

APPLE SENTIMENT ANALYSIS



For Apple Marketing &
Public Relations

R & Z CONSULTING



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AGENDA

- Business Understanding
- Data
- Modeling results
- Recommendation
- Next steps





BUSINESS UNDERSTANDING

**The purpose of this
consultation**

- How do people feel about Apple?
- Can we improve sentiment?

DATA



 Apple ✅
@Apple

Over 9,000 data points from SXSW event

1:52 AM · Sep 13, 2017

 66.5K  13K people are Tweeting about this

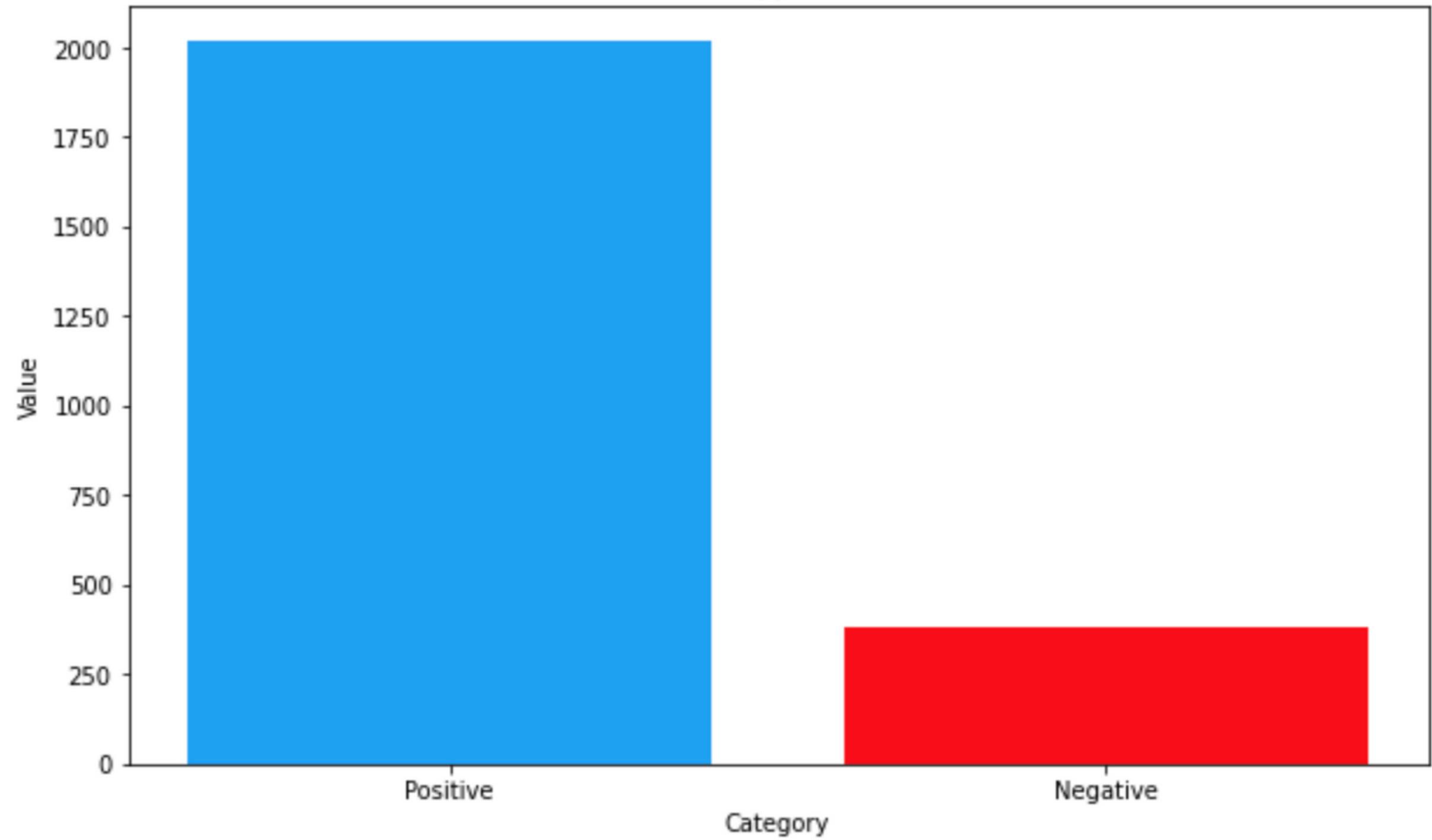
 Apple ✅
@Apple

Positive, negative and neutral data points

1:52 AM · Sep 13, 2017

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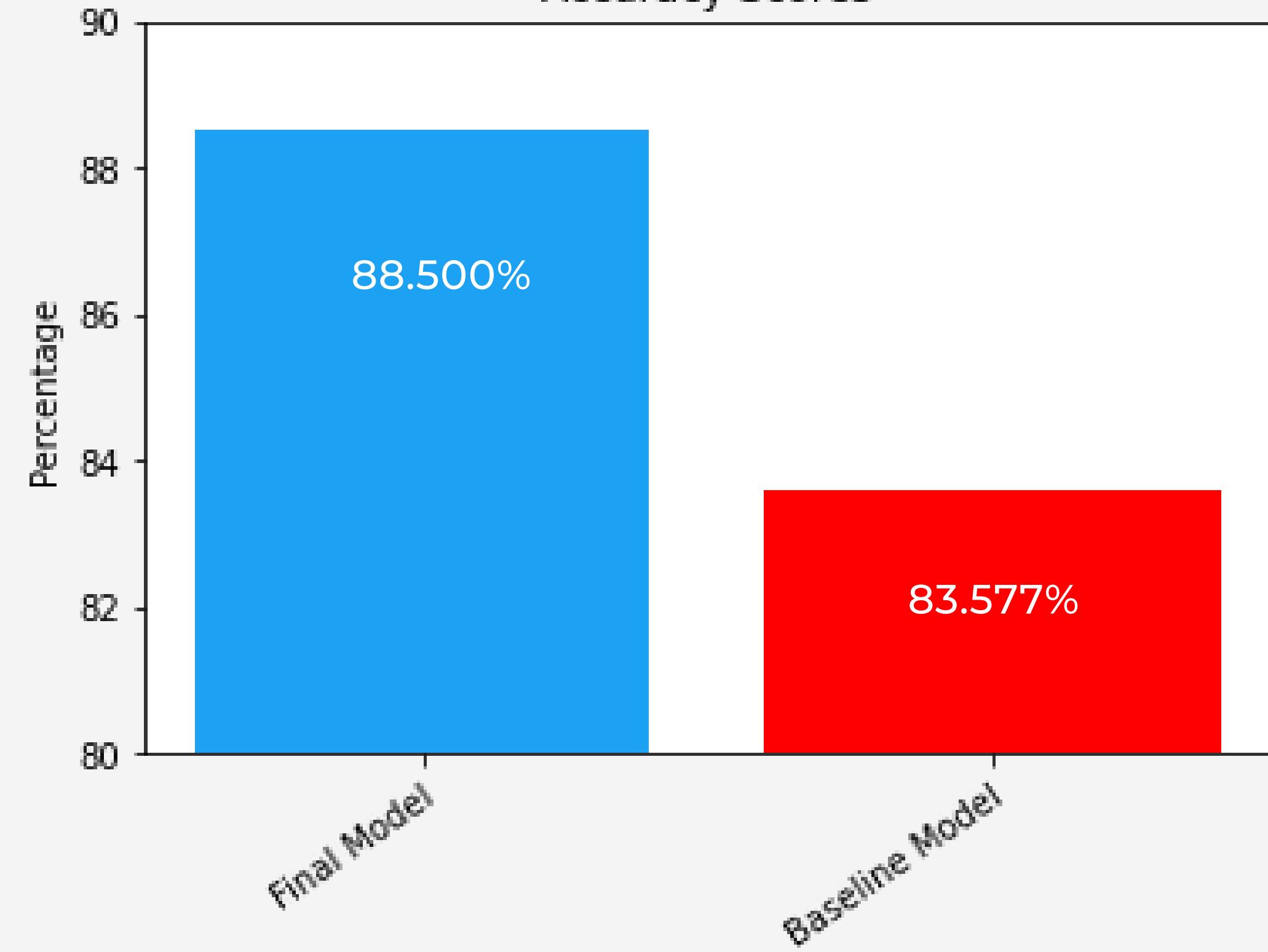
Apple



- 2018 Positive
- 383 Negative

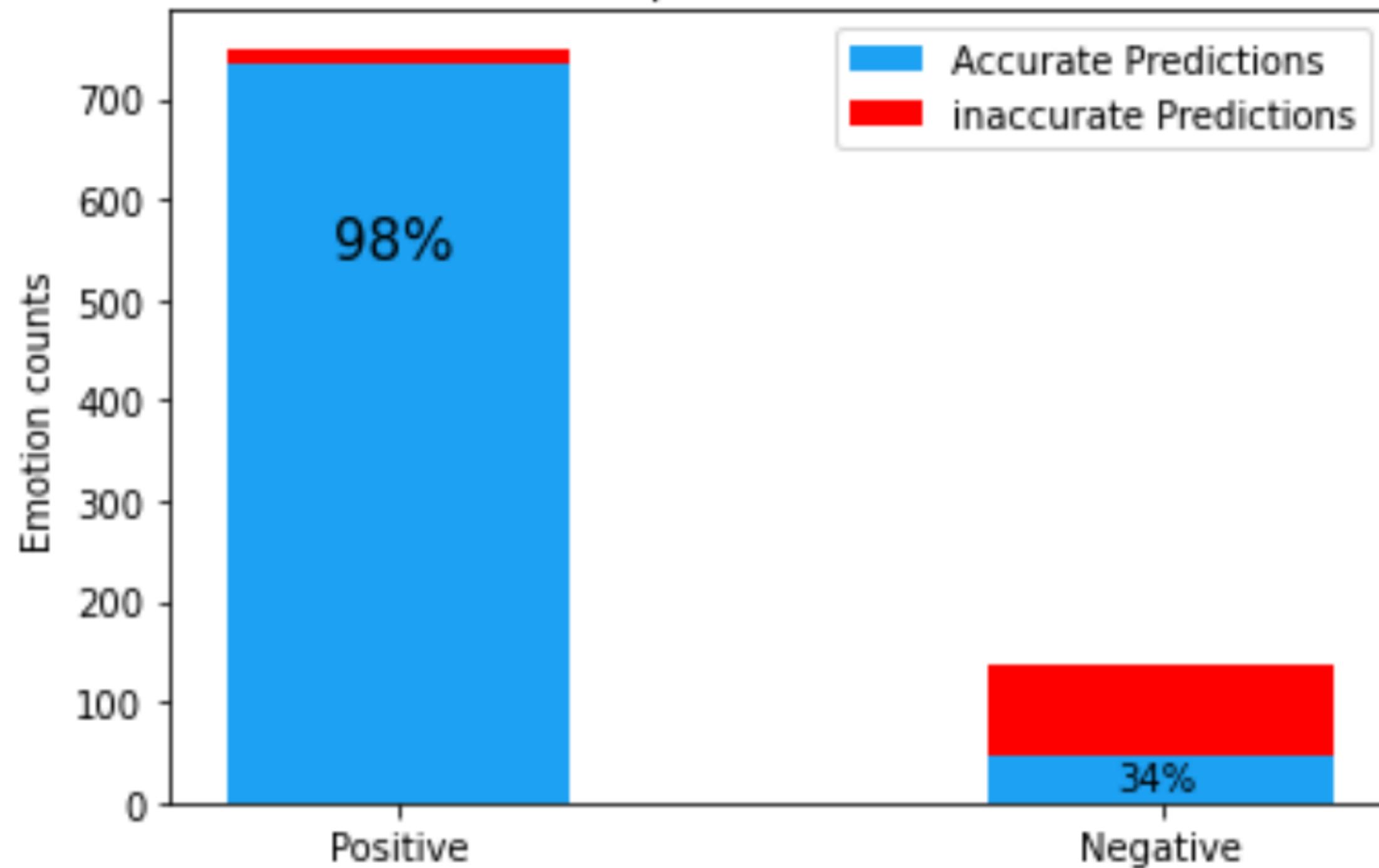
ACCURACY

Accuracy Scores





Check if the predictions are accurate

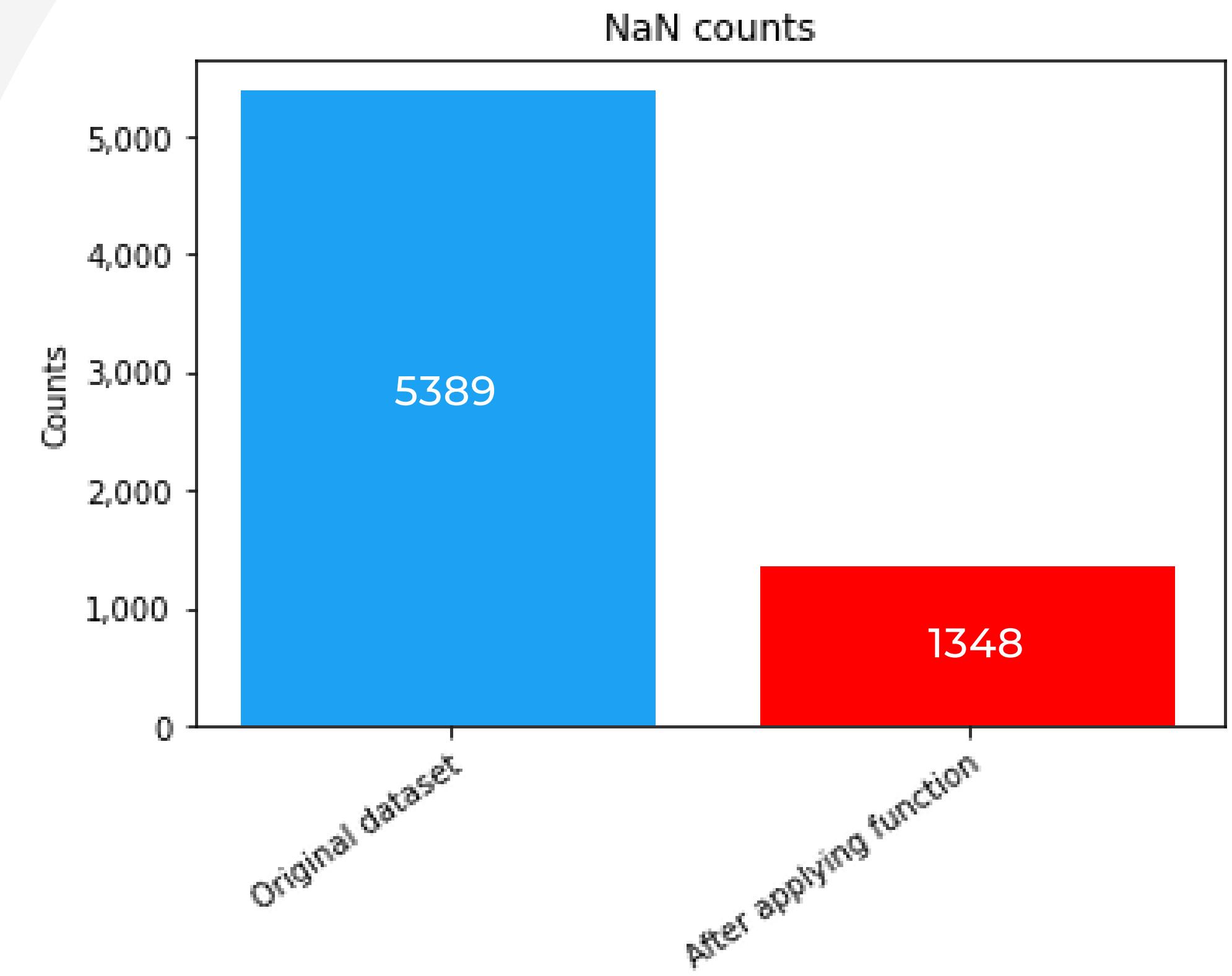


LIMITATIONS AND FUTURE PLANS

Add more data points

Refining model

Multi class model





CONCLUSION

- Solid performance about predicting the emotion
- Get feedback from users
- Decision making

CONNECT WITH US



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