

# Oprah Winfrey Tweets Report

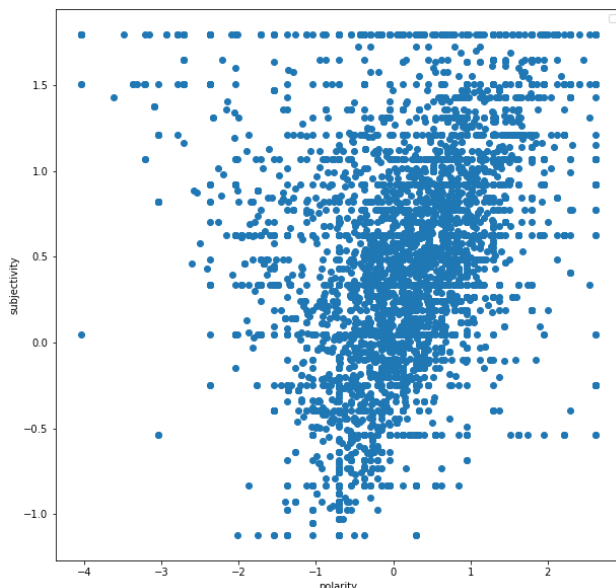
I have selected Oprah Winfrey to perform my analysis on. She has a huge social media following and she seems to have an influence on people. She has made a whole career out of it. She runs a talk show, her endorsements do wonders. She clearly has her way with the words, so I decided to analyse her language and draw some insights from her tweets to try and understand the key to her wild influence.



An initial word cloud gives the impression that she mostly tweets about her shows and the books. That gives an idea its mostly promotional content.

## Significance Testing

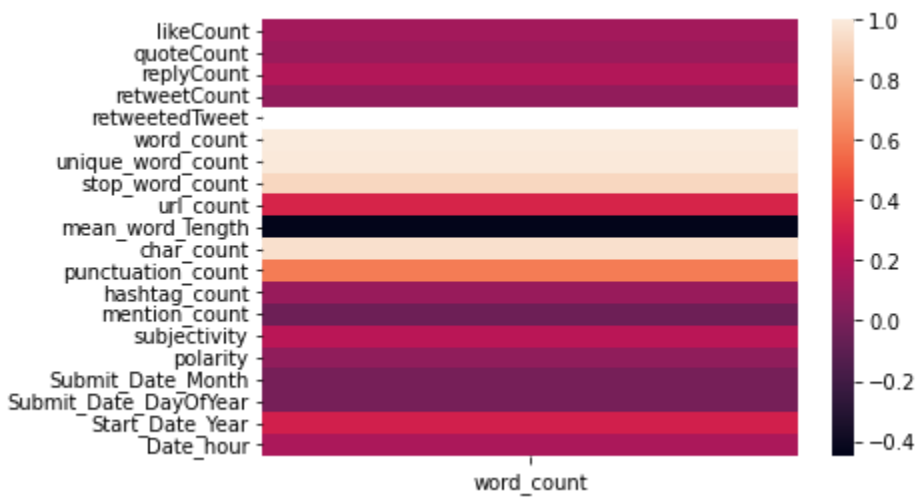
I performed significance testing to check if polarity and subjectivity of the tweet content was significant to popularity of the tweets (number of likes). The p-values indicate they are both significant, and subjectivity is much more significant. The unique word count of the tweet content comes off as a very significant factor with a p-value of  $7.755142664345484e-110$ .



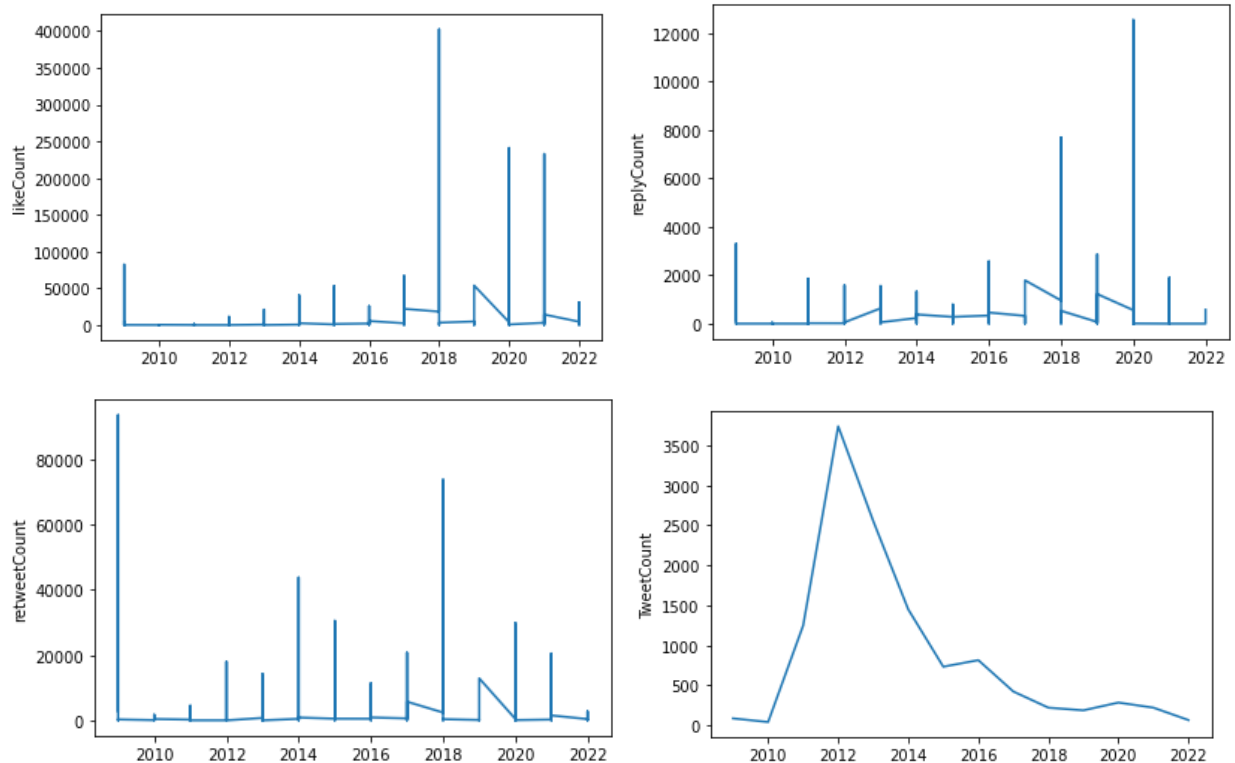
Scatter plot of the tweets content's polarity and subjectivity suggesting that most of the tweets have positive values for the polarity, so the tweets contain mostly positive sentiments, which aligns with the kind of content Oprah produces. She talks a lot about spirituality and self-empowerment.

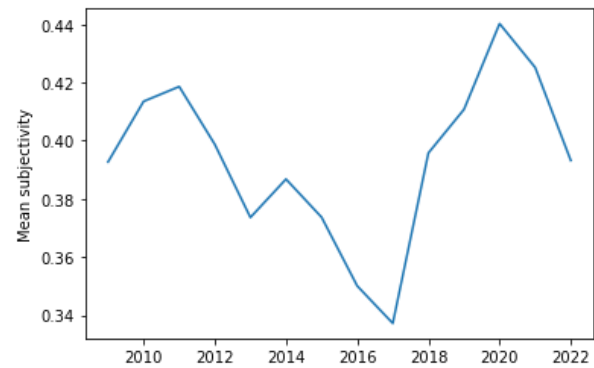
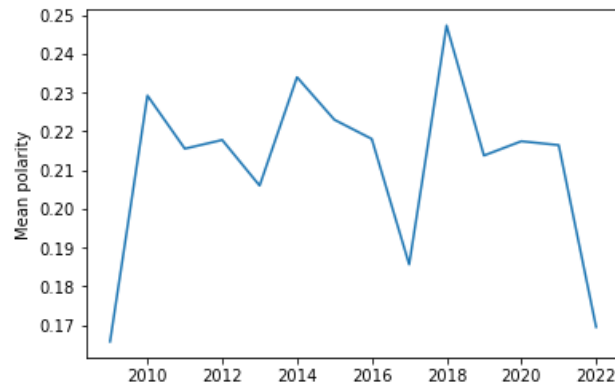
The tweets also seem to be more subjective than factual, which is also consistent with her popularity.

Then I did correlation testing with word count, it being a significant feature and the correlations come out well, they suggest that longer tweets are most popular as their is a correlation with tweet length.



## Yearly trends





Yearly data suggest that:

- 1) Oprah's tweets were most popular in 2018 to 2020
- 2) The count wasn't any different in these years, in fact it was much lesser than other years
- 3) The subjectivity and polarity in these years were much higher than others

Suggests that during the time she posted subjective and positively polarised tweets, they were doing much better. They are at an all time low now