

Sentiment Analysis of Airline Tweets

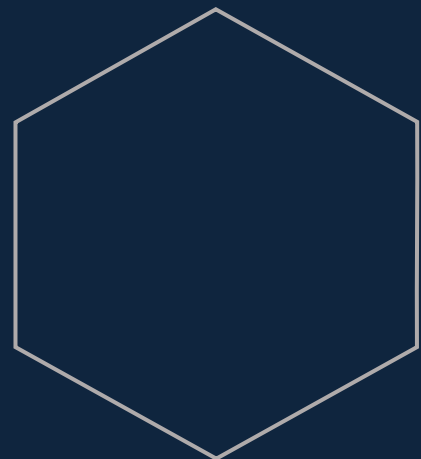
Presenter
Name



A decorative graphic on the left side of the slide featuring four hexagons. One is a large solid orange hexagon in the center. To its top right is a smaller solid light blue hexagon. To its bottom right is a smaller solid orange hexagon. To its bottom left is a white outline of a hexagon, partially overlapping the large orange one.

“Business opportunities are like buses. There’s always another one coming.”

Richard Branson



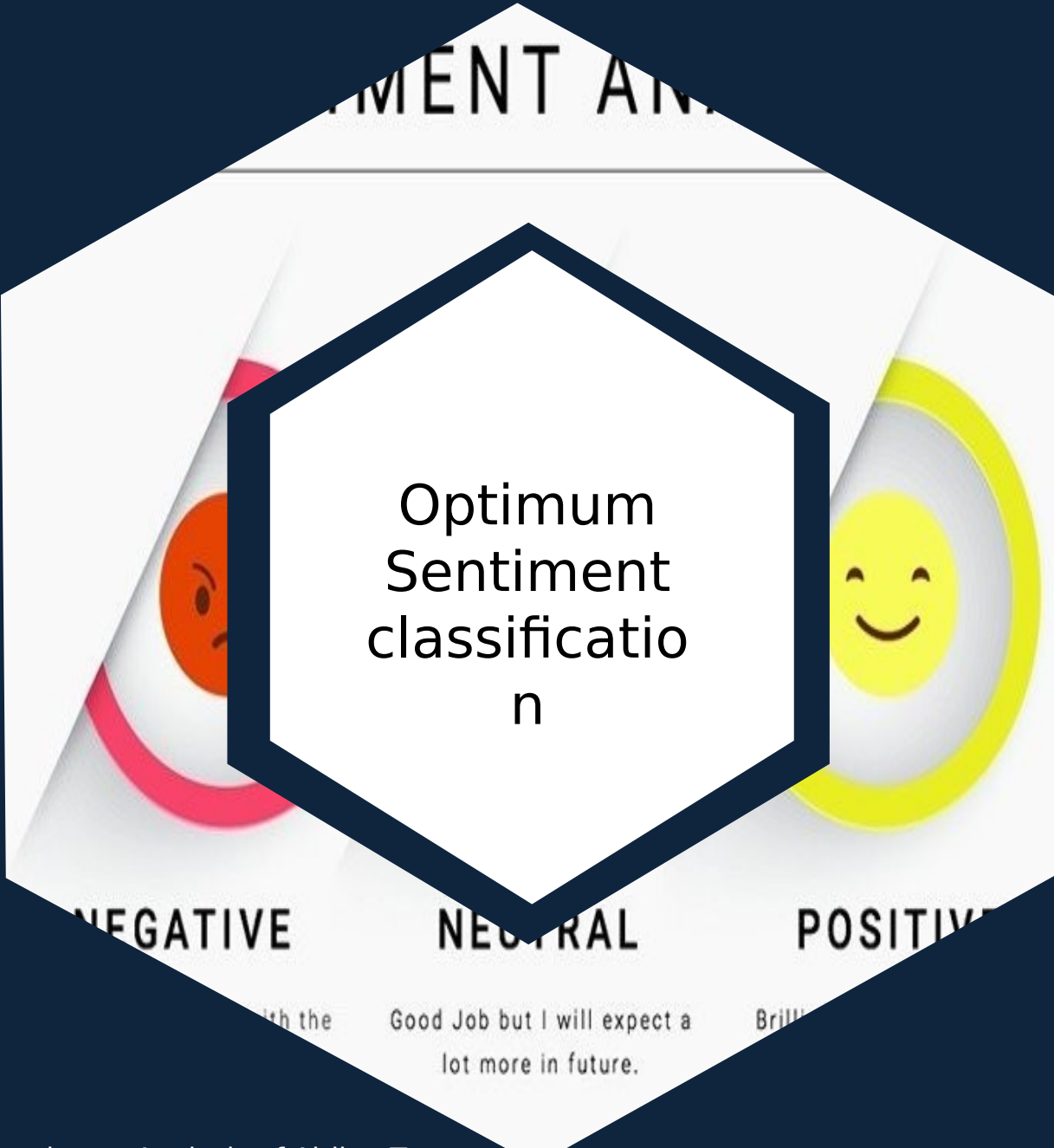
Structure



Overview

The goal of the project was to correctly classify the sentiment of the tweets in order to better understand the customer base of an airline in order to improve its customer service.





Optimum
Sentiment
classification

Primary goal

**How
do we
achieve
this?**

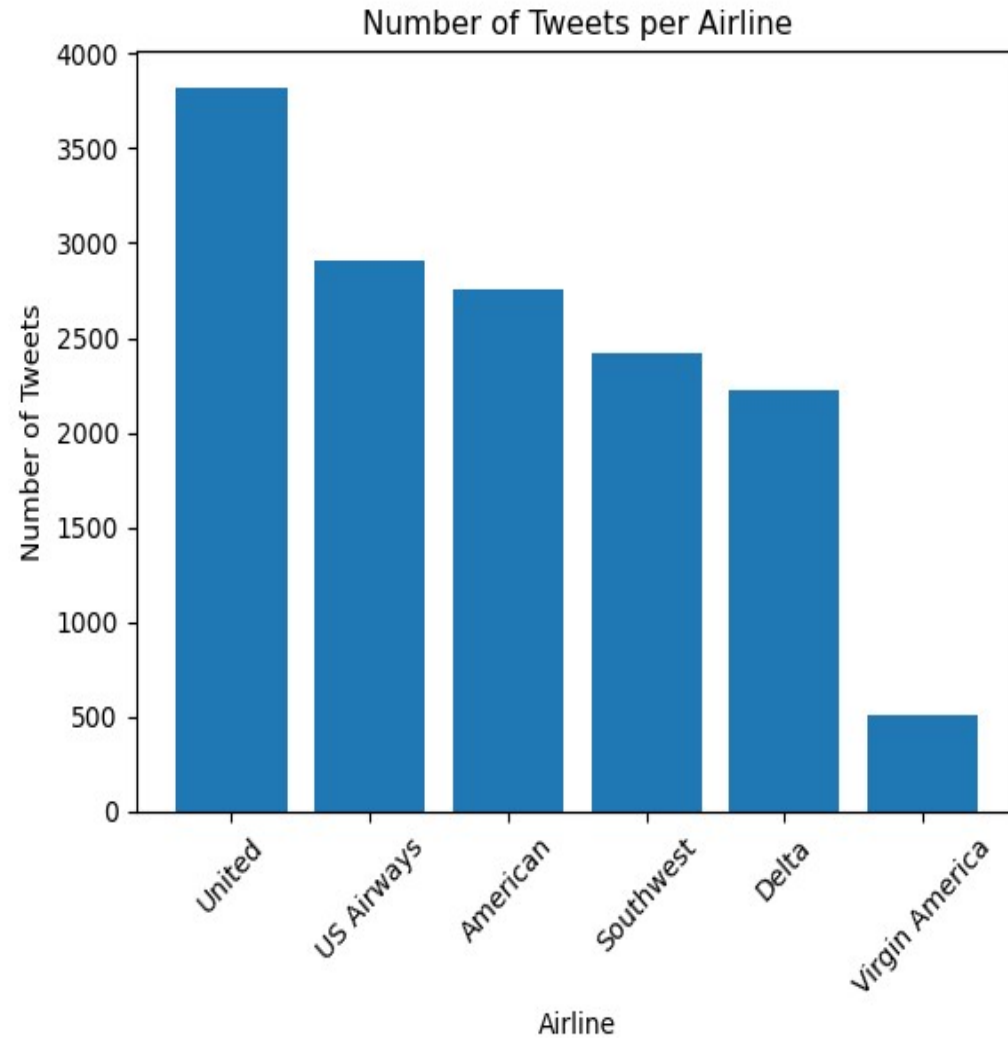
Methods

A hand is holding a glowing white checkmark icon over a laptop keyboard. In the bottom left corner, there is a glowing white smiley face icon. The background is a dark blue gradient.

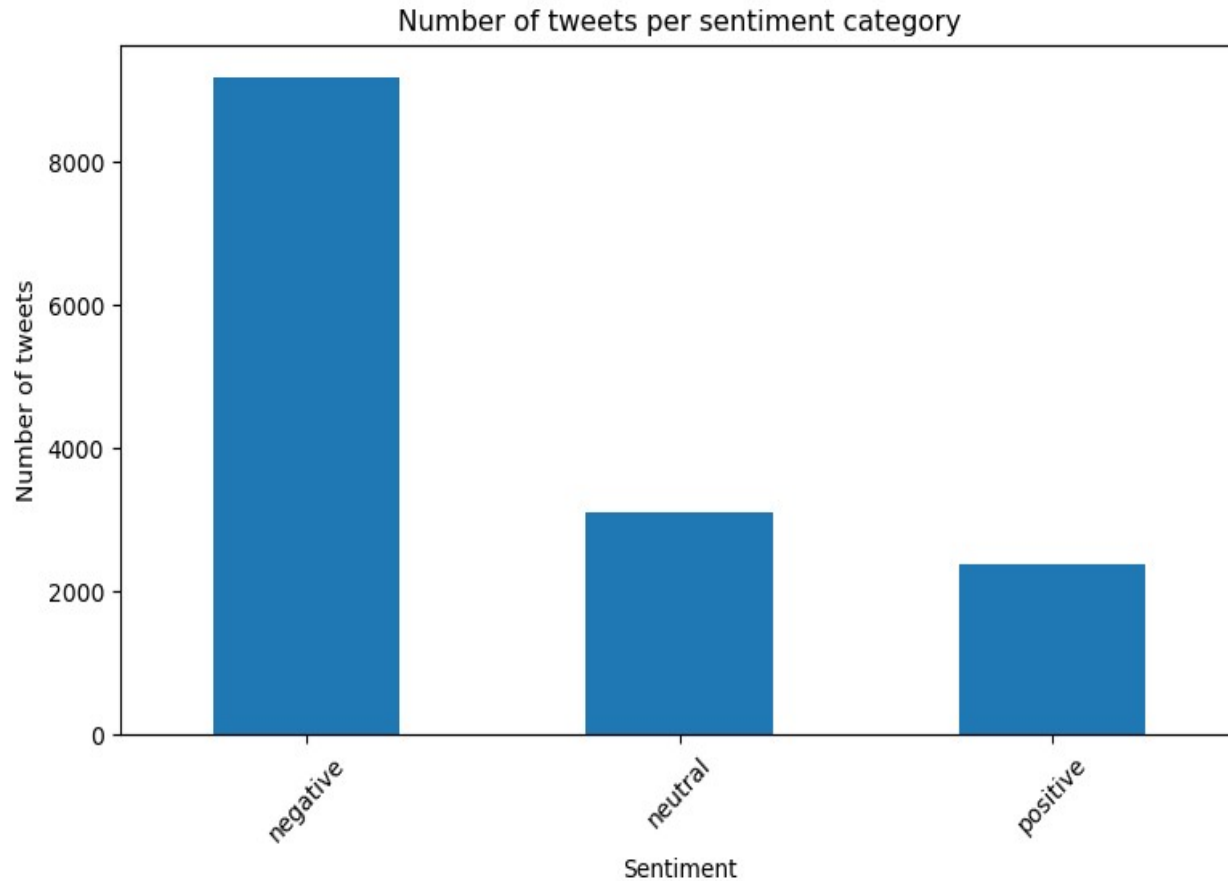
**What
did we
achiev
e?**

Results

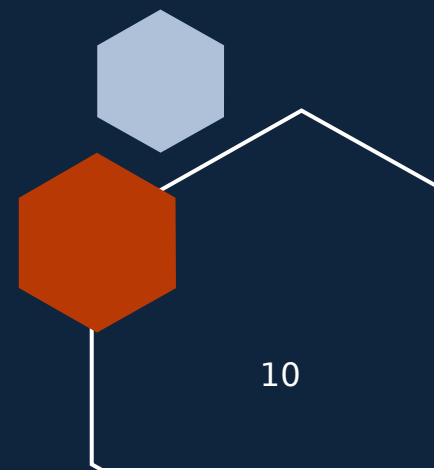
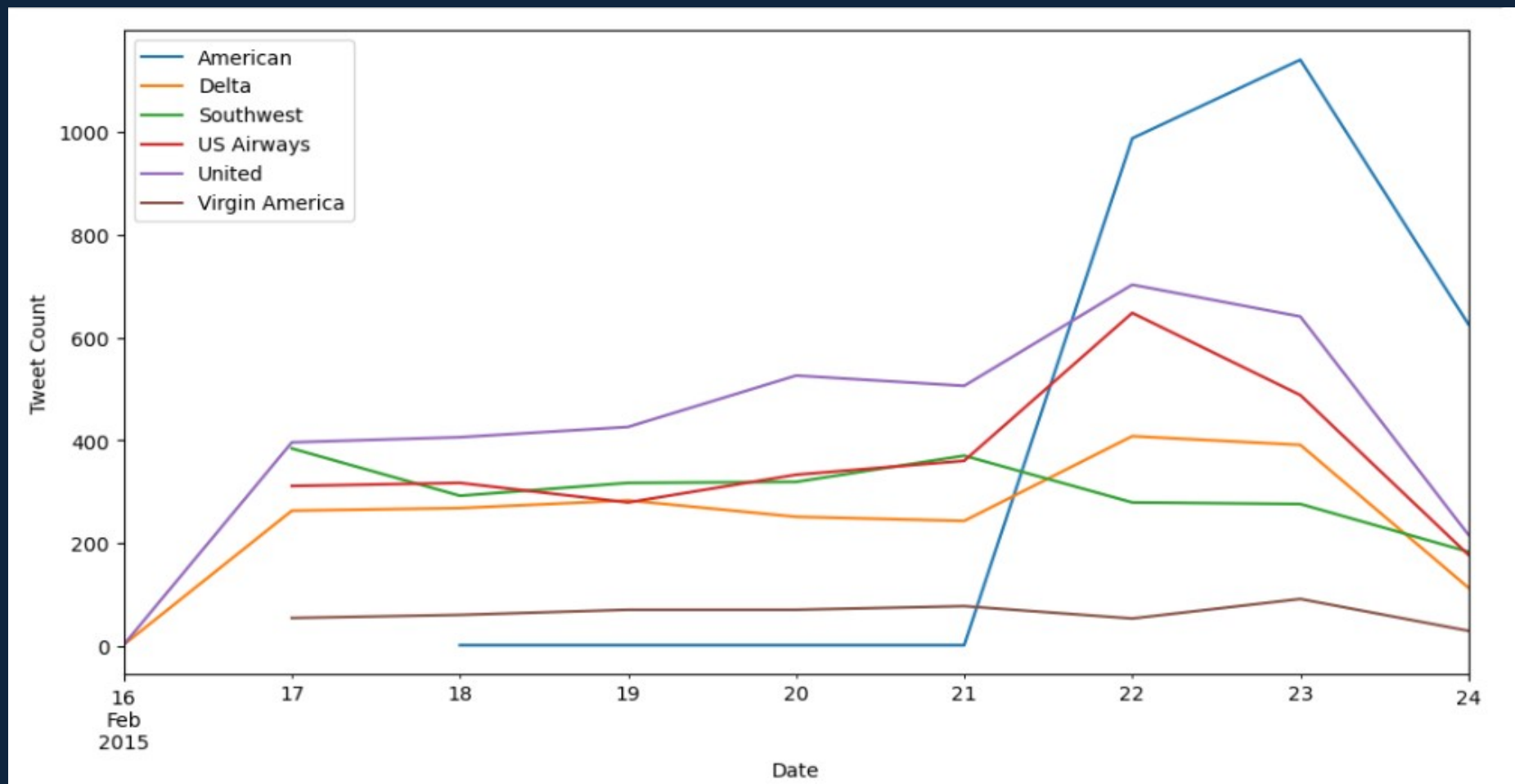
Number of tweets per Airline



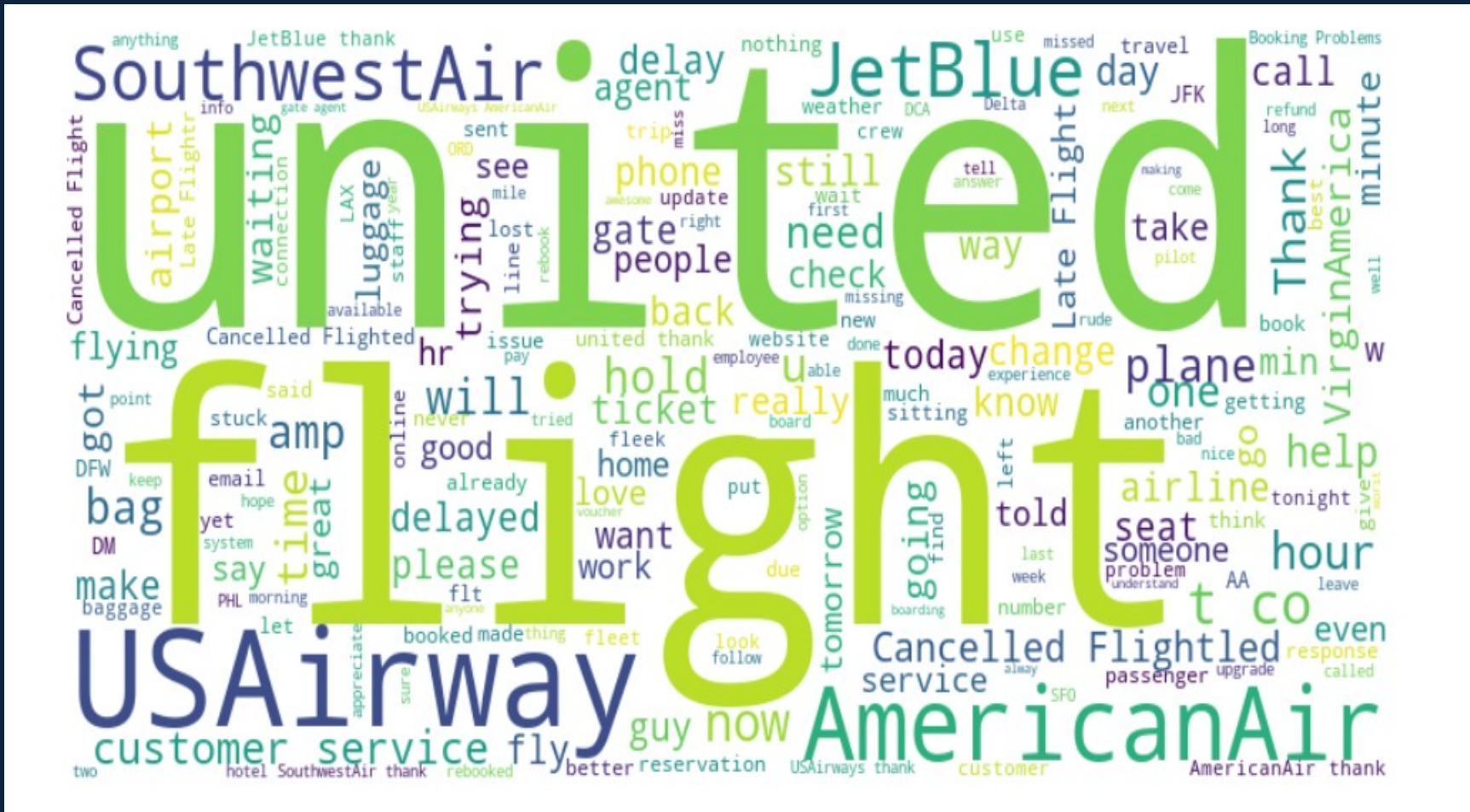
Count of Sentiment(Original dataset)



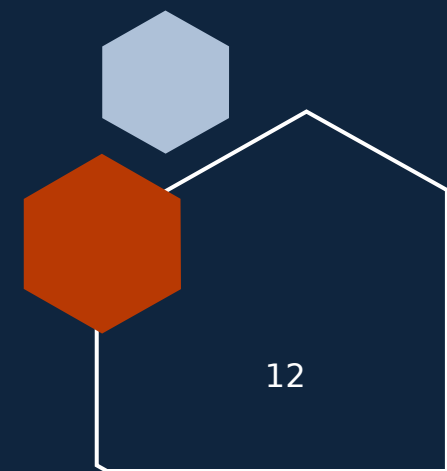
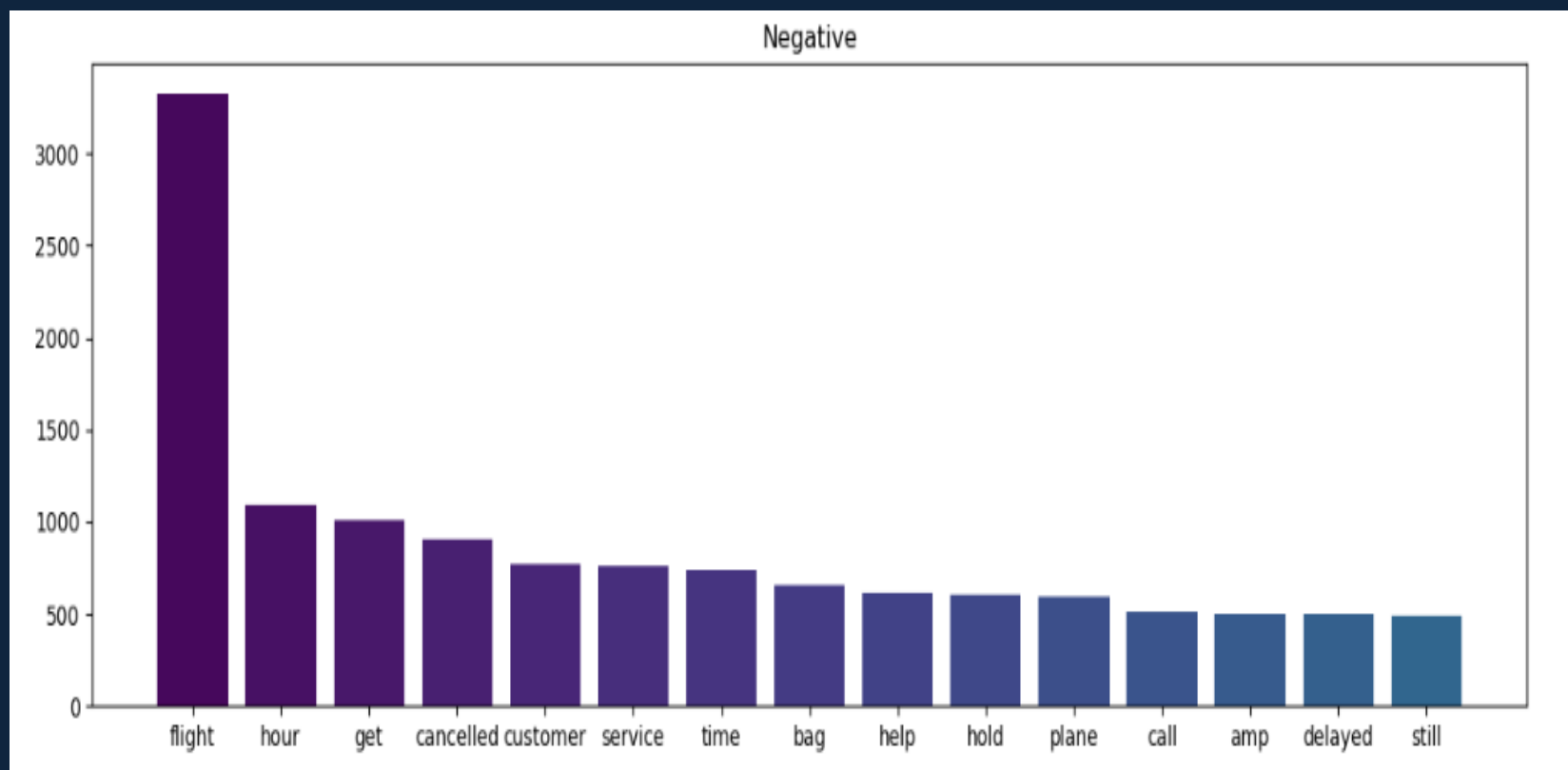
Tweets trend over time by Airline



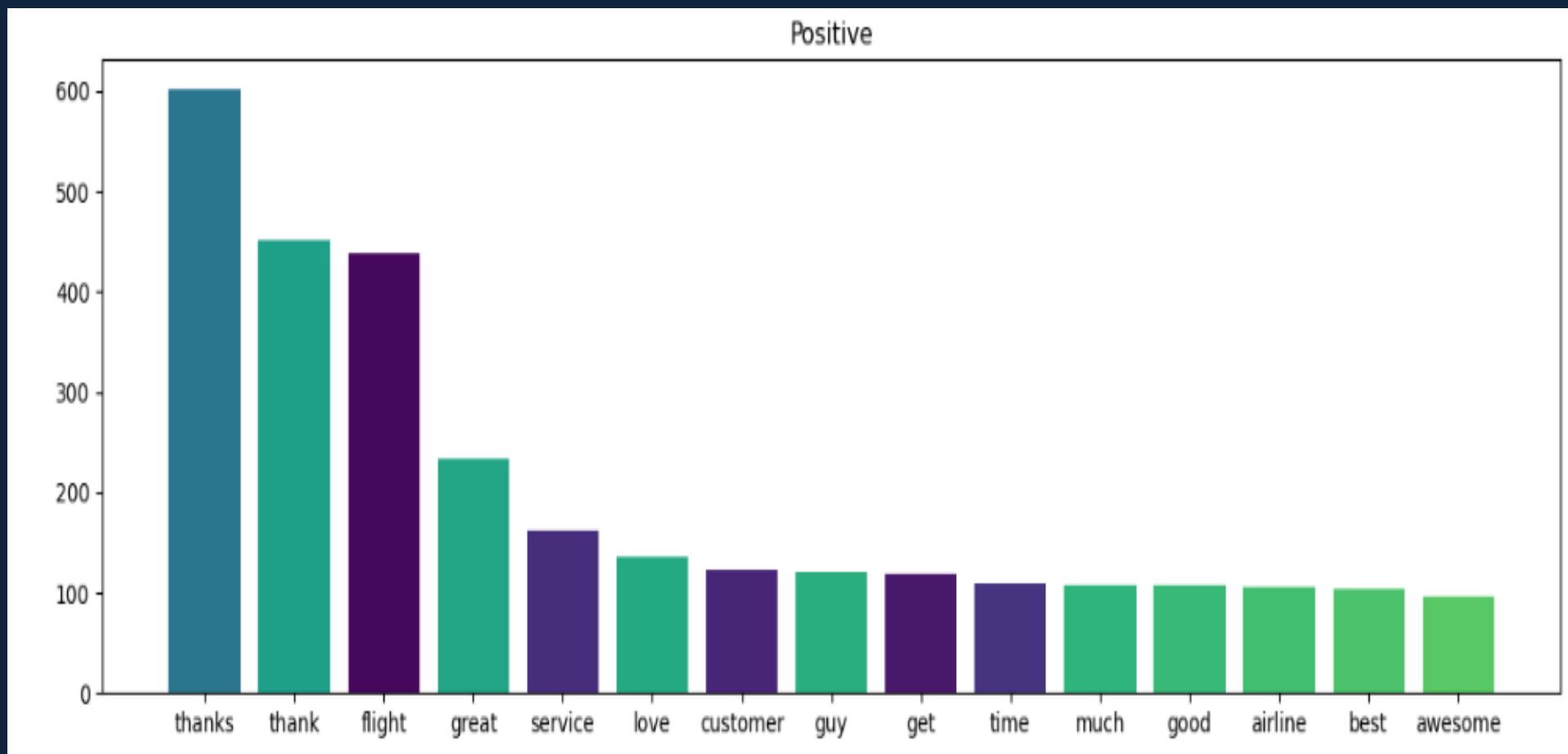
Most common words in Dataset



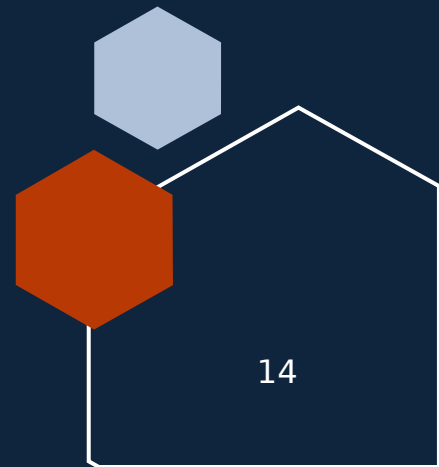
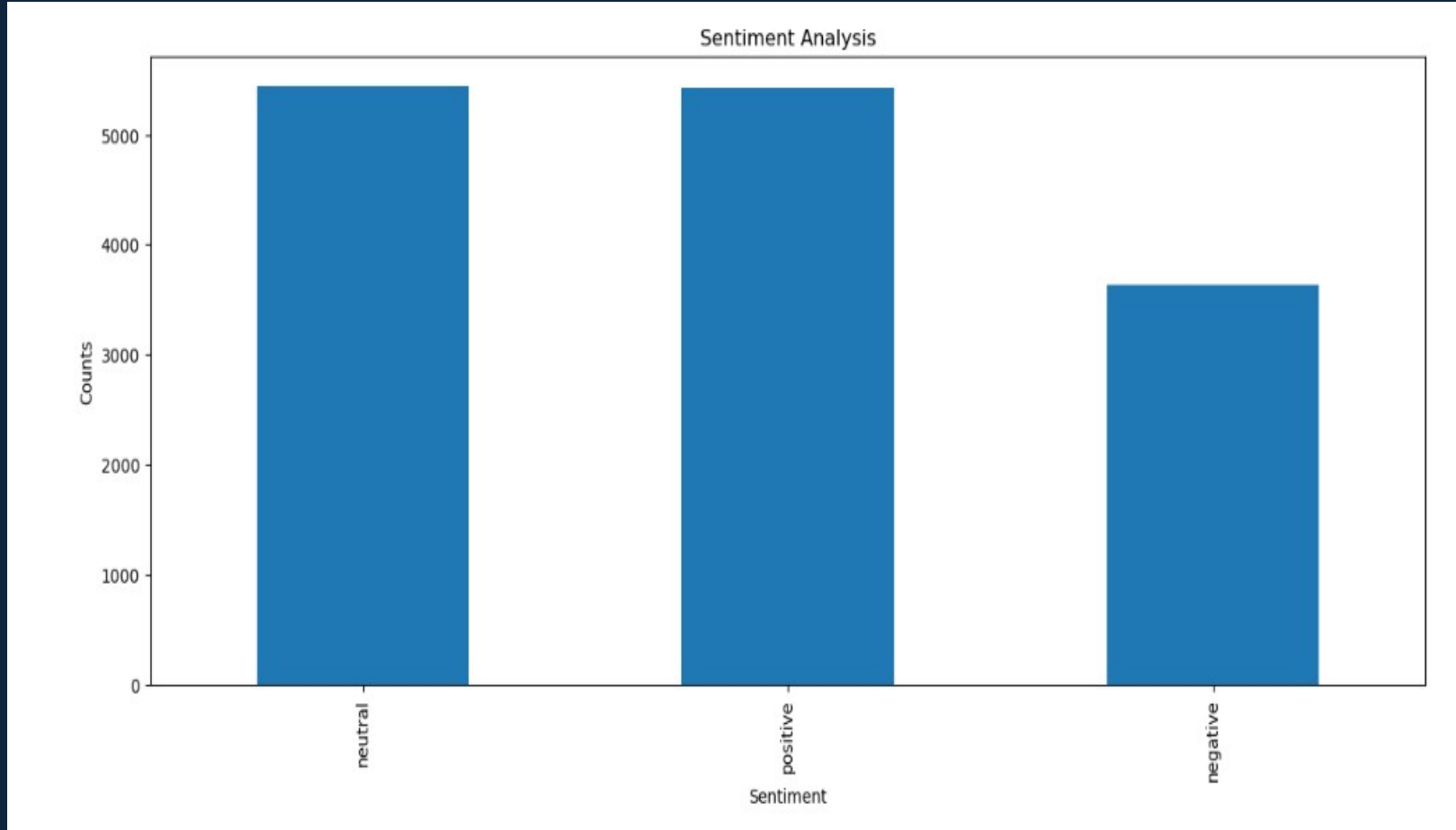
Top words in Negative tweets



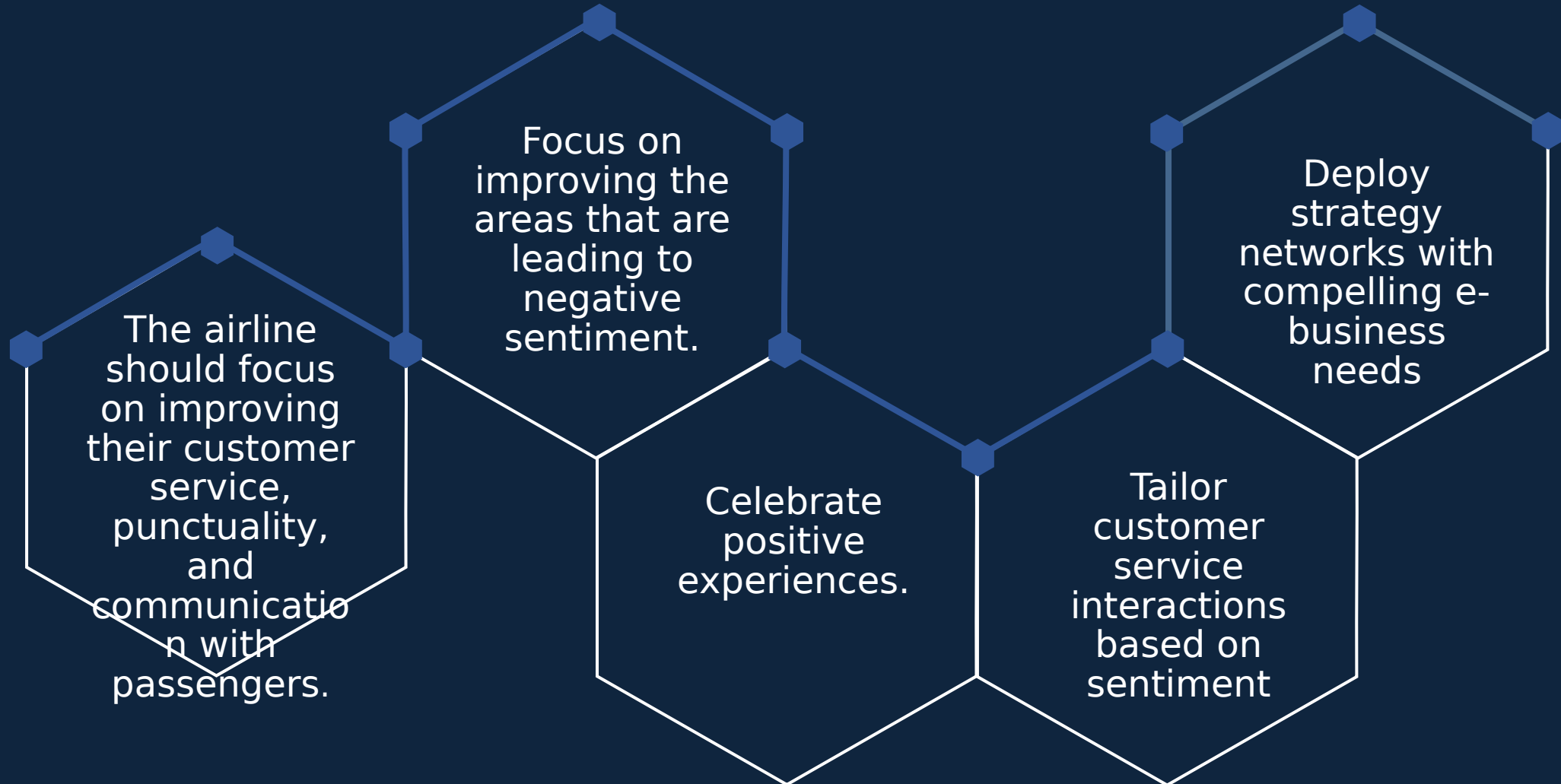
Top words in Positive tweets



Count of Sentiment(Analysis)



Recommendations



The slide features a dark blue background with three hexagonal shapes on the left: a solid orange one at the top, a solid light blue one at the bottom, and an orange outline one in the middle. A photograph of several overlapping data charts and documents is positioned between the orange and light blue solid hexagons.

Areas of improvement

Monitoring data real-time

The airline tweets should be monitored in real-time. A pipeline that automates the process of collecting, preprocessing, analyzing, and visualizing social media data should be set up.

More time

Given the time constraints, there are some important analysis that could have been done that was not done. In future, more time can be allocated to undertake such a project.

Conclusion

The project was a success as we were able to classify the tweets correctly and all project objectives were met.





Thank you!

All questions are
welcome!

Meet our team

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Chepkirui**

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Stephen Thuo