MATH 513 Practical Presentation

10570155, 10696253, 10701983

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Introduction

- Samsung and Apple
- Flagship phones chosen
  - S20FE
  - iPhone12
  - S20

Tools Utilised

- Rstudio
- RTweet
- Twitter Developer API
- Github

Research

Chosing Twitter for Analysis

!!! Why did we choose Twitter data ## Ref needed

- Twitter data provides up to date information for companies to analyse for customer feedback
- Data can provide useful information to guide product teams when analysed correctly

Hashtags - @SamsungMobile - https://twitter.com/SamsungMobile - @tim_cook - https://twitter.com/tim_cook

!!! Pictures of the phones in colours that match graphs to associate?

Data Collected

Data Frame (Tweet Count)

!!!!! Need to push the above into a useable data frame with grouping by product (y axis) and feature (x axis)

74,000 Tweets

XXXX mentioned features

Total for features |Product | Sentiment Scores| |S20 | 3,480 sentiment scores| |S20FE | 6,302 sentiment scores| |iPhone12 | 2,470 sentiment scores|

Results - Time Series

Results - Sentiment Analysis

Overview of sentiment analysis

Choice of feature to analyse

Results - Sentiment Analysis

GRAPH HERE

Results - Sentiment Analysis

GRAPH HERE

Improvements & Further Study

Improvements

Google Maps API to have region filter

Look at mentions of apple in samsung and vice versa

Issues and overcoming them

- Extraction by date
- Duplication
- Time limits
- Foreign languages
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Conclusions

- Twitter data provides up to date information for companies to analyse for customer feedback
- Data can provide useful information to guide product teams when analysed correctly

References

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