MATH 513 Practical Presentation

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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 Cleaning and Feature Engineering

Data Cleaning

- Duplicate tweet and user observations were removed
- Tweet text and user bios were cleaned

Feature Engineering

- Users were marked as potential bots
- User country was extracted from the location of their profile
- Tweets were marked as potential spam
- Product features were extracted from the tweet text
  - Display, Battery, Camera, Price, and 5G Capability
- An overall sentiment score was calculated for each tweet

Summary of Collected Data

Total Tweets: 73690

Total Features: `5 (Display, Battery, Camera, Price, and 5G)`

Table 1: Summary of Tweet Data

Product	Number of Tweets	% Spam Tweets	% Feature Tweets
Galaxy S20	13147	3%	20%
Galaxy S20 FE	28923	19%	19%
iPhone12	31620	13%	7%

Table 2: Summary of User Data

Number of Users	% Bot Users	Unique Countries
35051	>1%	163

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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