▒£▒▒▒▒▒▒â_▒▒ÛâRT @...	NaN	e b I

9093 rows × 3 columns

VALUES CHECKING

Values have to manipulated in order to make them suitable for analysis.

MISSING VALUES

In [7]:
```
# Checking for missing values
df.isna().sum()
```

Out[7]:
```
tweet_text          1
product_brand    5802
sentiment           0
dtype: int64
```

I proceed to check the values.

In [8]:
```
df["product_brand"].unique()
```

Out[8]:
```
array(['iPhone', 'iPad or iPhone App', 'iPad', 'Google', nan, 'Android',
       'Apple', 'Android App', 'Other Google product or service',
       'Other Apple product or service'], dtype=object)
```

In [9]:
```
df["sentiment"].unique()
```

Out[9]:
```
array(['Negative emotion', 'Positive emotion',
       'No emotion toward brand or product', "I can't tell"], dtype=object)
```

- In column 1, tweet_text:
  - 1 entry has a missing value.
  - From the preview it is evident that some rows in this column may not have a sense, as in row 9092, probably for the presence of non ASCII characters. It is necessary to filter those rows.
- In column 2, product_brand:
  - Only a 1/3 of the entries (3291) for products targeted by the Twitter users reviews is present, the remaining 5802 are marked as Nan. The dataset is small and dropping all the entries with no specified product or brand would cut off two third of data,basically nullifying this analytic effort. In this case, remove entries is not an option. I proceed to give a deeper look and I decided to create another category to substitute 'nan' with 'no_product_brand'.
  - Another issue is posed by the categories,'Other Apple product or service', 'Other Google product of service', which appear to be very wide, unspecified buckets from which could be difficult to draw information.A further investigation led me to state that these buckets contains customers' opinions related to

products features like design, accessorizes, services and apps etc. Furthermore I proceed identifying their weight in the dataset. I decide not remove them because they are still reporting sentiment.

- In column 3, sentiment:
    - the expressions of the rating system used give me my classification terms. For clarity purpose I proceed to clean the terminology used:
        - Positive emotion, Positive
        - Negative emotion, Negative
        - No emotion towards product or brand, No emotion
        - I can't tell, No idea

By data extraction it would be possible to delete rows with ASCII characters and reclassify the rows of tweet_text column from no product to a product, where possible.

It is clear from this sample that some tweets can be better classified in terms of the product_brand values.

Before performing a reclassification though, it is necessary to check the related sentiment. For the purpose of this analysis, I'm interested in those entries marked as Positive or Negative. The two categories can be clearly semantically well defineable. The other two categories appear to include all the other tweets whose semantic relationships are more complex given the intricacies of human language and thought processising, their extension and infinite possibilities. Context not seen as totally positive or totally negative seems to be marked ar Neutral or Undefined. This is a brief impression but it is very true that an attempt to reclassify the Neutral entries would be lacking in scientificity as the classification criteria used to assign the customers emotions in primis are not known.

DATA CLEANING

Based on what observed above.

- Deleting NaN from Column1
- Deleting non ASCII characters
- Deleting HTML tags
- Deleting NaN from Column2 ib No_product_brand
- Modifying Emotions nomenclature in Column3
- Reclassifying values no_product_brand

In [10]:
```
# Deleting missing values columns for column1
nan_values_tt = df[df['tweet_text'].isna()]
nan_values_tt
```

Out[10]:

	tweet_text	product_brand	sentiment
6	NaN	NaN	No emotion toward brand or product

In [11]:
```
df['tweet_text'] = df['tweet_text'].str.encode('ascii', 'ignore').str.decode
```

In [12]:
```
# Modify NaN values in no_product_brand
```

In [13]:
```
df[["product_brand"]] = df[["product_brand"]] .fillna('no_product_brand')
```

In [14]:
```
df.loc[df['product_brand'] == 'no_product_brand']
```

Out[14]:

	tweet_text	product_brand	sentiment
5	@teachntech00 New iPad Apps For #SpeechTherapy...	no_product_brand	No emotion toward brand or product
6	NaN	no_product_brand	No emotion toward brand or product
16	Holler Gram for iPad on the iTunes App Store -...	no_product_brand	No emotion toward brand or product
32	Attn: All #SXSW frineds, @mention Register fo...	no_product_brand	No emotion toward brand or product
33	Anyone at #sxsw want to sell their old iPad?	no_product_brand	No emotion toward brand or product
...	...	...	...
9087	@mention Yup, but I don't have a third app yet...	no_product_brand	No emotion toward brand or product
9089	Wave, buzz... RT @mention We interrupt your re...	no_product_brand	No emotion toward brand or product
9090	Google's Zeiger, a physician never reported po...	no_product_brand	No emotion toward brand or product
9091	Some Verizon iPhone customers complained their...	no_product_brand	No emotion toward brand or product
9092	___RT @mention Google Tests Check-in Offers At...	no_product_brand	No emotion toward brand or product

5802 rows × 3 columns

In [15]:
```
# Dropping Nan values
df.dropna(inplace = True)
df.head(10)
```

Out[15]:

	tweet_text	product_brand	sentiment
0	.@wesley83 I have a 3G iPhone. After 3 hrs twe...	iPhone	Negative emotion
1	@jessedee Know about @fludapp ? Awesome iPad/i...	iPad or iPhone App	Positive emotion
2	@swonderlin Can not wait for #iPad 2 also. The...	iPad	Positive emotion
3	@sxsw I hope this year's festival isn't as cra...	iPad or iPhone App	Negative emotion
4	@sxtxstate great stuff on Fri #SXSW: Marissa M...	Google	Positive emotion
5	@teachntech00 New iPad Apps For #SpeechTherapy...	no_product_brand	No emotion toward brand or product
7	#SXSW is just starting, #CTIA is around the co...	Android	Positive emotion
8	Beautifully smart and simple idea RT @madebyma...	iPad or iPhone App	Positive emotion
9	Counting down the days to #sxsw plus strong Ca...	Apple	Positive emotion
10	Excited to meet the @samsungmobileus at #sxsw ...	Android	Positive emotion

In [16]:
```
# Cleaning nomenclature
```

In [17]:
```
emo = {"Positive emotion": "positive", "Negative emotion":"negative", "No em
df["sentiment"] = df["sentiment"].map(emo)
```

In [18]:
```
# Examining unbranded tweets
```

In [19]:
```
df[df["product_brand"] == "no_product_brand"]
```

Out[19]:

	tweet_text	product_brand	sentiment
5	@teachntech00 New iPad Apps For #SpeechTherapy...	no_product_brand	neutral
16	Holler Gram for iPad on the iTunes App Store -...	no_product_brand	neutral
32	Attn: All #SXSW frineds, @mention Register fo...	no_product_brand	neutral
33	Anyone at #sxsw want to sell their old iPad?	no_product_brand	neutral
34	Anyone at #SXSW who bought the new iPad want ...	no_product_brand	neutral
...	...	...	...
9087	@mention Yup, but I don't have a third app yet...	no_product_brand	neutral
9089	Wave, buzz... RT @mention We interrupt your re...	no_product_brand	neutral
9090	Google's Zeiger, a physician never reported po...	no_product_brand	neutral
9091	Some Verizon iPhone customers complained their...	no_product_brand	neutral
9092	___RT @mention Google Tests Check-in Offers At...	no_product_brand	neutral

5801 rows × 3 columns

In [20]:
```
df["sentiment"].value_counts()
```

Out[20]:
```
neutral       5388
positive      2978
negative       570
undefined      156
Name: sentiment, dtype: int64
```

In [21]:
```
data = df.copy()
```

In [22]:
```
# Dropping all Neutral and Undefined sentiment related rows
```

In [23]:
```
data = data.loc[(df["sentiment"] != "neutral") & (df["sentiment"] != "undefi
```

In [24]:
```
# Proceeding with reclassification of No_product_brand
```

In order to reclassify the tweets we start with the basic nomenclature used for classification in column product_brand: Apple, iPhone, iPad, iPad or iPhone App, Other Apple product and service; Google, Android, Android App, Other Google product and service. I proceed to find all the possible combinations.

In [25]:
```
data["product_brand"].unique()
```

Out[25]:
```
array(['iPhone', 'iPad or iPhone App', 'iPad', 'Google', 'Android',
       'Apple', 'Android App', 'Other Google product or service',
       'no_product_brand', 'Other Apple product or service'], dtype=object)
```

In [26]:
```
item1 = ["Apple", "iPhone", "iPad", "Google", "Android"]
item2 = ["App"]
res2 = [[i] for i in item1]
res12 = [[i, j] for i in item1
              for j in item2]
print(res2, res12)
```

```
[['Apple'], ['iPhone'], ['iPad'], ['Google'], ['Android']] [['Apple', 'App']
, ['iPhone', 'App'], ['iPad', 'App'], ['Google', 'App'], ['Android', 'App']]
```

In [27]:
```
keys = ["Apple", "iPhone", "iPad", "Google", "Android", "App", "Apple App",
```

In [28]:
```
# Reclassifying no product_brand
```

In [29]:
```
data["product_brand"][df['product_brand'] == "no_product_brand"]= data.tweet
```

In [30]:
```
data = data.explode("product_brand")
```

In [31]:
```
data1 = data.dropna()
```

I establish some basic classes given the terms found in them:

- same index apple + app > apple
- same index google + app > google
- same index iphone + app > phone or ipad app
- same index ipad + app > iphone or ipad app
- same index android + app > android app
- same index apple + iphone > iphone
- same index apple + ipad > ipad
- same index google + android > android

Since it is a very small subset I go throught it manually in order to ensure the correct classification. There may be other combinations.

In [32]:
```
data1[data1.index.duplicated(keep=False)]
```

Out[32]:

	tweet_text	product_brand	sentiment
46	Hand-Held Hobo: Drafthouse launches Hobo With ...	iPhone	positive
46	Hand-Held Hobo: Drafthouse launches Hobo With ...	app	positive

68	Boooo! RT @mention Flipboard is developing an ...	iPhone	negative
68	Boooo! RT @mention Flipboard is developing an ...	Android	negative
112	Spark for #android is up for a #teamandroid aw...	android	positive
112	Spark for #android is up for a #teamandroid aw...	android	positive
131	Does your #SmallBiz need reviews to play on Go...	Google	positive
131	Does your #SmallBiz need reviews to play on Go...	App	positive
337	First day at sxsw. Fun final presentation on ...	Google	positive
337	First day at sxsw. Fun final presentation on ...	Google	positive
417	Shipments daily - follow @mention #AppleATXdt ...	Apple	negative
417	Shipments daily - follow @mention #AppleATXdt ...	Apple	negative
417	Shipments daily - follow @mention #AppleATXdt ...	iPad	negative
440	Lovin the digital! @mention band sings into iP...	iPhone	positive
440	Lovin the digital! @mention band sings into iP...	app	positive
440	Lovin the digital! @mention band sings into iP...	iPad	positive
500	Do it! RT Find the hottest spots @mention w/ @...	app	positive
500	Do it! RT Find the hottest spots @mention w/ @...	iPhone	positive
585	@mention Google to Launch New Social Network C...	Google	positive
585	@mention Google to Launch New Social Network C...	App	positive
598	CNNMoney: Got a craving? #SXSW minds created a...	app	positive
598	CNNMoney: Got a craving? #SXSW minds created a...	iPhone	positive
598	CNNMoney: Got a craving? #SXSW minds created a...	app	positive
611	I may not have invites to all the "cool&q...	iPhone	positive
611	I may not have invites to all the "cool&q...	app	positive
639	Catch 22_ I mean iPad 2 at #SXSW - {link} #app...	iPad	positive
639	Catch 22_ I mean iPad 2 at #SXSW - {link} #app...	apple	positive
639	Catch 22_ I mean iPad 2 at #SXSW - {link} #app...	ipad	positive
662	This Week in #iPad clip: @mention joins @menti...	iPad	positive
662	This Week in #iPad clip: @mention joins @menti...	App	positive
662	This Week in #iPad clip: @mention joins @menti...	iPad	positive
666	I will be in Austin this weekend @mention #SXS...	iPad	positive
666	I will be in Austin this weekend @mention #SXS...	app	positive
682	#technews iPad 2 Gets Temporary Apple Store fo...	iPad	positive

682	#technews iPad 2 Gets Temporary Apple Store fo...	Apple	positive
682	#technews iPad 2 Gets Temporary Apple Store fo...	Apple	positive
682	#technews iPad 2 Gets Temporary Apple Store fo...	Apple	positive
682	#technews iPad 2 Gets Temporary Apple Store fo...	iPad	positive
867	"How many people have iPads?" Whole ...	iPad	positive
867	"How many people have iPads?" Whole ...	iPad	positive
962	It's also on Android. :) RT @mention Foodspott...	Android	positive
962	It's also on Android. :) RT @mention Foodspott...	iPhone	positive
962	It's also on Android. :) RT @mention Foodspott...	app	positive
1063	#sxsw hot rumor about Google's new social netw...	Google	positive
1063	#sxsw hot rumor about Google's new social netw...	Google	positive
1092	There are so many ppl w/ Apple products at #SX...	Apple	positive
1092	There are so many ppl w/ Apple products at #SX...	iPhone	positive
1273	There are two apple stores in ATX!! RT @mentio...	apple	positive
1273	There are two apple stores in ATX!! RT @mentio...	iPad	positive
1273	There are two apple stores in ATX!! RT @mentio...	Apple	positive
1284	Trying to update software (4.0) on iPhone to d...	iPhone	negative
1284	Trying to update software (4.0) on iPhone to d...	app	negative
1286	Brilliant use case! #SXSW "@mention ...ki...	android	positive
1286	Brilliant use case! #SXSW "@mention ...ki...	iPhone	positive
1365	@mention - re: "lack of #SXSW newsworthy ...	Google	positive
1365	@mention - re: "lack of #SXSW newsworthy ...	google	positive
1369	@mention --> RT @mention New #UberSocial fo...	iPhone	positive
1369	@mention --> RT @mention New #UberSocial fo...	App	positive
1370	@mention -> RT @mention New #UberSocial for...	iPhone	positive
1370	@mention -> RT @mention New #UberSocial for...	App	positive
1533	Get (down)loaded Hoot! - RT #HootSuite Mobile ...	iPhone	positive
1533	Get (down)loaded Hoot! - RT #HootSuite Mobile ...	Android	positive
1740	Free for #SXSW: fluffertraX Radio #iPhone app-...	iPhone	positive
1740	Free for #SXSW: fluffertraX Radio #iPhone app-...	app	positive
1803	The new #4sq3 looks like it is going to rock. ...	iPhone	positive

1803	The new #4sq3 looks like it is going to rock. ...	Android	positive
1862	@mention about to talk at #sxsw on mistakes bu...	iphone	negative
1862	@mention about to talk at #sxsw on mistakes bu...	app	negative
1903	@mention After #SXSW I will never again take a...	IPhone	positive
1903	@mention After #SXSW I will never again take a...	app	positive
1954	Monthly value of user iOS $9.50.Android7.20...	Android	positive
1954	Monthly value of user iOS $9.50.Android7.20...	app	positive
1962	Holler Gram for iPad on the iTunes App Store -...	iPad	positive
1962	Holler Gram for iPad on the iTunes App Store -...	App	positive
2059	Line for Apple's iPad 2 popup store is already...	Apple	positive
2059	Line for Apple's iPad 2 popup store is already...	iPad	positive
2059	Line for Apple's iPad 2 popup store is already...	app	positive
2202	Android may be gaining market share, but you'd...	Android	positive
2202	Android may be gaining market share, but you'd...	App	positive
2202	Android may be gaining market share, but you'd...	Apple	positive
2428	#flipboard - when bldg app for AppStore, need ...	app	negative
2428	#flipboard - when bldg app for AppStore, need ...	App	negative
2428	#flipboard - when bldg app for AppStore, need ...	Apple	negative
2468	UBER BRAND SMART: Gonna move a ton of iPad2 - ...	iPad	positive
2468	UBER BRAND SMART: Gonna move a ton of iPad2 - ...	Apple	positive
2493	First ipad2 sighting at #SXSW interactive - in...	ipad	positive
2493	First ipad2 sighting at #SXSW interactive - in...	Apple	positive
2512	Getting ideas at #SXSW? Save them on your iPad...	iPad	positive
2512	Getting ideas at #SXSW? Save them on your iPad...	iPhone	positive
2566	Our friends at @mention finally "put out&...	Android	positive
2566	Our friends at @mention finally "put out&...	app	positive
2596	Only white #ipad2 64gig wifi available at #Aus...	ipad	positive
2596	Only white #ipad2 64gig wifi available at #Aus...	Apple	positive
2983	Maybe someone that gets the #ipad2 at #SXSW wi...	ipad	positive
2983	Maybe someone that gets the #ipad2 at #SXSW wi...	iPad	positive
3020	Apple offers original iPad donation program {l...	Apple	positive
3020	Apple offers original iPad donation program {l...	iPad	positive

3055	Sooo... Design for iPads session is just an ho...	iPad	negative
3055	Sooo... Design for iPads session is just an ho...	iPad	negative
3055	Sooo... Design for iPads session is just an ho...	app	negative
3179	No ipad2 for me. Now I have 3 weeks w no iPad ...	ipad	positive
3179	No ipad2 for me. Now I have 3 weeks w no iPad ...	iPad	positive
3269	#tech #Lightbox_Photos Wants To Be Your New #A...	Android	positive
3269	#tech #Lightbox_Photos Wants To Be Your New #A...	App	positive
3269	#tech #Lightbox_Photos Wants To Be Your New #A...	Android	positive
3353	Whoohoo! Got it! ;) RT @mention New #UberSocia...	iPhone	positive
3353	Whoohoo! Got it! ;) RT @mention New #UberSocia...	App	positive
3425	a trend that Tomlinson is seeing is that age o...	iPad	positive
3425	a trend that Tomlinson is seeing is that age o...	app	positive
3521	@mention How was Fri dinner and are you enjoyi...	Google	positive
3521	@mention How was Fri dinner and are you enjoyi...	app	positive
3537	Passed a huge queue for iPad design for boomer...	iPad	positive
3537	Passed a huge queue for iPad design for boomer...	app	positive
3698	The geek influence hit new highs yesterday, wh...	Apple	positive
3698	The geek influence hit new highs yesterday, wh...	iPad	positive
3710	We're giving away a shiny iPad 2 at SXSW Quota...	iPad	positive
3710	We're giving away a shiny iPad 2 at SXSW Quota...	ipad	positive
3780	FYI @mention is working on an iPhone app, look...	iPhone	positive
3780	FYI @mention is working on an iPhone app, look...	app	positive
3792	Registration to Android market has been approv...	Android	positive
3792	Registration to Android market has been approv...	app	positive
3829	How many iPad2's do you think Apple could sell...	iPad	positive
3829	How many iPad2's do you think Apple could sell...	Apple	positive
3861	Bad news is it costs $1,000? RT @mention Louis...	iPhone	negative
3861	Bad news is it costs $1,000? RT @mention Louis...	app	negative
3984	Come check out @mention iPad App demos at #ARM...	iPad	positive
3984	Come check out @mention iPad App demos at #ARM...	App	positive
4074	They should stock up on Mophie juice packs: Ap...	Apple	positive

4074	They should stock up on Mophie juice packs: Ap...	iPad	positive
4206	I feel silly but cannot figure out how to upda...	app	negative
4206	I feel silly but cannot figure out how to upda...	android	negative
4212	Just downloaded an ipad app for countering jet...	ipad	positive
4212	Just downloaded an ipad app for countering jet...	app	positive
4220	@mention look! RT @mention New #UberSocial for...	iPhone	positive
4220	@mention look! RT @mention New #UberSocial for...	App	positive
4230	Apple employees just showed up in force to the...	Apple	positive
4230	Apple employees just showed up in force to the...	Apple	positive
4230	Apple employees just showed up in force to the...	iPad	positive
4303	Nice RT @mention Apple to open pop-up store at...	Apple	positive
4303	Nice RT @mention Apple to open pop-up store at...	ipad	positive
4336	ZOMG RT @mention Special Apple store at #sxsw ...	Apple	positive
4336	ZOMG RT @mention Special Apple store at #sxsw ...	ipad	positive
4364	Google & BAVC launch Impact Dashboard at #...	Google	positive
4364	Google & BAVC launch Impact Dashboard at #...	app	positive
4536	Whoa - line for ipad2 is 3blks long!!! #apple ...	ipad	positive
4536	Whoa - line for ipad2 is 3blks long!!! #apple ...	apple	positive
4674	Apple opening up temporary store in downtown A...	Apple	positive
4674	Apple opening up temporary store in downtown A...	iPad	positive
4831	1 hour ago apple didn't have a store in downto...	apple	positive
4831	1 hour ago apple didn't have a store in downto...	iPad	positive
4919	Andrew K of PRX equates the homogeneity of the...	Apple	negative
4919	Andrew K of PRX equates the homogeneity of the...	Android	negative
4958	Latest Google maps mobile app demo #sxsw lots ...	Google	positive
4958	Latest Google maps mobile app demo #sxsw lots ...	app	positive
4990	Bing's project euphoria and social recommendat...	ipad	positive
4990	Bing's project euphoria and social recommendat...	google	positive
5015	save me some cash! TechCrunch Giveaway: An iPa...	iPad	positive
5015	save me some cash! TechCrunch Giveaway: An iPa...	ipad	positive
5015	save me some cash! TechCrunch Giveaway: An iPa...	apple	positive
5089	RT @mention @mention - False Alarm: Google Ci...	Google	negative

5089	RT @mention @mention - False Alarm: Google Ci...	Google	negative
5240	RT @mention #iPad2 Unboxing Outside the #SXSW ...	iPad	positive
5240	RT @mention #iPad2 Unboxing Outside the #SXSW ...	Apple	positive
5401	RT @mention Anyone at #sxsw want to make a qui...	ipad	positive
5401	RT @mention Anyone at #sxsw want to make a qui...	apple	positive
5412	RT @mention Apple #sxsw pop-store has iPads ag...	Apple	positive
5412	RT @mention Apple #sxsw pop-store has iPads ag...	iPad	positive
5554	RT @mention Best Brand Marketing at #SXSW: GE ...	Apple	positive
5554	RT @mention Best Brand Marketing at #SXSW: GE ...	iPad	positive
5568	RT @mention Best thing I've heard this weekend...	iPad	negative
5568	RT @mention Best thing I've heard this weekend...	iPad	negative
5569	RT @mention Best thing I've heard this wknd @m...	iPad	negative
5569	RT @mention Best thing I've heard this wknd @m...	iPad	negative
5586	RT @mention Buying iPad2? Turn in ur iPad1, Ap...	iPad	positive
5586	RT @mention Buying iPad2? Turn in ur iPad1, Ap...	iPad	positive
5586	RT @mention Buying iPad2? Turn in ur iPad1, Ap...	Apple	positive
5586	RT @mention Buying iPad2? Turn in ur iPad1, Ap...	Apple	positive
5586	RT @mention Buying iPad2? Turn in ur iPad1, Ap...	iPad	positive
5791	RT @mention Good CNN article on why #SXSW is i...	iPad	positive
5791	RT @mention Good CNN article on why #SXSW is i...	app	positive
5851	RT @mention Google Party is at GSD&M (Goog...	Google	positive
5851	RT @mention Google Party is at GSD&M (Goog...	Google	positive
5930	RT @mention Google's Marissa Mayer extolling c...	Google	positive
5930	RT @mention Google's Marissa Mayer extolling c...	Google	positive
5976	RT @mention Heading to free Google-sponsored h...	Google	positive
5976	RT @mention Heading to free Google-sponsored h...	app	positive
6069	RT @mention I wonder if Apple intentionally sc...	Apple	positive
6069	RT @mention I wonder if Apple intentionally sc...	iPad	positive
6078	RT @mention I'm debuting my new iPhone & D...	iPhone	positive
6078	RT @mention I'm debuting my new iPhone & D...	app	positive
6180	RT @mention It's not a rumor: Apple is opening...	Apple	positive

6180	RT @mention It's not a rumor: Apple is opening...	iPad	positive
6236	RT @mention Last day to get the #LP Austin iPh...	iPhone	positive
6236	RT @mention Last day to get the #LP Austin iPh...	app	positive
6256	RT @mention Line is wrapping around the block ...	app	positive
6256	RT @mention Line is wrapping around the block ...	iPad	positive
6287	RT @mention Marc Ecko #SXSW launches #iPhone a...	iPhone	positive
6287	RT @mention Marc Ecko #SXSW launches #iPhone a...	app	positive
6309	RT @mention Media Circus: Guy walks out of App...	Apple	positive
6309	RT @mention Media Circus: Guy walks out of App...	iPad	positive
6327	RT @mention Must see #android app at #sxsw &qu...	android	positive
6327	RT @mention Must see #android app at #sxsw &qu...	app	positive
6343	RT @mention New #UberSocial for #iPhone now i...	iPhone	positive
6343	RT @mention New #UberSocial for #iPhone now i...	App	positive
6349	RT @mention New #UberSocial for #iPhone now in...	iPhone	positive
6349	RT @mention New #UberSocial for #iPhone now in...	App	positive
6436	RT @mention Part of Journalsim is the support ...	iPad	negative
6436	RT @mention Part of Journalsim is the support ...	app	negative
6606	RT @mention RT @mention Shiny new @mention @me...	app	positive
6606	RT @mention RT @mention Shiny new @mention @me...	iPad	positive
6632	RT @mention RT: @mention With 150 million mobi...	Google	positive
6632	RT @mention RT: @mention With 150 million mobi...	Google	positive
6661	RT @mention smart! Apple opens a pop-up store ...	Apple	positive
6661	RT @mention smart! Apple opens a pop-up store ...	iPad	positive
6674	RT @mention Someone at #SXSW needs to host a r...	app	positive
6674	RT @mention Someone at #SXSW needs to host a r...	iPhone	positive
6738	RT @mention The day Bank of America launched t...	iPhone	positive
6738	RT @mention The day Bank of America launched t...	app	positive
6772	RT @mention The Web Designers Guide to iOS (an...	Android	positive
6772	RT @mention The Web Designers Guide to iOS (an...	App	positive
6802	RT @mention Time to #wakeuplaughing @mention f...	iPhone	positive
6802	RT @mention Time to #wakeuplaughing @mention f...	App	positive
6845	RT @mention Very smart of them. "Apple se...	Apple	positive

6845	RT @mention Very smart of them. "Apple se...	apple	positive
6942	RT @mention Will overload of info delivered by...	Google	negative
6942	RT @mention Will overload of info delivered by...	Google	negative
7117	#apple #popupstore #sxsw. Get your #ipad here...	apple	positive
7117	#apple #popupstore #sxsw. Get your #ipad here...	ipad	positive
7117	#apple #popupstore #sxsw. Get your #ipad here...	apple	positive
7223	@mention Our social calendar app just rolled o...	app	positive
7223	@mention Our social calendar app just rolled o...	iPhone	positive
7223	@mention Our social calendar app just rolled o...	android	positive
7260	It only now dawned on me that the iPad 2 launc...	iPad	positive
7260	It only now dawned on me that the iPad 2 launc...	apple	positive
7285	Google showing off google places with hotpot a...	Google	positive
7285	Google showing off google places with hotpot a...	google	positive
7308	Loading up my iPhone w/ apps in prep for #sxsw...	iPhone	positive
7308	Loading up my iPhone w/ apps in prep for #sxsw...	app	positive
7343	iphone, ipad, mac Oh my! #agchat,#sxsw	iphone	positive
7343	iphone, ipad, mac Oh my! #agchat,#sxsw	ipad	positive
7412	At the apple store with @mention he's buying a...	apple	positive
7412	At the apple store with @mention he's buying a...	iPad	positive
7562	SXSW Interactive: Googles Mobile Future, &...	Google	positive
7562	SXSW Interactive: Googles Mobile Future, &...	google	positive
7695	Need a Workspace? Book it from your #iPhone {...	iPhone	positive
7695	Need a Workspace? Book it from your #iPhone {...	app	positive
7701	False Alarm: Google Circles Not Coming Nowand ...	Google	negative
7701	False Alarm: Google Circles Not Coming Nowand ...	Google	negative
7804	Yes, the rumors are true. Come play with @ment...	iPad	positive
7804	Yes, the rumors are true. Come play with @ment...	iPad	positive
7804	Yes, the rumors are true. Come play with @ment...	iPad	positive
7983	Great to see banks/money startups recognizing ...	Apple	positive
7983	Great to see banks/money startups recognizing ...	Google	positive
7990	Apple to sell iPads in "pop-up" Appl...	Apple	positive

7990	Apple to sell iPads in "pop-up" Appl...	iPad	positive
7990	Apple to sell iPads in "pop-up" Appl...	Apple	positive
8002	Wishful: Several semis filled with Apple's iPa...	Apple	positive
8002	Wishful: Several semis filled with Apple's iPa...	iPad	positive
8058	First person to stop by our booth at SXSW &amp...	iPad	positive
8058	First person to stop by our booth at SXSW &amp...	app	positive
8245	Better get in line now. RT @mention Apple is o...	Apple	positive
8245	Better get in line now. RT @mention Apple is o...	iPad	positive
8250	Retrollect is now also in Android Market! #SxS...	Android	positive
8250	Retrollect is now also in Android Market! #SxS...	android	positive
8379	@mention Tell your #sxsw friends to send iRepo...	app	positive
8379	@mention Tell your #sxsw friends to send iRepo...	iPhone	positive
8482	#Hipstamatic Giving Away #SXSW HipstaPaks {lin...	app	positive
8482	#Hipstamatic Giving Away #SXSW HipstaPaks {lin...	iphone	positive
8677	Google "ad preferences" and you can ...	Google	positive
8677	Google "ad preferences" and you can ...	Google	positive
8695	Bad news update: the pop-up Apple Store is out...	Apple	negative
8695	Bad news update: the pop-up Apple Store is out...	iPad	negative
9011	apparently the line to get an iPad at the #sxs...	app	positive
9011	apparently the line to get an iPad at the #sxs...	iPad	positive
9043	Hey is anyone doing #sxsw signing up for the g...	app	negative
9043	Hey is anyone doing #sxsw signing up for the g...	iphone	negative
9052	@mention You could buy a new iPad 2 tmrw at th...	iPad	positive
9052	@mention You could buy a new iPad 2 tmrw at th...	Apple	positive

In [33]:
```
data1.loc[1092,"product_brand"]="iphone"
data1.loc[(8250,112), "product_brand"]="android"
data1.loc[(4206,3792,3269,2566), "product_brand"]="android app"
data1.loc[(7343,6845,4230,2428,2059,440), "product_brand"]="apple"
data1.loc[(7983,7223,4990,4919,2512,2022,1954,1803,1533,1286,962,68,6772, 75
data1.loc[(7701,7562,7285,6942,6632,5976,5930,5851, 5089, 4958, 4336, 3521,1
data1.loc[(9043,9011,8482,8379,8058,7695,7308, 6802, 6738, 6674, 6436, 6349,
data1.loc[(9052,8245,8002,7990,7804,7412,7260,7117,6661,6309,6256,6180,6069,
```

In [34]:
```
# Dropping duplicates
data2 = data1.drop_duplicates()
data2.shape
```

Out[34]:
```
(3533, 3)
```

In [35]:
```
# Dropping undefined
undefined = data2[(data2['product_brand'] =="undefined")].index
data2.drop(undefined, inplace=True)
```

In [36]:
```
# Lowercase to unsure uniformity and sum up
```

In [37]:
```
data2['product_brand']=data2['product_brand'].str.lower()
```

In [38]:
```
data2['product_brand'].value_counts()
```

Out[38]:
```
ipad                                1012
apple                                671
google                               522
ipad or iphone app                   497
iphone                               321
other google product or service      283
android                               86
android app                           83
other apple product or service        34
Name: product_brand, dtype: int64
```

TEXT PREPROCESSING

In [39]:
```
# Clean punctuation
```

In [40]:
```
def clean_punc(doc):
    for x in doc:
        new_doc = "".join([w for w in doc if w not in string.punctuation])
    return new_doc
```

In [41]:
```
data2['tweet_text']= data2['tweet_text'].map(lambda x: clean_punc(x))
```

In [42]:
```
# Remove HTML characters and tags
```

In [43]:
```
from bs4 import BeautifulSoup
# Function to remove tags
def remove_tags(html):
    # parse html content
    soup = BeautifulSoup(html, "lxml")
    for data in soup(['style', 'script']):
        # Remove tags
        data.decompose()
    # return data by retrieving the tag content
    return ' '.join(soup.stripped_strings)
# Print the extracted data
```

In [44]:
```
data2['tweet_text']= data2['tweet_text'].map(lambda x: remove_tags(x))
```

In [45]:
```
# Tokenize words
```

In [46]:
```
 from nltk.tokenize import word_tokenize
```

In [47]:
```
data2['word_token']= data2['tweet_text'].map(lambda x: word_tokenize(x.lower
```

In [48]:
```
data2.reset_index()
```

Out[48]:

	index	tweet_text	product_brand	sentiment	word_token
0	0	wesley83 I have a 3G iPhone After 3 hrs tweeti...	iphone	negative	[wesley83, i, have, a, 3g, iphone, after, 3, h...
1	1	jessedee Know about fludapp Awesome iPadiPhon...	ipad or iphone app	positive	[jessedee, know, about, fludapp, awesome, ipad...
2	2	swonderlin Can not wait for iPad 2 also They s...	ipad	positive	[swonderlin, can, not, wait, for, ipad, 2, als...
3	3	sxsw I hope this years festival isnt as crashy...	ipad or iphone app	negative	[sxsw, i, hope, this, years, festival, isnt, a...
4	4	sxtxstate great stuff on Fri SXSW Marissa Maye...	google	positive	[sxtxstate, great, stuff, on, fri, sxsw, maris...
...	...	...	...	...	...
3504	9077	mention your PR guy just convinced me to switc...	iphone	positive	[mention, your, pr, guy, just, convinced, me, ...
3505	9079	quotpapyrussort of like the ipadquot nice Lol...	ipad	positive	[quotpapyrussort, of, like, the, ipadquot, nic...
3506	9080	Diller says Google TV quotmight be run over by...	other google product or service	negative	[diller, says, google, tv, quotmight, be, run,...
3507	9085	Ive always used Camera for my iPhone bc it has...	ipad or iphone app	positive	[ive, always, used, camera, for, my, iphone, b...
3508	9088	Ipad everywhere SXSW link	ipad	positive	[ipad, everywhere, sxsw, link]

3509 rows × 5 columns

In [49]:
```
data2['word_token'].to_list()
```

Out[49]:
```
[['wesley83',
  'i',
  'have',
  'a',
  '3g',
  'iphone',
  'after',
  '3',
  'hrs',
```

```
 'tweeting',
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 'was',
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 'to',
 'upgrade',
 'plugin',
 'stations',
 'at',
 'sxsw'],
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 'design',
 'also',
 'theyre',
 'giving',
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  'app',
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  'lovely',
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 'vuvuzela',
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 'sxsw'],
...]
```

In [50]:
```
# Cleaning stopwords
```

In [51]:
```
from nltk.corpus import stopwords
stop = stopwords.words('english')
```

In [52]:
```
data2['word_token'] = data2['word_token'].apply(lambda x: [item for item in
data2
```

Out[52]:

	tweet_text	product_brand	sentiment	word_token
0	wesley83 I have a 3G iPhone After 3 hrs tweeti...	iphone	negative	[wesley83, 3g, iphone, 3, hrs, tweeting, risea...
1	jessedee Know about fludapp Awesome iPadiPhon...	ipad or iphone app	positive	[jessedee, know, fludapp, awesome, ipadiphone,...
2	swonderlin Can not wait for iPad 2 also They s...	ipad	positive	[swonderlin, wait, ipad, 2, also, sale, sxsw]
3	sxsw I hope this years festival isnt as crashy...	ipad or iphone app	negative	[sxsw, hope, years, festival, isnt, crashy, ye...
4	sxtxstate great stuff on Fri SXSW Marissa Maye...	google	positive	[sxtxstate, great, stuff, fri, sxsw, marissa, ...
...	...	...	...	...
9077	mention your PR guy just convinced me to switc...	iphone	positive	[mention, pr, guy, convinced, switch, back, ip...
9079	quotpapyrussort of like the ipadquot nice Lol...	ipad	positive	[quotpapyrussort, like, ipadquot, nice, lol, s...
9080	Diller says Google TV quotmight be run over by...	other google product or service	negative	[diller, says, google, tv, quotmight, run, pla...
9085	Ive always used Camera for my iPhone bc it has...	ipad or iphone app	positive	[ive, always, used, camera, iphone, bc, image,...
9088	Ipad everywhere SXSW link	ipad	positive	[ipad, everywhere, sxsw, link]

3509 rows × 4 columns

In [53]:
```
data2.reset_index(inplace = True)
data2
```

Out[53]:

	index	tweet_text	product_brand	sentiment	word_token
0	0	wesley83 I have a 3G iPhone After 3 hrs tweeti...	iphone	negative	[wesley83, 3g, iphone, 3, hrs, tweeting, risea...
1	1	jessedee Know about fludapp Awesome iPadiPhon...	ipad or iphone app	positive	[jessedee, know, fludapp, awesome, ipadiphone,...
2	2	swonderlin Can not wait for iPad 2 also They s...	ipad	positive	[swonderlin, wait, ipad, 2, also, sale, sxsw]
3	3	sxsw I hope this years festival isnt as crashy...	ipad or iphone app	negative	[sxsw, hope, years, festival, isnt, crashy, ye...
4	4	sxtxstate great stuff on Fri SXSW Marissa Maye...	google	positive	[sxtxstate, great, stuff, fri, sxsw, marissa, ...
...	...	...	...	...	...
3504	9077	mention your PR guy just convinced me to switc...	iphone	positive	[mention, pr, guy, convinced, switch, back, ip...
3505	9079	quotpapyrussort of like the ipadquot nice Lol...	ipad	positive	[quotpapyrussort, like, ipadquot, nice, lol, s...
3506	9080	Diller says Google TV quotmight be run over by...	other google product or service	negative	[diller, says, google, tv, quotmight, run, pla...
3507	9085	Ive always used Camera for my iPhone bc it has...	ipad or iphone app	positive	[ive, always, used, camera, iphone, bc, image,...
3508	9088	Ipad everywhere SXSW link	ipad	positive	[ipad, everywhere, sxsw, link]

3509 rows × 5 columns

EXPLORATIVE DATA ANALYSIS

I start the EDA with some basic views of the numbers related to the products and the reactions.

In [54]:
```
data2['sentiment'].value_counts()
```

Out[54]:
```
positive    2943
negative     566
Name: sentiment, dtype: int64
```

In [55]:
```
data2.sentiment.value_counts(normalize=True).mul(100).round(1).astype(str) +
```

Out[55]:
```
positive    83.9%
negative    16.1%
Name: sentiment, dtype: object
```

In [56]:
```
data2['product_brand'].value_counts()
```

Out[56]:
```
ipad                                1012
apple                                671
google                               522
ipad or iphone app                   497
iphone                               321
other google product or service      283
android                               86
android app                           83
other apple product or service        34
Name: product_brand, dtype: int64
```

In [58]:
```
data2.product_brand.value_counts(normalize=True).mul(100).round(1).astype(st
```

Out[58]:
```
ipad                               28.8%
apple                              19.1%
google                             14.9%
ipad or iphone app                 14.2%
iphone                              9.1%
other google product or service     8.1%
android                             2.5%
android app                         2.4%
other apple product or service      1.0%
Name: product_brand, dtype: object
```

In [60]:
```
sent_prod = data2.groupby(['product_brand',"sentiment"]).count()
sent_prod
```

Out[60]:

product_brand	sentiment	index	tweet_text	word_token
android	negative	9	9	9
	positive	77	77	77
android app	negative	9	9	9
	positive	74	74	74
apple	negative	100	100	100
	positive	571	571	571
google	negative	86	86	86
	positive	436	436	436
ipad	negative	136	136	136
	positive	876	876	876
ipad or iphone app	negative	68	68	68
	positive	429	429	429
iphone	negative	109	109	109
	positive	212	212	212
other apple product or service	negative	2	2	2
	positive	32	32	32
other google product or service	negative	47	47	47
	positive	236	236	236

SENTIMENT ANALYSIS

I proceed to create another column in order to better slice the dataset between the two companies and leaving room for further potential analysis.

APPLE

In [61]:
```
data2['company'] = data2.loc[:, 'product_brand']
data2['company'].unique()
```

Out[61]:
```
array(['iphone', 'ipad or iphone app', 'ipad', 'google', 'android',
       'apple', 'android app', 'other google product or service',
       'other apple product or service'], dtype=object)
```

In [62]:
```
# Replacing values for Apple
```

In [63]:
```
data2.loc[data2["company"] == "iphone", "company"] = "apple"
data2.loc[data2["company"] == "ipad or iphone app", "company"] = "apple"
data2.loc[data2["company"] == "ipad", "company"] = "apple"
data2.loc[data2["company"] == "other apple product or service", "company"] =
```

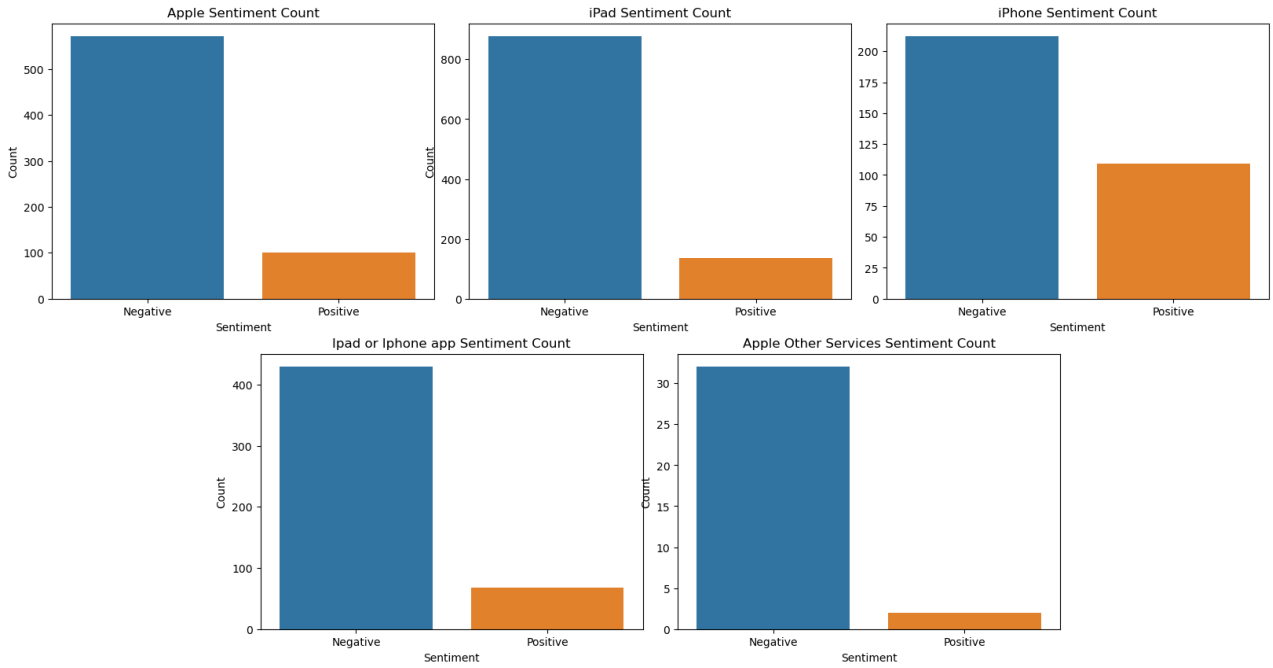
In [64]:
```
# Replacing values for Google
```

In [65]:
```
data2.loc[data2["company"] == "android", "company"] = "google"
data2.loc[data2["company"] == "android app", "company"] = "google"
data2.loc[data2["company"] == "other google product or service", "company"]
```

In [67]:
```
# Exploring through plot sentiments towards Apple and its products

plt.figure(figsize=(20,10))

ax1 = plt.subplot2grid(shape=(2,6), loc=(0,0), colspan=2)
ax2 = plt.subplot2grid((2,6), (0,2), colspan=2)
ax3 = plt.subplot2grid((2,6), (0,4), colspan=2)
ax4 = plt.subplot2grid((2,6), (1,1), colspan=2)
ax5 = plt.subplot2grid((2,6), (1,3), colspan=2)
# Apple
sns.barplot(x=data2.loc[data2.product_brand == 'apple']['sentiment'].value_c
            y=data2.loc[data2.product_brand == 'apple']['sentiment'].value_c
            data=data2.loc[data2.product_brand == 'apple'],
            ax=ax1)
ax1.set_xticklabels(['Negative', 'Positive'])
ax1.set_xlabel('Sentiment', fontsize=10)
ax1.set_ylabel('Count', fontsize=10)
ax1.set_title('Apple Sentiment Count',fontsize=12)

#Ipad

ax2 = plt.subplot2grid((2,6), (0,2), colspan=2)
sns.barplot(x=data2.loc[data2.product_brand == 'ipad']['sentiment'].value_cc
            y=data2.loc[data2.product_brand == 'ipad']['sentiment'].value_cc
            data=data2.loc[data2.product_brand == 'ipad'],
            ax=ax2)
ax2.set_xticklabels(['Negative', 'Positive'])
ax2.set_xlabel('Sentiment', fontsize=10)
ax2.set_ylabel('Count', fontsize=10)
ax2.set_title('iPad Sentiment Count',fontsize=12)


# Iphone
sns.barplot(x=data2.loc[data2.product_brand == 'iphone']['sentiment'].value_
            y=data2.loc[data2.product_brand == 'iphone']['sentiment'].value_
            data=data2.loc[data2.product_brand == 'iphone'],
            ax=ax3)
ax3.set_xticklabels(['Negative', 'Positive'])
```

```
ax3.set_xlabel('Sentiment', fontsize=10)
ax3.set_ylabel('Count', fontsize=10)
ax3.set_title('iPhone Sentiment Count',fontsize=12)


# Ipad, Iphone App
sns.barplot(x=data2.loc[data2.product_brand == 'ipad or iphone app']['sentim
            y=data2.loc[data2.product_brand == 'ipad or iphone app']['sentim
            data=data2.loc[data2.product_brand == 'ipad or iphone app'],
            ax=ax4)
ax4.set_xticklabels(['Negative', 'Positive'])
ax4.set_xlabel('Sentiment', fontsize=10)
ax4.set_ylabel('Count', fontsize=10)
ax4.set_title('Ipad or Iphone app Sentiment Count',fontsize=12)


# Other services
sns.barplot(x=data2.loc[data2.product_brand == 'other apple product or servi
            y=data2.loc[data2.product_brand == 'other apple product or servi
            data=data2.loc[data2.product_brand == 'other apple product or se
            ax=ax5)
ax5.set_xticklabels(['Negative', 'Positive'])
ax5.set_xlabel('Sentiment', fontsize=10)
ax5.set_ylabel('Count', fontsize=10)
ax5.set_title('Apple Other Services Sentiment Count',fontsize=12)
```

Out[67]:
```
Text(0.5, 1.0, 'Apple Other Services Sentiment Count')
```



POSITIVE TWEETS for APPLE

I proceed to look into the positive tweets numbers for Apple.

In [70]:
```
# Selecting a subset accordingly
pos_apple =  data2.loc[(data2["company"] == 'apple') & (data2["sentiment"] =
```

In [71]:
```
# Creating the BoW
from collections import Counter
```

In [72]:
```
# Preparing the data for the vectorization
```

In [73]:
```
ap_pos_tw = pos_apple["word_token"].to_dict()
```

In [74]:
```
appl_pw = []
for key, value in (
        itertools.chain.from_iterable(
            [itertools.product((k, ), v) for k, v in ap_pos_tw.items()])):
                appl_pw.append(value)
```

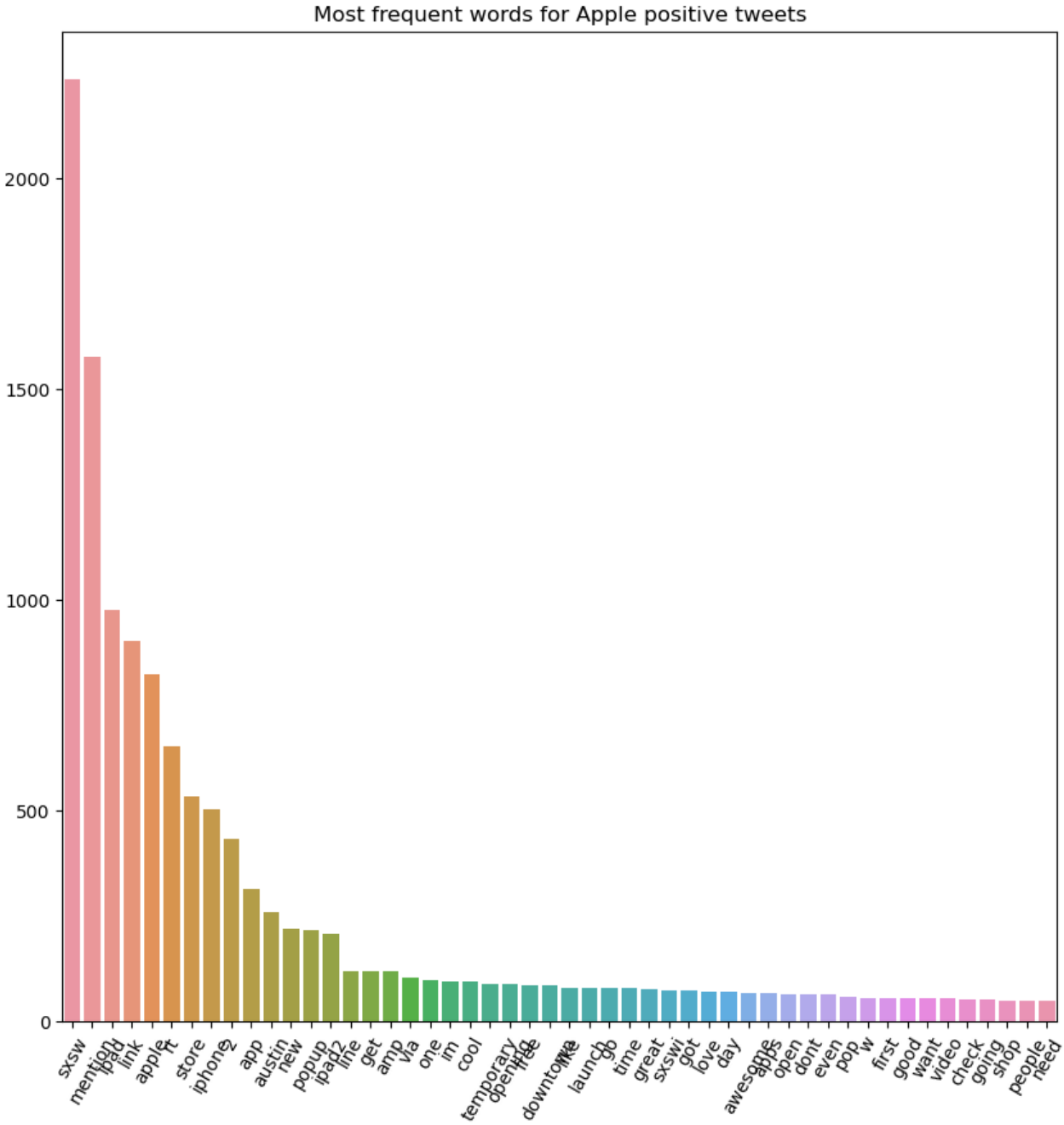
In [75]:
```
# Proceeding with the vectorization
def count_vectorize(list_w):
    counts = Counter(list_w)
    return dict(counts)
apple_pos_vect_words = count_vectorize(appl_pw)
```

In [76]:
```
from nltk import FreqDist
apple_pos_freq = FreqDist(apple_pos_vect_words)
apple_pos_20 = apple_pos_freq.most_common(50)
```

In [77]:
```
# Conversion for easier plotting
apple_pos_dist = pd.Series(dict(apple_pos_20))
```

In [81]:
```
# Seaborn plotting
fig, ax = plt.subplots(figsize=(10,10))
all_plot = sns.barplot(x=apple_pos_dist.index, y=apple_pos_dist.values, ax=a
plt.xticks(rotation=60);
plt.title('Most frequent words for Apple positive tweets',fontsize=12)
```

Out[81]:
```
Text(0.5, 1.0, 'Most frequent words for Apple positive tweets')
```



In [82]:
```
# Calculating bigrams
from nltk.collocations import *
bigram_measures = nltk.collocations.BigramAssocMeasures()
from nltk.collocations import BigramCollocationFinder
from nltk.metrics import BigramAssocMeasures
```

In [83]:
```
#initializing finder
finder_apple_pos = BigramCollocationFinder.from_words(appl_pw)
#getting frequency information from finder
bigrams_apple_pos = finder_apple_pos.score_ngrams(bigram_measures.raw_freq)
#displaying top 50 bigrams
bigrams_apple_pos[:10]
```

Out[83]:
```
[(('rt', 'mention'), 0.02402080783353733),
 (('ipad', '2'), 0.014764381884944921),
 (('sxsw', 'link'), 0.009103427172582619),
 (('apple', 'store'), 0.008032435740514076),
 (('mention', 'sxsw'), 0.006234700122399021),
 (('iphone', 'app'), 0.004895960832313341),
 (('sxsw', 'apple'), 0.004781211750305997 5),
 (('popup', 'store'), 0.004666462668298654),
 (('link', 'rt'), 0.004628212974296206),
 (('store', 'sxsw'), 0.004360465116279 07)]
```

In [84]:
```
# Calculating pmi scores
apple_pos_pmi_finder = BigramCollocationFinder.from_words(appl_pw)
apple_pos_pmi_scored =apple_pos_pmi_finder.score_ngrams(bigram_measures.pmi)
apple_pos_pmi_scored
```

Out[84]:
```
[(('02', 'symbian'), 14.674192268145683),
 (('100s', 'emails'), 14.674192268145683),
 (('11', 'accommodate'), 14.674192268145683),
 (('12th', 'zaarlyiscoming'), 14.674192268145683),
 (('14', 'million'), 14.674192268145683),
 (('15slides', 'gruber'), 14.674192268145683),
 (('16mins', 'quotthat'), 14.674192268145683),
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 (('5000', 'sq'), 14.674192268145683),
 (('58967', 'visits'), 14.674192268145683),
 (('630am', '36'), 14.674192268145683),
 (('985', 'iphones'), 14.674192268145683),
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 (('signed', 'data'), 13.089229767424527),
 (('smarty', 'ears'), 13.089229767424527),
 ...]
```

In [85]:
```
#defining a function for wordcloud generation positive
def generate_wordcloud(tokens, collocations=False, background_color='black',
                       colormap='Greens', display=True):

# Initalize a WordCloud
    wordcloud = WordCloud(collocations=collocations,
                          background_color=background_color,
                          colormap=colormap,
                          width=500, height=300)
# Generate wordcloud from tokens
    wordcloud.generate(','.join(tokens))

# Plot
    if display:
        plt.figure(figsize = (12, 15), facecolor = None)
        plt.imshow(wordcloud)
        plt.axis('off');
    return wordcloud
```

In [86]:
```
#generating word cloud plot
wd_cloud_apple_pos = generate_wordcloud(appl_pw, collocations=False)
```

NEGATIVE TWEETS for APPLE

In [172…
```
# Selecting a subset accordingly
```

In [173…
```
neg_apple =  data2.loc[(data2["company"] == 'apple') & (data2["sentiment"] =
```

In [174…
```
# Preparing the data for the vectorization
```

In [175…
```
ap_neg_tw = neg_apple["word_token"].to_dict()
```

In [176…
```
appl_nw = []
for key, value in (
        itertools.chain.from_iterable(
            [itertools.product((k, ), v) for k, v in ap_neg_tw.items()])):
                appl_nw.append(value)
```

In [177…
```
apple_neg_vect_words = count_vectorize(appl_nw)
```

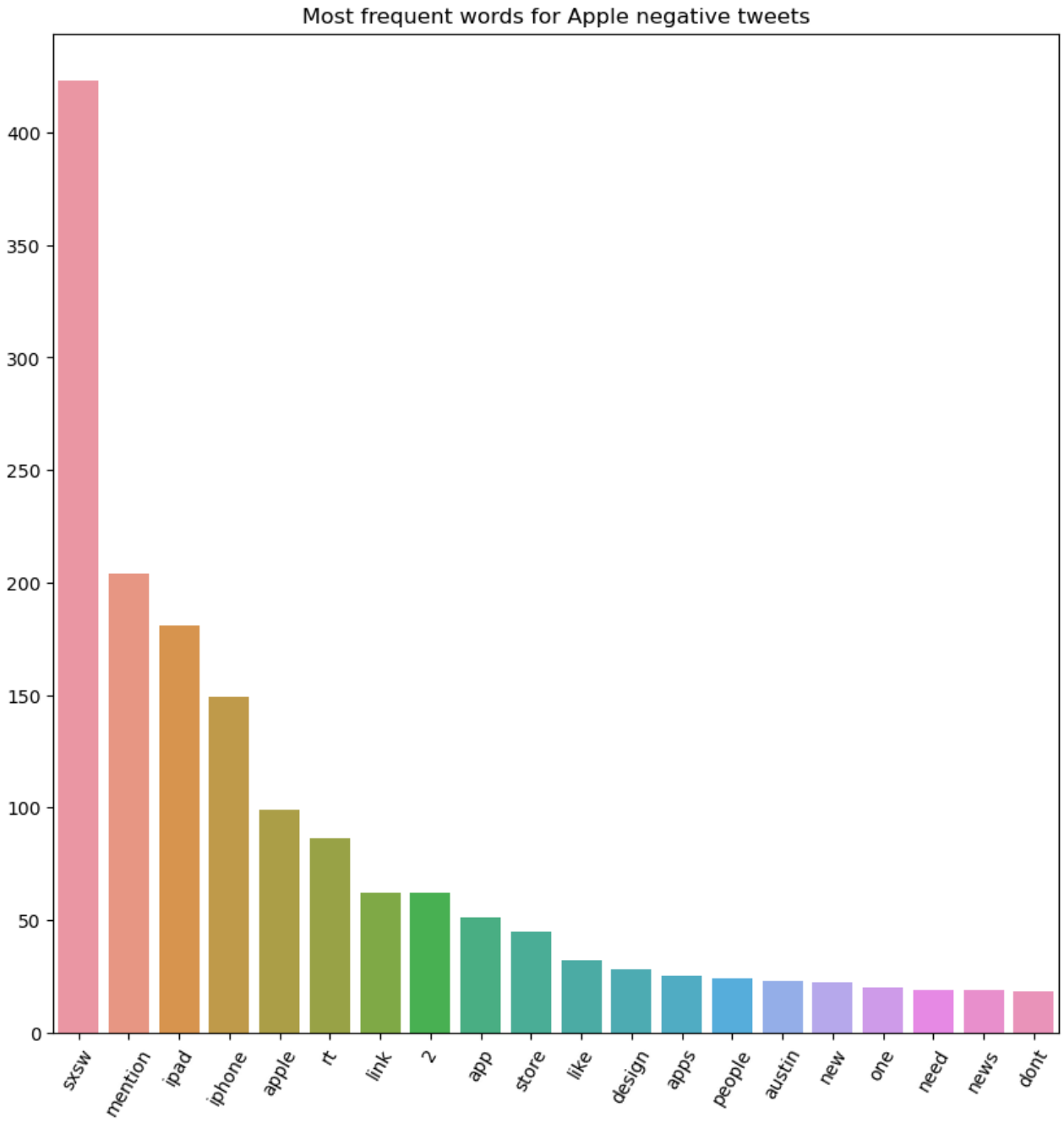
In [178…
```
# Calculating most frequent words
```

In [179…
```
apple_neg_freq = FreqDist(apple_neg_vect_words)
apple_neg_20 = apple_neg_freq.most_common(20)
```

In [180…
```
## Conversion for easier plotting
apple_neg_dist = pd.Series(dict(apple_neg_20))
```

In [181…
```
# Seaborn plots
fig, ax = plt.subplots(figsize=(10,10))
all_plot = sns.barplot(x=apple_neg_dist.index, y=apple_neg_dist.values, ax=a
plt.xticks(rotation=60);
plt.title('Most frequent words for Apple negative tweets',fontsize=12)
```

Out[181]: Text(0.5, 1.0, 'Most frequent words for Apple negative tweets')



In [182…
```
#initializing finder
finder_apple_neg = BigramCollocationFinder.from_words(appl_nw)
#getting frequency information from finder
bigrams_apple_neg = finder_apple_neg.score_ngrams(bigram_measures.raw_freq)
#displaying top 50 bigrams
bigrams_apple_neg[:10]
```

Out[182]:
```
[(('rt', 'mention'), 0.01708382995629718),
 (('ipad', '2'), 0.009733810091378626),
 (('sxsw', 'rt'), 0.006952721493841876),
 (('mention', 'sxsw'), 0.004966229638458482),
 (('apple', 'store'), 0.004370282081843465),
 (('sxsw', 'iphone'), 0.004370282081843465),
 (('iphone', 'app'), 0.004171632896305125),
 (('sxsw', 'link'), 0.003575685339690107),
 (('ipad', 'design'), 0.0031783869686134287),
 (('sxsw', 'mention'), 0.0031783869686134287)]
```

In [183…
```
#Calculating pmi score
apple_neg_pmi_finder = BigramCollocationFinder.from_words(appl_nw)
apple_neg_pmi_scored =apple_neg_pmi_finder.score_ngrams(bigram_measures.pmi)
```

In [184…
```
# Generating wordcloud plot

wd_cloud_apple_neg = generate_wordcloud(appl_nw, collocations=False, backgrc
                        colormap='Reds', display=True)
```

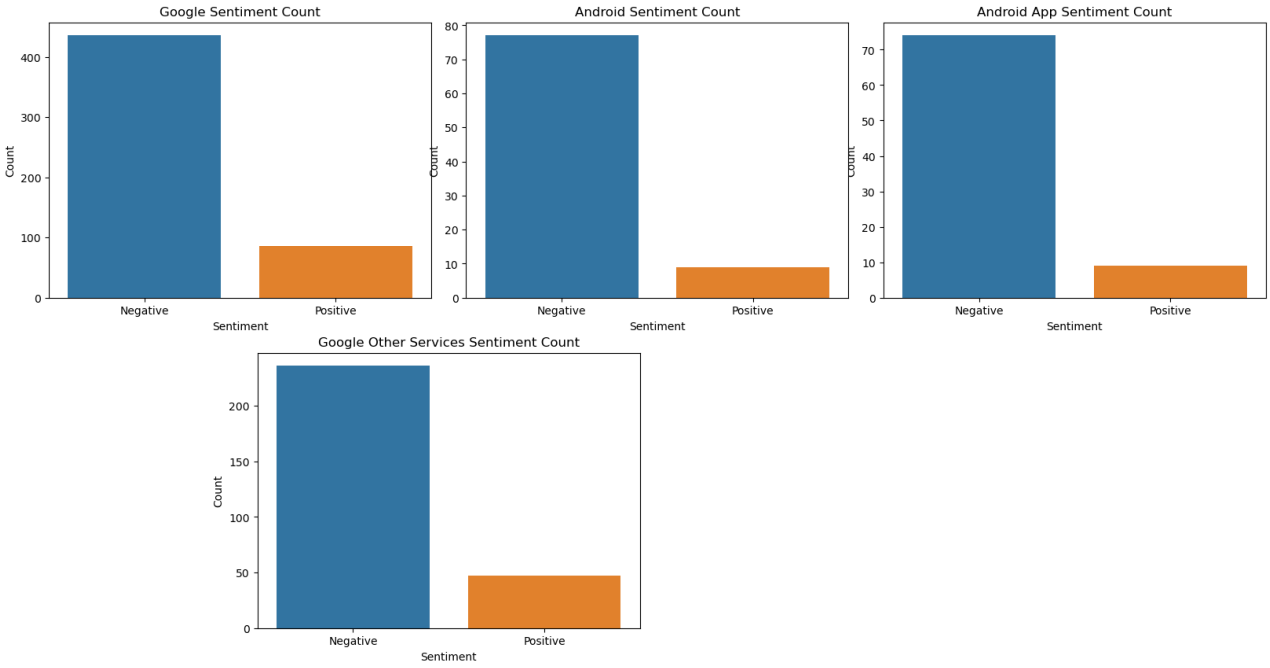
GOOGLE

I proceed to look into the positive tweets numbers for Google.

In [105…

```
# Exploring through plot sentiments towards Google and its products
plt.figure(figsize=(20,10))

ax1 = plt.subplot2grid(shape=(2,6), loc=(0,0), colspan=2)
ax2 = plt.subplot2grid((2,6), (0,2), colspan=2)
ax3 = plt.subplot2grid((2,6), (0,4), colspan=2)
ax4 = plt.subplot2grid((2,6), (1,1), colspan=2)

# Google
sns.barplot(x=data2.loc[data2.product_brand == 'google']['sentiment'].value_
            y=data2.loc[data2.product_brand == 'google']['sentiment'].value_
            data=data2.loc[data2.product_brand == 'google'],
            ax=ax1)
ax1.set_xticklabels(['Negative', 'Positive'])
ax1.set_xlabel('Sentiment', fontsize=10)
ax1.set_ylabel('Count', fontsize=10)
ax1.set_title('Google Sentiment Count',fontsize=12)

#Android

ax2 = plt.subplot2grid((2,6), (0,2), colspan=2)
sns.barplot(x=data2.loc[data2.product_brand == 'android']['sentiment'].value
            y=data2.loc[data2.product_brand == 'android']['sentiment'].value
            data=data2.loc[data2.product_brand == 'android'],
            ax=ax2)
ax2.set_xticklabels(['Negative', 'Positive'])
ax2.set_xlabel('Sentiment', fontsize=10)
ax2.set_ylabel('Count', fontsize=10)
ax2.set_title('Android Sentiment Count',fontsize=12)


# Android App
sns.barplot(x=data2.loc[data2.product_brand == 'android app']['sentiment'].v
            y=data2.loc[data2.product_brand == 'android app']['sentiment'].v
            data=data2.loc[data2.product_brand == 'android app'],
            ax=ax3)
ax3.set_xticklabels(['Negative', 'Positive'])
ax3.set_xlabel('Sentiment', fontsize=10)
ax3.set_ylabel('Count', fontsize=10)
ax3.set_title('Android App Sentiment Count',fontsize=12)



# Other services
sns.barplot(x=data2.loc[data2.product_brand == 'other google product or serv
            y=data2.loc[data2.product_brand == 'other google product or serv
            data=data2.loc[data2.product_brand == 'other google product or s
            ax=ax4)
ax4.set_xticklabels(['Negative', 'Positive'])
ax4.set_xlabel('Sentiment', fontsize=10)
ax4.set_ylabel('Count', fontsize=10)
ax4.set_title('Google Other Services Sentiment Count',fontsize=12)
```

Out[105]: Text(0.5, 1.0, 'Google Other Services Sentiment Count')



POSITIVE TWEETS for GOOGLE

In [107…
```
# Selecting the subset accordingly
```

In [114…
```
pos_google =  data2.loc[(data2["company"] == 'google') & (data2["sentiment"]
```

In [115…
```
# Preparing for the tokenization
```

In [116…
```
ggl_pos_tw = pos_google["word_token"].to_dict()
```

In [117…
```
ggl_pw = []
for key, value in (
        itertools.chain.from_iterable(
            [itertools.product((k, ), v) for k, v in ggl_pos_tw.items()])):
                ggl_pw.append(value)
```

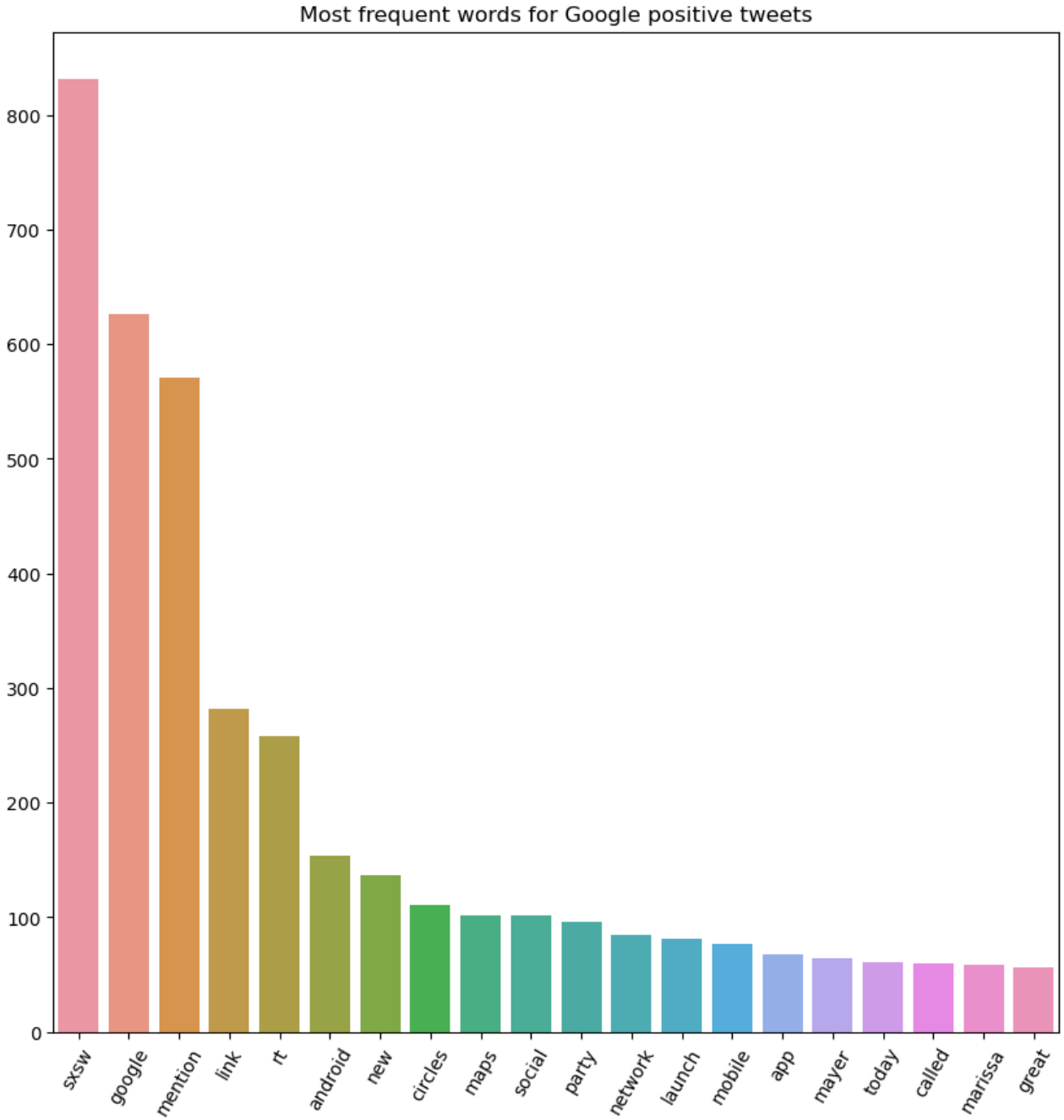
In [118…
```
google_pos_vect_words = count_vectorize(ggl_pw)
```

In [121…
```
google_pos_freq = FreqDist(google_pos_vect_words)
google_pos_20 = google_pos_freq.most_common(20)
```

In [122…
```
# Conversion easier plotting
google_pos_dist = pd.Series(dict(google_pos_20))
```

In [123…
```
# Seaborn plots
fig, ax = plt.subplots(figsize=(10,10))
all_plot = sns.barplot(x=google_pos_dist.index, y=google_pos_dist.values, ax
plt.xticks(rotation=60);
plt.title('Most frequent words for Google positive tweets',fontsize=12)
```

Out[123]: Text(0.5, 1.0, 'Most frequent words for Google positive tweets')



In [125…
```
#Calculate bigrams
#initializing finder
finder_google_pos = BigramCollocationFinder.from_words(ggl_pw)
#getting frequency information from finder
bigrams_google_pos = finder_google_pos.score_ngrams(bigram_measures.raw_freq
#displaying top 50 bigrams
bigrams_google_pos[:10]
```

Out[125]:
```
[(('rt', 'mention'), 0.024436807941962582),
 (('mention', 'google'), 0.008781977854142803),
 (('link', 'sxsw'), 0.008018327605956471),
 (('social', 'network'), 0.007731958762886598),
 (('sxsw', 'rt'), 0.007445589919816723 5),
 (('new', 'social'), 0.007350133638793432),
 (('google', 'maps'), 0.00715922107674685),
 (('sxsw', 'google'), 0.006491027109583811),
 (('sxsw', 'link'), 0.006013745704467354),
 (('google', 'launch'), 0.005918289423444063)]
```

In [126…
```
# Generate wordcloud plot
wd_cloud_apple_pos = generate_wordcloud(ggl_pw, collocations=False)
```

NEGATIVE TWEETS for GOOGLE

In [127…
```
# Selecting the subset accordingly
```

In [129…
```
neg_google =  data2.loc[(data2["company"] == 'google') & (data2["sentiment"]
```

In [130…
```
#preparing for the tokenization
```

In [131…
```
ggl_neg_tw = neg_google["word_token"].to_dict()
```

In [132…
```
ggl_nw = []
for key, value in (
        itertools.chain.from_iterable(
            [itertools.product((k, ), v) for k, v in ggl_neg_tw.items()])):
                ggl_nw.append(value)
```

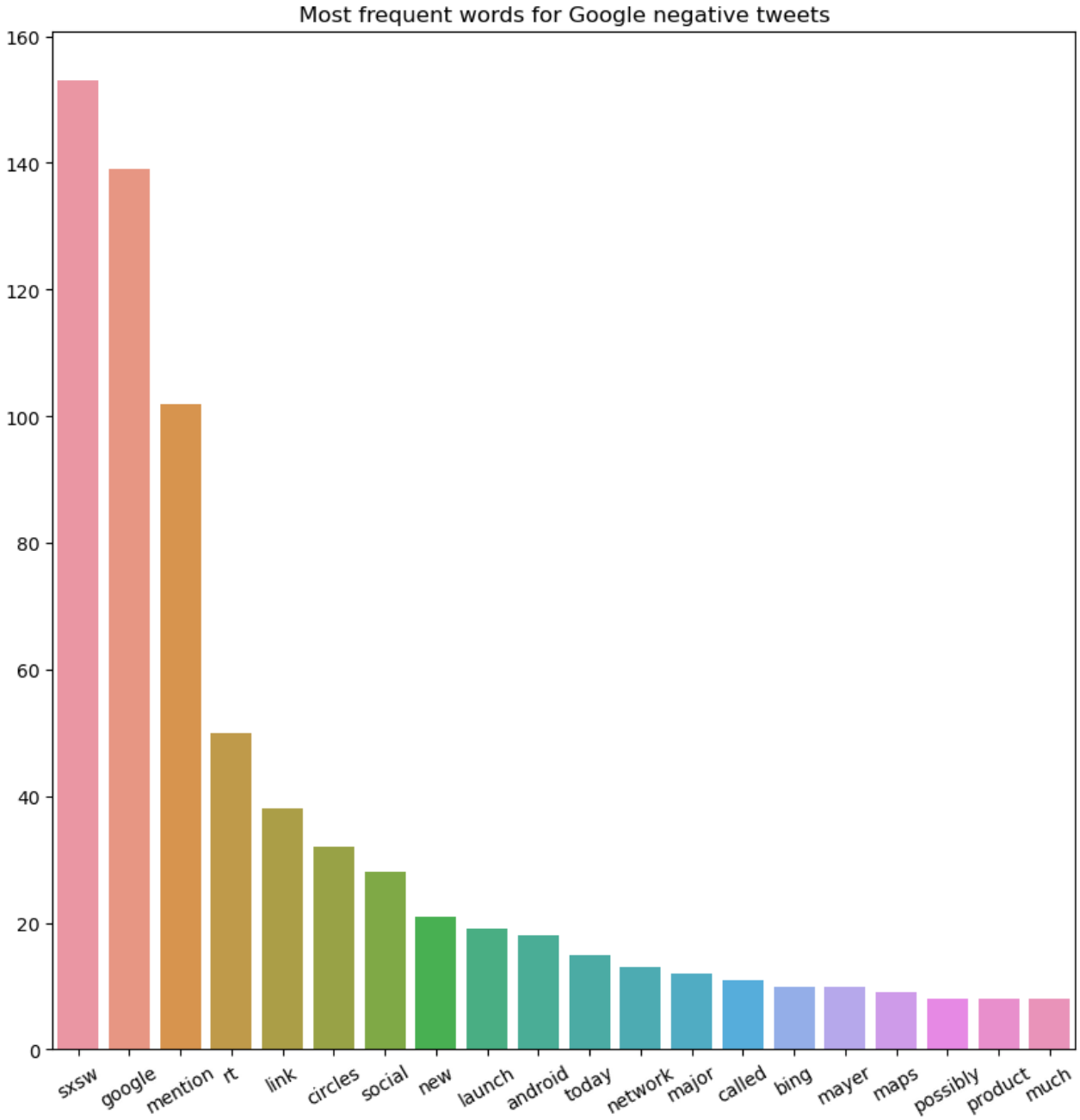
In [133…
```
# Creating FreqDist for whole BoW, keeping the 20 most common tokens
```

In [134…
```
google_neg_vect_words = count_vectorize(ggl_nw)
```

In [135…
```
google_neg_freq = FreqDist(google_neg_vect_words)
google_neg_20 = google_neg_freq.most_common(20)
```

In [136…
```
# Seaborn plots
google_neg_dist = pd.Series(dict(google_neg_20))
fig, ax = plt.subplots(figsize=(10,10))
all_plot = sns.barplot(x=google_neg_dist.index, y=google_neg_dist.values, ax
plt.xticks(rotation=30);
plt.title('Most frequent words for Google negative tweets',fontsize=12)
```

Out[136]:
```
Text(0.5, 1.0, 'Most frequent words for Google negative tweets')
```



In [137…

```
#Generate wordcloud plot
wd_cloud_google_neg = generate_wordcloud(ggl_nw, collocations=False, backgrc
                      colormap='Reds', display=True)
```

In [138…
```
# Calculating the bigrams
#initializing finder
finder_google_neg = BigramCollocationFinder.from_words(ggl_nw)
#getting frequency information from finder
bigrams_google_neg = finder_google_neg.score_ngrams(bigram_measures.raw_freq
#displaying top 50 bigrams
bigrams_google_neg[:10]
```

Out[138]:
```
[(('rt', 'mention'), 0.02570694087403599),
 (('mention', 'google'), 0.012339331619537276),
 (('sxsw', 'rt'), 0.009254498714652956),
 (('new', 'social'), 0.008226221079691516),
 (('link', 'sxsw'), 0.007712082262210797),
 (('sxsw', 'google'), 0.007197943447300775),
 (('google', 'circles'), 0.006683804627249357),
 (('social', 'network'), 0.006683804627249357),
 (('major', 'new'), 0.006169665809768638),
 (('called', 'circles'), 0.005655526992287918)]
```

MODELING

In [139…
```
data3 = data2.copy()
data3
```

Out[139]:

	index	tweet_text	product_brand	sentiment	word_token	company
0	0	wesley83 I have a 3G iPhone After 3 hrs tweeti...	iphone	negative	[wesley83, 3g, iphone, 3, hrs, tweeting, risea...	apple
1	1	jessedee Know about fludapp Awesome iPadiPhon...	ipad or iphone app	positive	[jessedee, know, fludapp, awesome, ipadiphone,...	apple
2	2	swonderlin Can not wait for iPad 2 also They s...	ipad	positive	[swonderlin, wait, ipad, 2, also, sale, sxsw]	apple
3	3	sxsw I hope this years festival isnt as crashy...	ipad or iphone app	negative	[sxsw, hope, years, festival, isnt, crashy, ye...	apple
4	4	sxtxstate great stuff on Fri SXSW Marissa Maye...	google	positive	[sxtxstate, great, stuff, fri, sxsw, marissa, ...	google
...	...	...	...	...	...	...
3504	9077	mention your PR guy just convinced me to switc...	iphone	positive	[mention, pr, guy, convinced, switch, back, ip...	apple
3505	9079	quotpapyrussort of like the ipadquot nice Lol...	ipad	positive	[quotpapyrussort, like, ipadquot, nice, lol, s...	apple
3506	9080	Diller says Google TV quotmight be run over by...	other google product or service	negative	[diller, says, google, tv, quotmight, run, pla...	google
3507	9085	Ive always used Camera for my iPhone bc it has...	ipad or iphone app	positive	[ive, always, used, camera, iphone, bc, image,...	apple
3508	9088	Ipad everywhere SXSW link	ipad	positive	[ipad, everywhere, sxsw, link]	apple

3509 rows × 6 columns

In [140…

```
# Substituing caterogorical values with 1 and 0
data3["sentiment"] = np.where(data3["sentiment"] != "negative", 1, 0)
data3
```

Out[140]:

	index	tweet_text	product_brand	sentiment	word_token	company
0	0	wesley83 I have a 3G iPhone After 3 hrs tweeti...	iphone	0	[wesley83, 3g, iphone, 3, hrs, tweeting, risea...	apple
1	1	jessedee Know about fludapp Awesome iPadiPhon...	ipad or iphone app	1	[jessedee, know, fludapp, awesome, ipadiphone,...	apple
2	2	swonderlin Can not wait for iPad 2 also They s...	ipad	1	[swonderlin, wait, ipad, 2, also, sale, sxsw]	apple
3	3	sxsw I hope this years festival isnt as crashy...	ipad or iphone app	0	[sxsw, hope, years, festival, isnt, crashy, ye...	apple
4	4	sxtxstate great stuff on Fri SXSW Marissa Maye...	google	1	[sxtxstate, great, stuff, fri, sxsw, marissa, ...	google
...	...	...	...	...	...	...
3504	9077	mention your PR guy just convinced me to switc...	iphone	1	[mention, pr, guy, convinced, switch, back, ip...	apple
3505	9079	quotpapyrussort of like the ipadquot nice Lol...	ipad	1	[quotpapyrussort, like, ipadquot, nice, lol, s...	apple
3506	9080	Diller says Google TV quotmight be run over by...	other google product or service	0	[diller, says, google, tv, quotmight, run, pla...	google
3507	9085	Ive always used Camera for my iPhone bc it has...	ipad or iphone app	1	[ive, always, used, camera, iphone, bc, image,...	apple
3508	9088	Ipad everywhere SXSW link	ipad	1	[ipad, everywhere, sxsw, link]	apple

3509 rows × 6 columns

BINARY CLASSIFICATION

I proceed to import the necessary libraries and separate the data into X (predictor) and y (target) variables as above indicated. I proceed with the modeling process with all the algorithms.

In [141…
```
# Importing the necessary libraries
from sklearn.preprocessing import StandardScaler
from sklearn.model_selection import train_test_split
from sklearn.naive_bayes import GaussianNB
from sklearn.ensemble import RandomForestClassifier
from sklearn.svm import SVC
import ast
```

I proceed to calculate the following scores for each model and plot them:

Precision.

Recall.

Accuracy score.

AUC ROC scores.

I proceed to create confusion matrices respectively.

In [142…
```
#Importing the needed libraries to calculate and visualize the results.
import sklearn.metrics as metrics
from sklearn.metrics import classification_report
from sklearn.metrics import accuracy_score
from sklearn.metrics import roc_curve, auc
from sklearn.metrics import confusion_matrix
from sklearn.metrics import ConfusionMatrixDisplay
```

In [144…
```
# Importing the needed libraries for coefficient calculations
from sklearn.feature_extraction.text import CountVectorizer
from sklearn.feature_extraction.text import TfidfVectorizer
```

In [145…
```
#I proceeding componign the lists based dataframes.
#I append the reults to the corresponding list.
auc_list =[]
models_list =["Gaussian NB", "Random Forest", "Support Vector Machine"]
```

In [146…
```
# Stats
data3.groupby('sentiment').describe()
```

Out[146]:

	index							
	count	mean	std	min	25%	50%	75%	max
sentiment								
0	566.0	4270.522968	2522.904688	0.0	2281.25	4065.0	6245.75	9080.0
1	2943.0	4457.988447	2652.076219	1.0	2158.50	4339.0	6795.00	9088.0

In [147…
```
# preparing variables for the training and testing datasets
y = data3['sentiment']
X = data3['word_token']
```

In [148…
```
# Creating training and test dataset
```

In [149…
```
X_train, X_test, y_train, y_test = train_test_split(X,y, test_size=0.3,randc
```

In [150…
```
# Create sparse matrices using tokenized tweets
vectorizer = TfidfVectorizer()
X_train_sparse = vectorizer.fit_transform(X_train.apply(lambda x: ' '.join(x
X_test_sparse = vectorizer.transform(X_test.apply(lambda x: ' '.join(x))).tc
```

In [151…
```
# Scaling
scale_std=StandardScaler(with_mean=False)
X_train_transformed = scale_std.fit_transform(X_train_sparse)
X_test_transformed = scale_std.transform(X_test_sparse)
```

In [152…
```
# Setting the models
gau = GaussianNB()
rf = RandomForestClassifier(n_estimators=100, max_depth=10)
svc= SVC(kernel = "rbf", random_state = 17, probability=True)
```

NAIVE GAUSSIAN BAYES MODEL

In [153…
```
# Proceeding with the fitting
gau_fit_train = gau.fit(X_train_transformed, y_train)
gau_fit_test = gau.fit(X_test_transformed,y_test)
```

In [154…
```
# Proceeding with the predicting
gau_pred_train = gau.predict(X_train_transformed)
gau_pred_test = gau.predict(X_test_transformed)
```

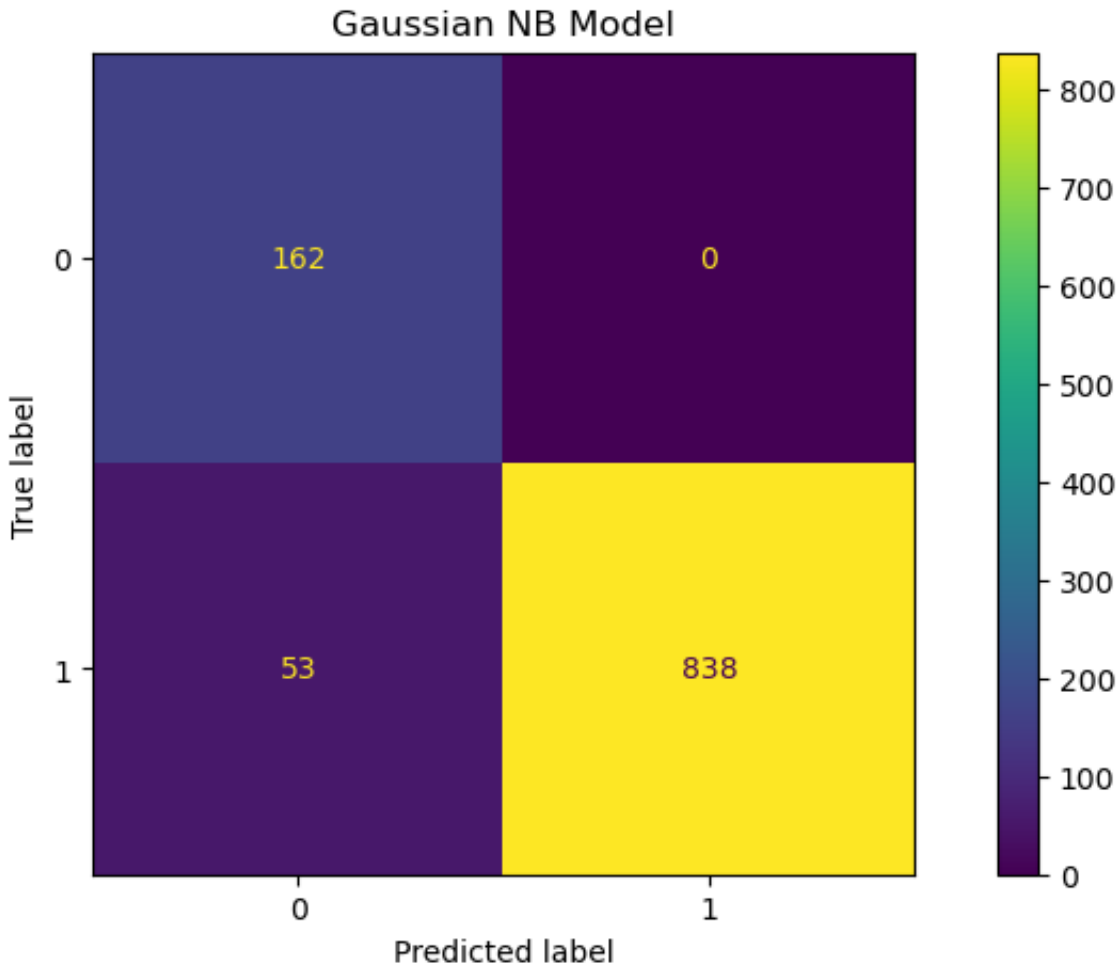
In [155…
```
# Preparing scores reports
gau_report_train = pd.DataFrame(classification_report(y_train, gau_pred_trai
gau_report_train
gau_report_test = pd.DataFrame(classification_report(y_test, gau_pred_test,
gau_report_test
```

Out[155]:

	precision	recall	f1-score	support
0	0.753488	1.000000	0.859416	162.000000
1	1.000000	0.940516	0.969346	891.000000
accuracy	0.949668	0.949668	0.949668	0.949668
macro avg	0.876744	0.970258	0.914381	1053.000000
weighted avg	0.962075	0.949668	0.952434	1053.000000

In [156…
```
# Preparing confusion matrices
cm_gau = confusion_matrix(y_test, gau_pred_test)
```

In [157…
```
# Preparing confusion matrices plots
fig, ax = plt.subplots(figsize=(10,5), dpi=100)
display_bnb = ConfusionMatrixDisplay(cm_gau)
ax.set(title='Gaussian NB Model')
display_bnb.plot(ax=ax);
```



RANDOM FOREST

In [158…
```
# Proceeding with the fitting
rf_fit_train = rf.fit(X_train_transformed, y_train)
rf_fit_test = rf.fit(X_test_transformed, y_test)
# Proceeding with the predicting
rf_pred_train = rf.predict(X_train_transformed)
rf_pred_test = rf.predict(X_test_transformed)
```

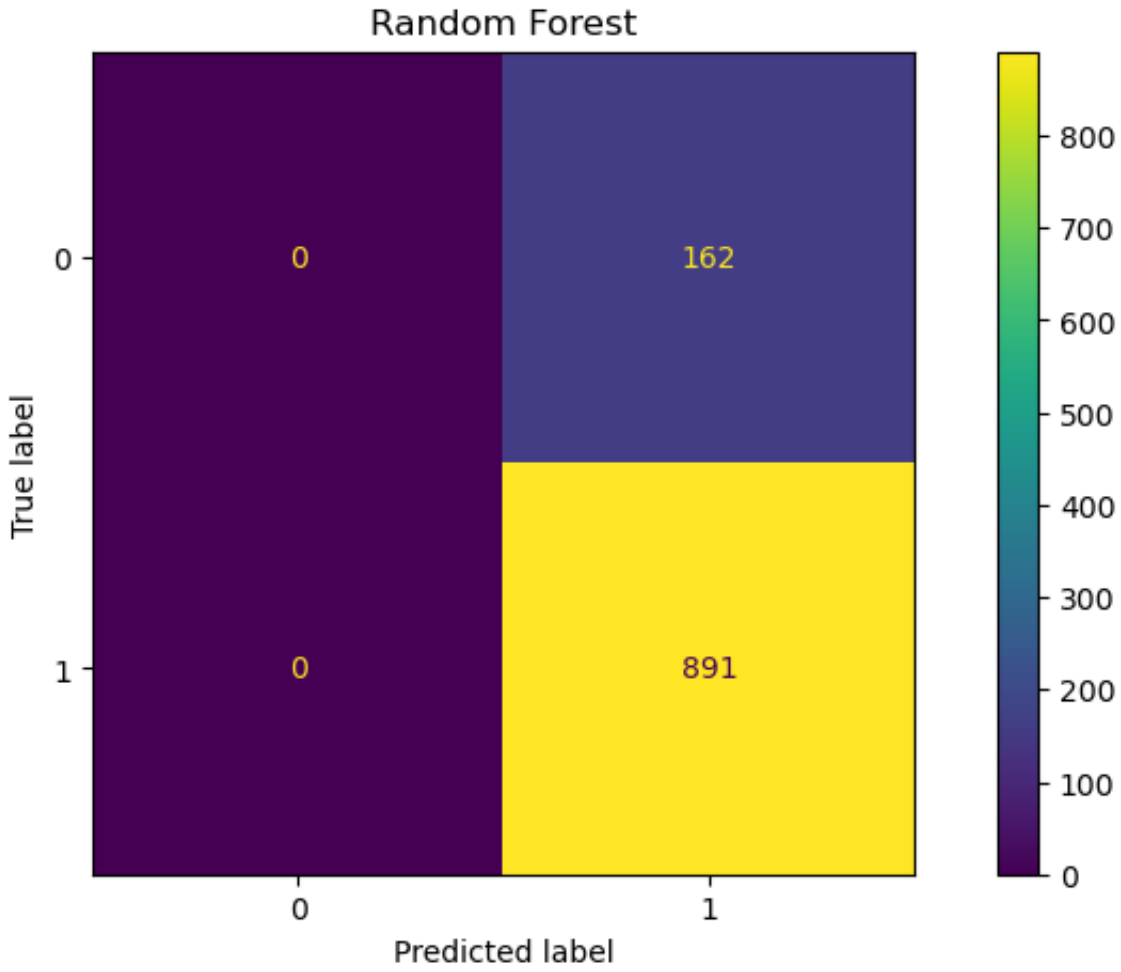
In [161…
```
# Preparing scores reports
rf_report_train = pd.DataFrame(classification_report(y_train, rf_pred_train,
rf_report_train
rf_report_test =  pd.DataFrame(classification_report(y_test, rf_pred_test, c
rf_report_test
```

Out[161]:

	precision	recall	f1-score	support
0	0.000000	0.000000	0.000000	162.000000
1	0.846154	1.000000	0.916667	891.000000
accuracy	0.846154	0.846154	0.846154	0.846154
macro avg	0.423077	0.500000	0.458333	1053.000000
weighted avg	0.715976	0.846154	0.775641	1053.000000

In [162…
```
# Preparing confusion matrices
cm_rf = confusion_matrix(y_test, rf_pred_test)
```

In [164…
```
# Preparing confusion matrices plots
fig, ax = plt.subplots(figsize=(10,5), dpi=100)
display_rf = ConfusionMatrixDisplay(cm_rf)
ax.set(title='Random Forest')
display_rf.plot(ax=ax);
```



SUPPORT VECTOR MACHINE

In [165…
```
# Proceeding with the fitting
svm_fit_train = svc.fit(X_train_transformed, y_train)
svm_fit_train = svc.fit(X_test_transformed, y_test)
# Proceeding with the predicting
svm_pred_train = svc.predict(X_train_transformed)
svm_pred_test = svc.predict(X_test_transformed)
```

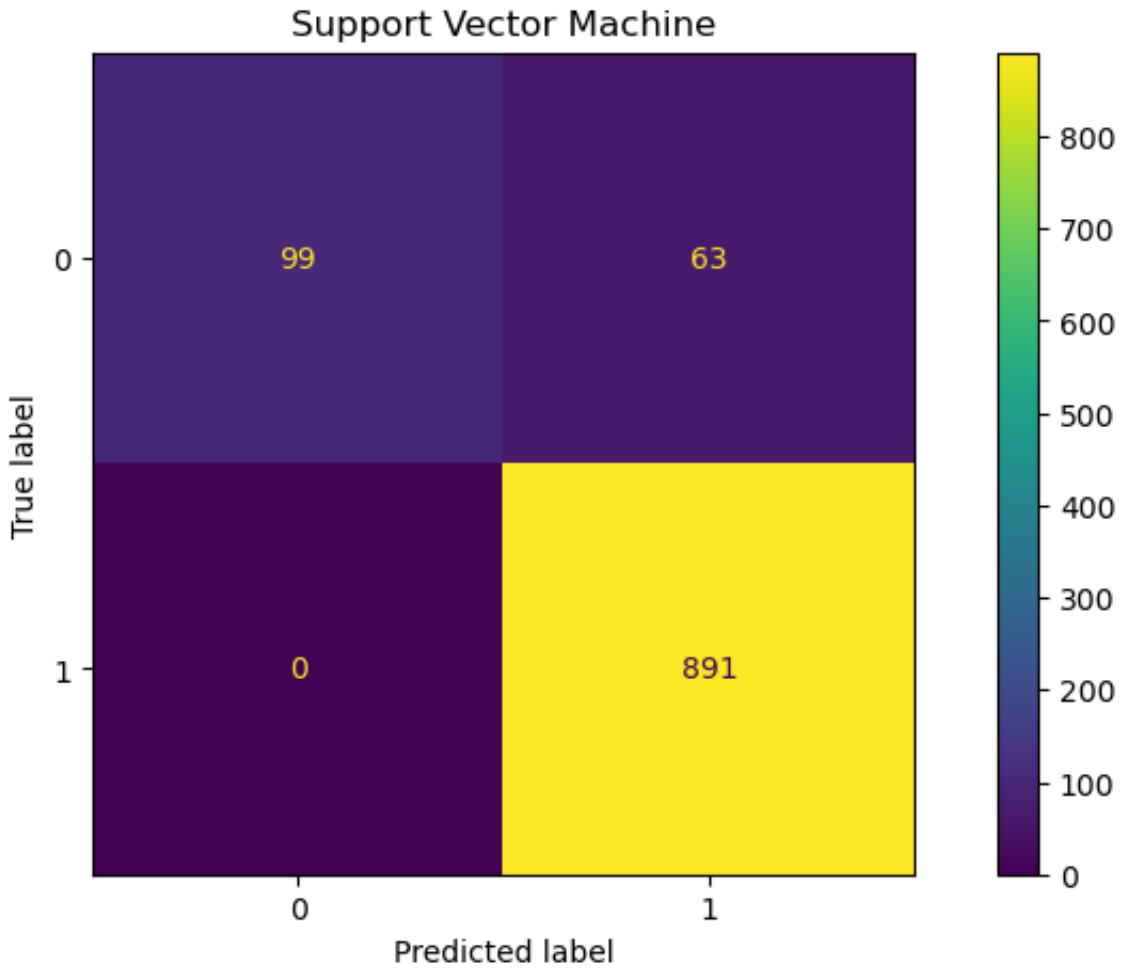
In [166…
```
# Preparing the scores reports
svm_report_train = pd.DataFrame(classification_report(y_train, svm_pred_trai
svm_report_train
svm_report_test = pd.DataFrame(classification_report(y_test, svm_pred_test,c
svm_report_test
```

Out[166]:

	precision	recall	f1-score	support
0	1.000000	0.611111	0.758621	162.000000
1	0.933962	1.000000	0.965854	891.000000
accuracy	0.940171	0.940171	0.940171	0.940171
macro avg	0.966981	0.805556	0.862237	1053.000000
weighted avg	0.944122	0.940171	0.933972	1053.000000

In [167…
```
# Calculating the confusion matrices
cm_svm = confusion_matrix(y_test, svm_pred_test)
```

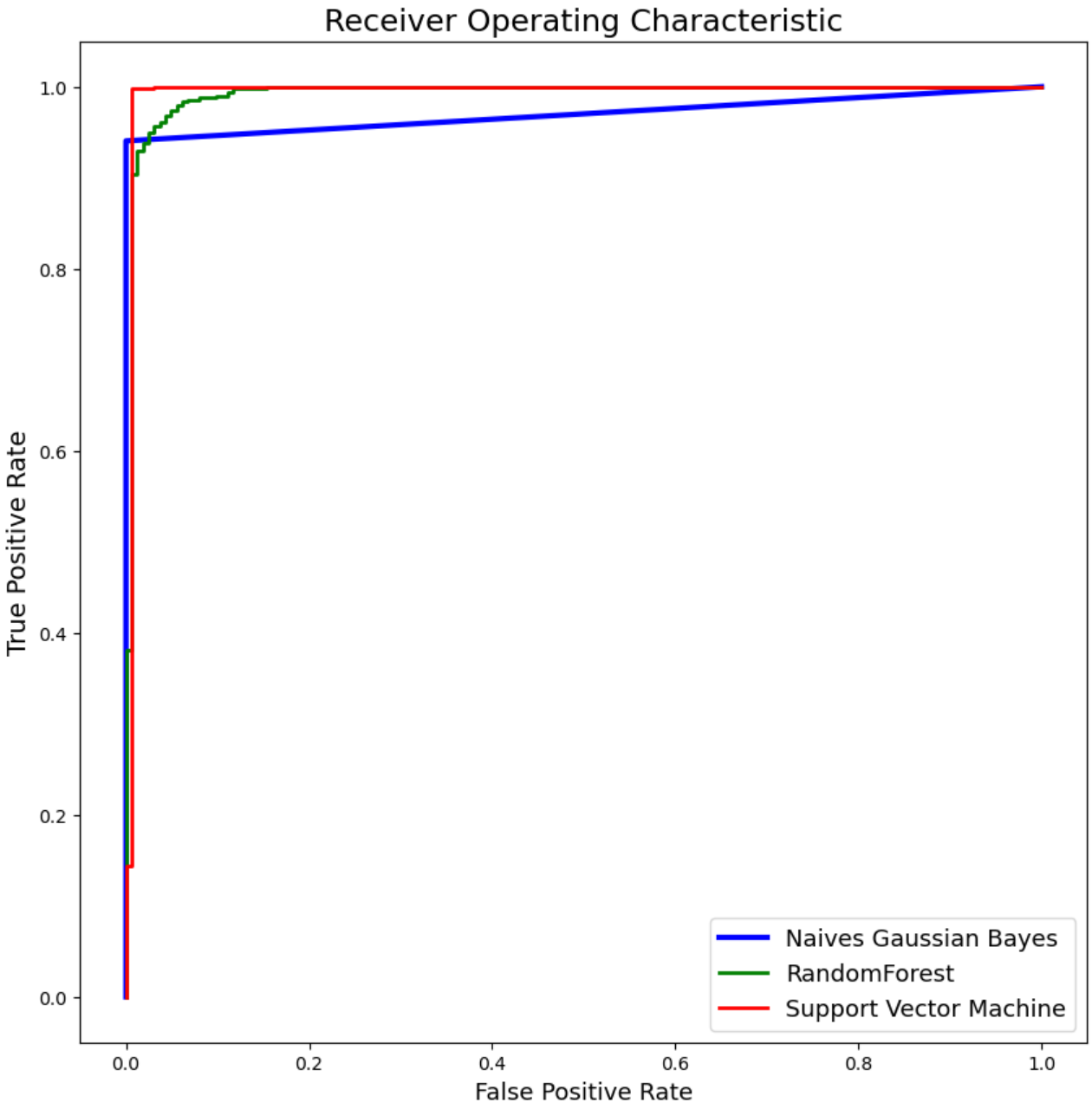
In [168…
```
# Preparing confusion matrices plots
fig, ax = plt.subplots(figsize=(10,5), dpi=100)
display_svm = ConfusionMatrixDisplay(cm_svm)
ax.set(title='Support Vector Machine')
display_svm.plot(ax=ax);
```



ROC and AUC SCORES

In [169…

```
# Plotting the AUC and ROC score
plt.figure(figsize=(10,10))

# naive gaussian
y_score_gau = gau.predict_proba(X_test_transformed)
fpr_gau, tpr_gau, thresholds_gau = roc_curve(y_test, y_score_gau[:, 1])
plt.plot(fpr_gau, tpr_gau, color='blue', lw=3, label='Naives Gaussian Bayes'

# random forest
y_score_rf = rf.predict_proba(X_test_transformed)
fpr_rf, tpr_rf, thresholds_rf = roc_curve(y_test, y_score_rf[:,1])
plt.plot(fpr_rf, tpr_rf, color='green',lw=2, label='RandomForest')

# support vector machine
y_score_svm = svc.predict_proba(X_test_transformed)
fpr_svm, tpr_svm, thresholds_svm = roc_curve(y_test, y_score_svm[:,1])
plt.plot(fpr_svm, tpr_svm, color='red',
lw=2, label='Support Vector Machine')


plt.xlabel('False Positive Rate', fontsize=13)
plt.ylabel('True Positive Rate', fontsize=14)
plt.title('Receiver Operating Characteristic', fontsize=17)
plt.legend(loc='lower right', fontsize=13)
plt.show()
```



In [170…

```
auc_gau = auc(fpr_gau, tpr_gau)
auc_rf = auc(fpr_rf, tpr_rf)
auc_svm = auc(fpr_svm, tpr_svm)
auc_scores = [auc_gau, auc_rf, auc_svm]
auc_scores = {"Models": models_list, "AUC Scores": auc_scores}

auc_dt = pd.DataFrame(auc_scores)
auc_dt
```

Out[170]:

	Models	AUC Scores
0	Gaussian NB	0.970258
1	Random Forest	0.992719
2	Support Vector Machine	0.994686

RESULTS DISCUSSION

TEXT ANALYSIS

It is possible to assess the vast majority of the tweets are positive 84%, over 16% negative.

Apple and its products have the majority of mentions with 28.8% (ipad), 19.1% (apple), 14.2% (ipad and iphone app); Google appears with 14.9%.

As it is possible to assess from the plots most the vast majority of the posts related to the brand and their products are negative.

For APPLE POSITIVE TWEETS Most frequent words are related to SXSW conference and the pop up stores and the presentation of the new iPad 2 and the iPhone their features like design, case and app, free.

For APPLE NEGATIVE TWEETS With the mention again to the SXSW conference, some features are highlighted like battery, button, design, headaches or adjectives like tap worthy, fascist.

For GOOGLE POSITIVE TWEETS There’s a reference to the SXSW conference while other remarks are network, panel, doodle, party while among its products android and maps occur.

For GOOGLE NEGATIVE TWEETS With the same reference to the SXSW conference the words appearing are fail, network, circle, launch, business, maps, location, service, social, bing and android.

MODELING ANALYSIS

Accuracy is the metric generally used to evaluate and compare models. It is calculated by the total number of true positives and true numbers are divided by the total number

of observations. In this case it is possible to state that:

Gaussian NB: 0.95

Random Forest: 0.87

Support Vector Machine: 0.94

Accuracy though, can be misleading and it is advisable to consider the other metrics provided, according to the best suitable business scenario.

Given the values assigned in

True Negatives are the negative tweets correctly identified as negative.

False negatives are the positive tweets, uncorrectly identified as negative

True positive are the positive tweets correctly identified as positive.

False positive are the negative tweets uncorretly identified as positive.

Which customers are important to this company?

False Negatives and False Positives, and specifically False Positives. It is imperative for business companies that rely on "words of mouth" and reviews to engage customers, acquiring new ones and retaining the existing one, to address negative comments, accusations or features. They could potentially damage their reputation and image, two elements for which time and consistency are absolutely necessary.

Given that, it is more important to consider precision and AUC&ROC score.

Precision. Out of the tweets that the model predicted would be positive, they are actually positive:

- Gaussian NB: 87%
- Random Forest: 42%
- Support Vector Machine: 97%

ROC and AUC.

ROC summarizes the performance of a binary classification model on the positive class. AUC function takes both the true outcome from the test set and the predicting set for the positive class. Support Vector Machine: the model performs almost perfectly discriminating True Positive and False Positive.

I can examine the other metrics as well:

Recall. Out of all the tweets that are actually positive, the model only predicted this outcome correctly for those:

- Naive Gaussian Bayes: 97%
- Random Forest: 61%
- Support Vector Machine: 80%

F1 Score. This metric indicates how well the model predicts the churning choice. The closer the value is to 1, the better the model performs. Examining the values:

- Naive Gaussian Bayes: 0.91
- Random Forest: 0.46
- Support Vector Machine: 0.93

CONCLUSION

TEXT ANALYSIS

The classification of positive and a negative tweets used a tool for the business seemed to be confirmed. It consists in the millions of pairs of fresh eyes that scrutinize company and their products, services and reputation and led not only improvements but also innovation, being Twitter a direct line for customer engagement. Comparing Apple and Google it seems like there is a major focus on the products for Apple, on the community for Google. However Apple is named as fascist.

MODELING ANALYSIS

According to the interpretation of these results, among the models used to solve this business problem for Apple and Google, it can be stated that the Support Vector Machine is the model that performs best as a classifier for this dataset, in order to predict the positive and negative reactions of customers based on sentiment analysis of their tweets.

As the matter of fact, the Support Vector Machine model was able to predict correctly positive tweets with very high degree (precision: 96%, recall 80%, F1 score 93%) results. This trend is also confirmed by the ROC plots which returns a almost perfect capability of identification.

RECOMMENDATIONS AND FURTHER RESEARCH

Users seems to complain about:

- Iphone's usability features and related performance like for battery
- Ipad design
- Android apps
- Google maps and network.

It would advisable to focus on improving these items.

Alternative forms of customer engagement like conferences, parties and pop stores are highly appreciated. For this reason, it would be recommendable to keep investing on this line.

It would be advisable to invest in furthering the modeling process with more algorythms and parameters manipulation.

In [ ]: