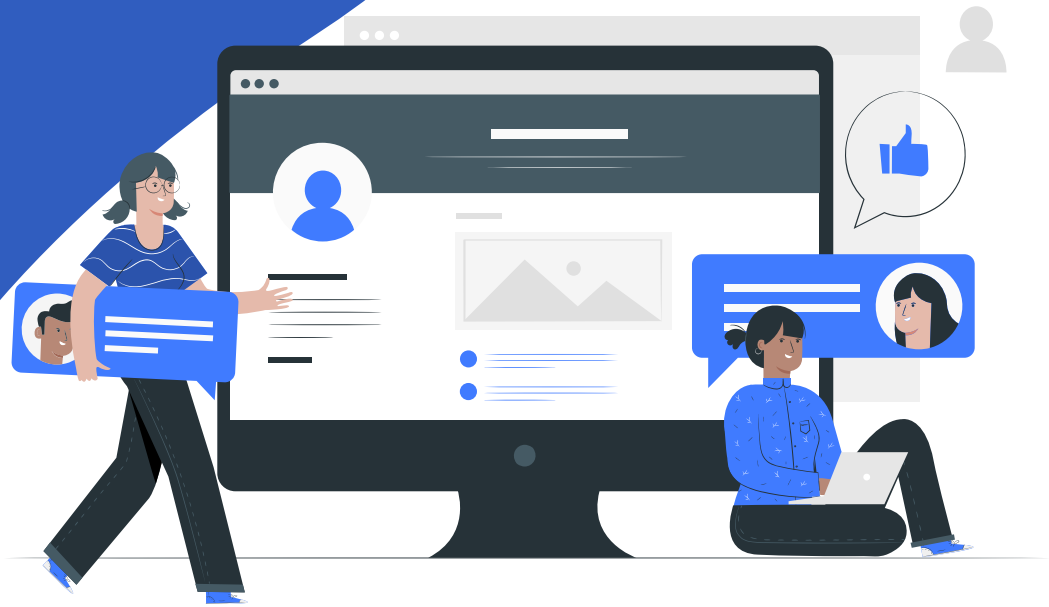
Twitter Sentiment Analysis

For the Apple Marketing and Product Development Teams



Presented By:

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ALEX KARADJOV

ABOUT THE DATA

- Data.world
- Appen's Tweet Analysis
- Over 9,000 Data Points

What Is Our Goal?

Product Feedback Analysis

- EXTRACTING
- DISTRIBUTION
- IDENTIFYING

FINAL MODEL ACCURACY

What Does an Accuracy Score represent?

The percentage of results that have the correct predicted answer

Accuracy Score:

87%

iPhone Positive Extractions

iPhone Negative Extractions

iPad Positive Extractions

austin
store
app
new
ipad2
one
pop
line
awesome
great
free
check
need
via
wantcool
ureally
panel game
store austin
best
using
live
popup store
download
people
ipad
session
got
good
nice
know
thank
today
design
wait
go
right
look
going
tapworthy
coming
next
see
party
better
hour
use
come
launch
fun
pop store
make
hey
still
love
wow
time
first
case
win
guy
hand
video
update
must
around
w
day
week
event
photo
take video
thing
laptop
holler gram
booth
year
mobile
giving away
hot
launched
congrats
release
gadget
tapworthy
new ubersocial
store includes
tablet
talk
buy
think
getting
attendee
temporary store
way
web
app hollergram
tapbot
tweetbot
tapdeck
tapku
tapmania
tapulous
tapjoy
tapbots
tapforce
tapzoid
tapcommander
tapcommand
tapcommander
tapcommand
tapcommander
tapcommand

iPad Negative Extractions

Future Recommendations:

iPad:

Quality of Design, Crash Problems,
Slow Graphics

iPhone:

Battery Life,
Charging Slow,
Slow Graphics

Overall:

Battery Quality,
Graphics Speed and Resolution,
Offer more free products!

Next Steps:

- Further Explore Pain Points
- Build a Model Around Specific Pain Points
- Further Explore Comparisons to other Company Brands

Thank You

Any Questions?

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