



How to deal with angry customers ?

Sarah Büchner
Ibrahim Ounon
Pau Gallardo

DATABASE



Text



Tweet created



Airline



Followers



Verified

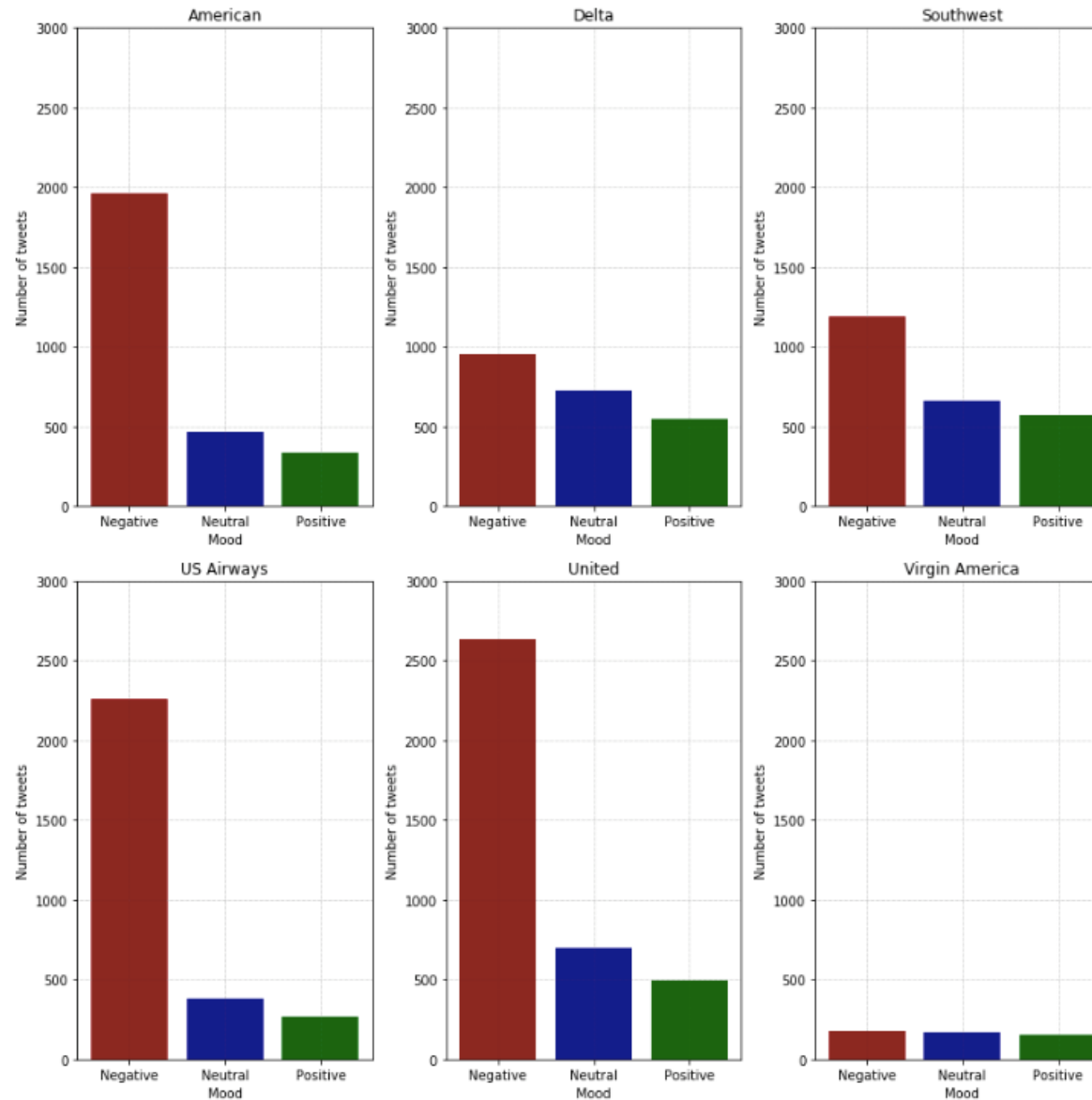
Airline sentiment



U.S. AIRWAYS



EDA

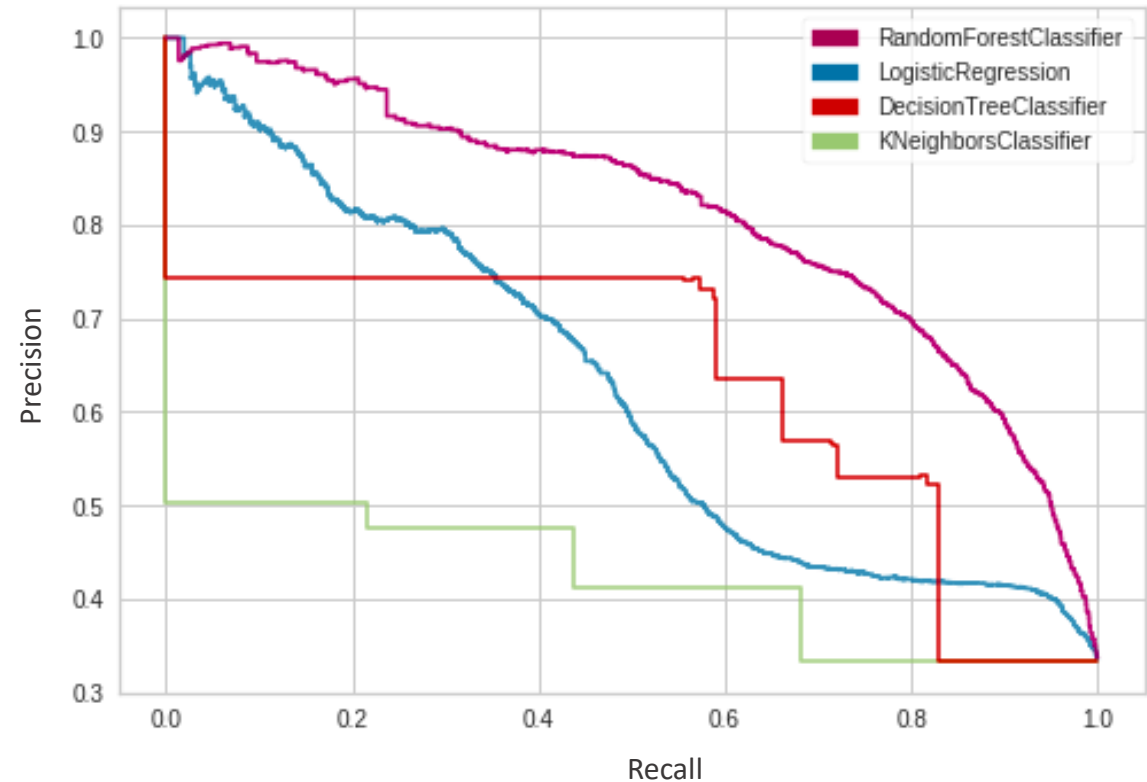


Base rate = 63.66%

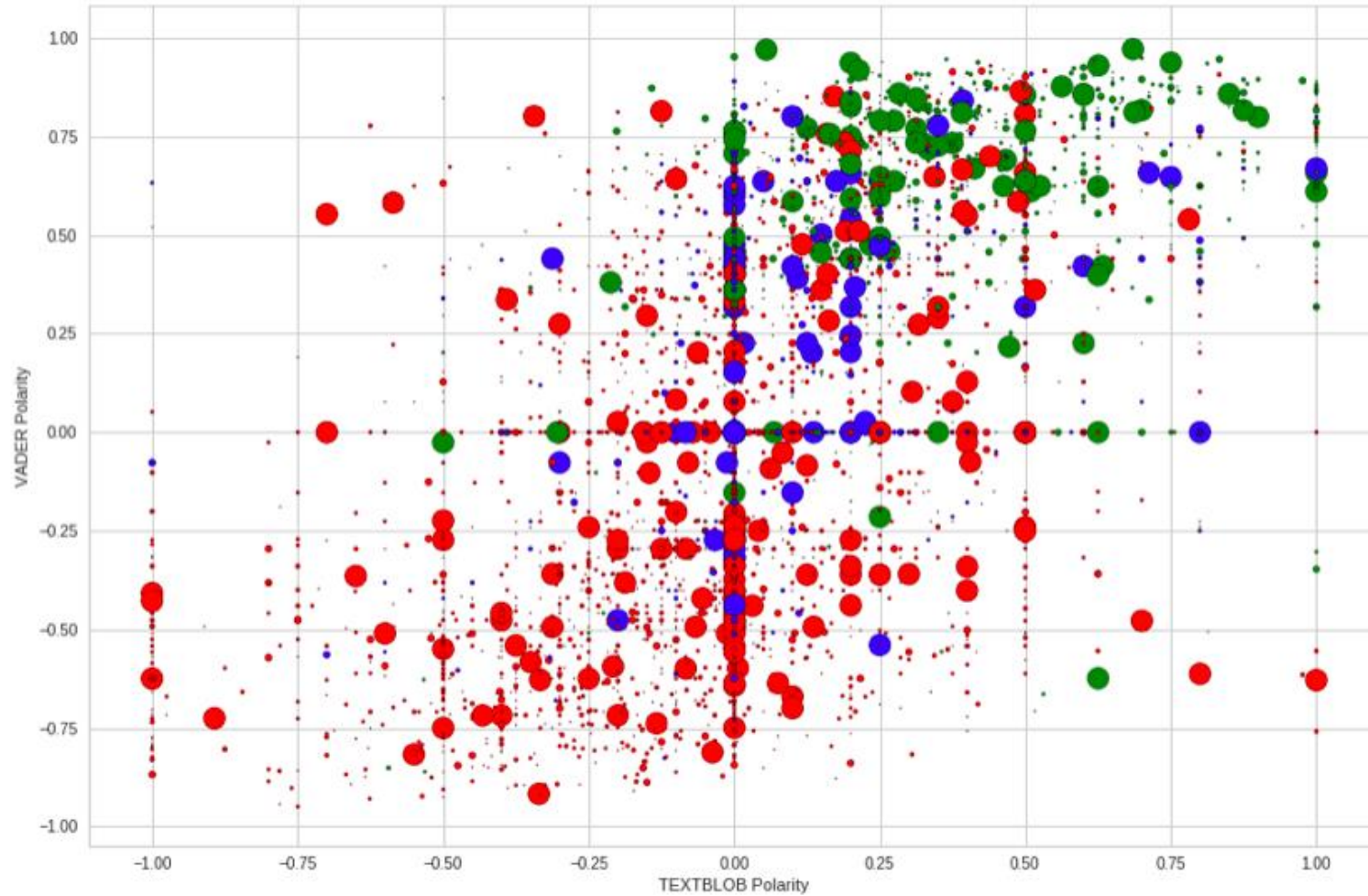
DM & ML

- K-Neighbors = 0.49
- Logistic Regression = 0.64
- Decision Tree = 0.67
- Random Forest = 0.74

Precision-Recall Curves

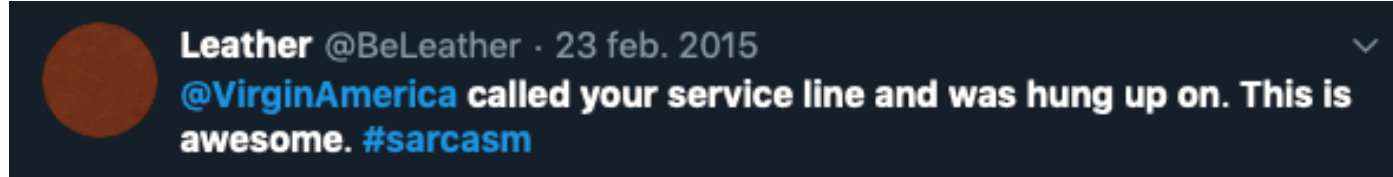


TextBlob & Vader

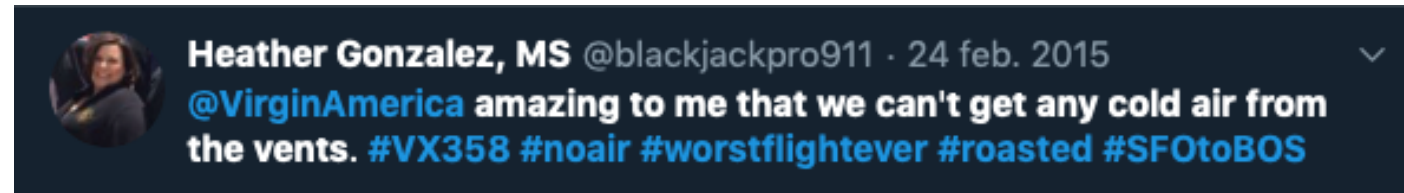


TWEET COMPLEXITY

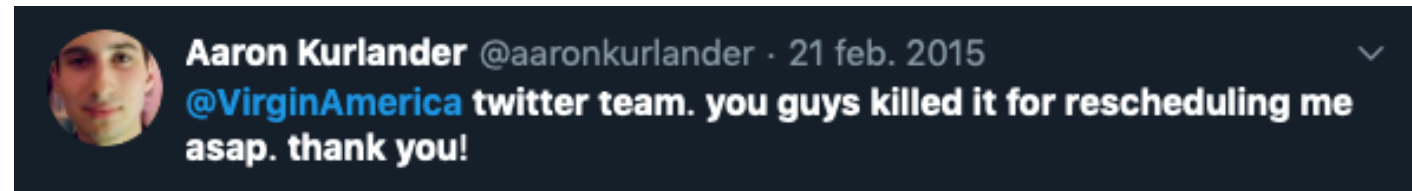
- Irony & sarcasm



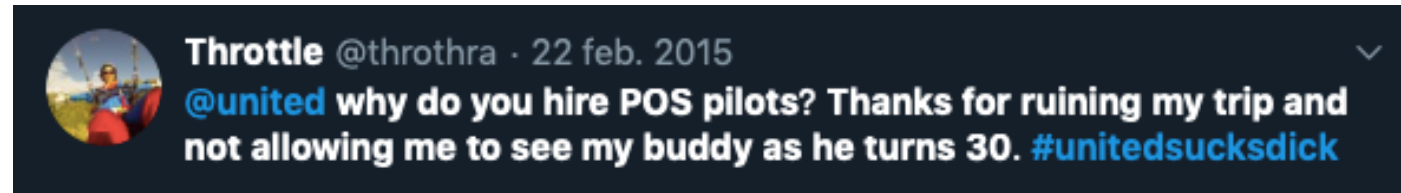
- Joint text in #



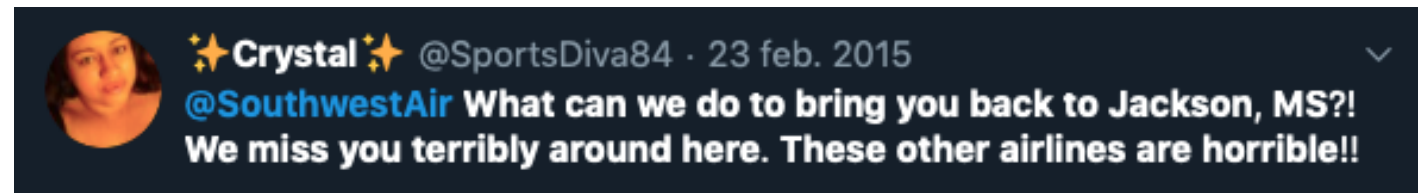
- Ambiguity



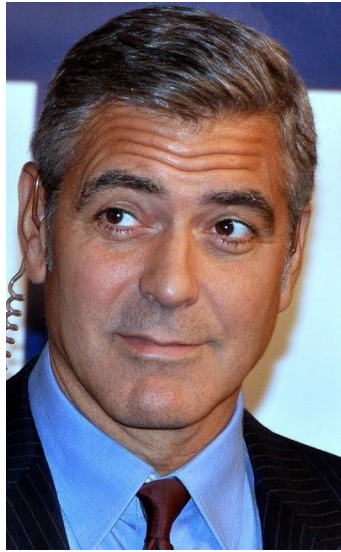
- Abbreviations



- Intensity of words



BUSINESS APPROACH



A celebrity



A student

1) Level of negativity



2) Followers



3) Verified



FURTHER IMPLEMENTATIONS



Market stock price prediction



Data deanonymization



Ethical considerations