Renaissance Album Twitter Data Analysis

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Abstract

The analysis seeks to analyze the sentiment of fans towards the tracks of Beyonce's album released July 2022 using twitter user data collected between August and September 2022.

Introduction

The goal of this analysis is to analyze fan sentiment of Beyonce's latest album, Renaissance, via twitter user data. There are several variables within the dataset that will have a significant impact on the outcome:

- ➢ **Date**: yyyy-mm-dd hh:mm:ss
- ➢ **Verified**: A method to distinguish regular users from distinguished users, e.g. celebrities, professional athletes, notable public figures, etc.
- ➢ **Retweets**: The reposting of a tweet by a twitter user.
- ➢ **Replies**: A response to a tweet.
- ➢ **Like**: An indication that a tweet is well liked by an individual twitter user.
- ➢ **Quote**: An action that allows a user to tweet another person's tweet and add your own comment.
- ➢ **Language**: Language of the original tweet when it was published.
- ➢ **Media**: Media used in twitter interactions about a track on Renaissance.
- ➢ **Sentiment**: Twitter user sentiment toward tracks of Renaissance.
- ➢ **Sentiment Score**: Numerical representation of twitter sentiment calculated via machine learning.
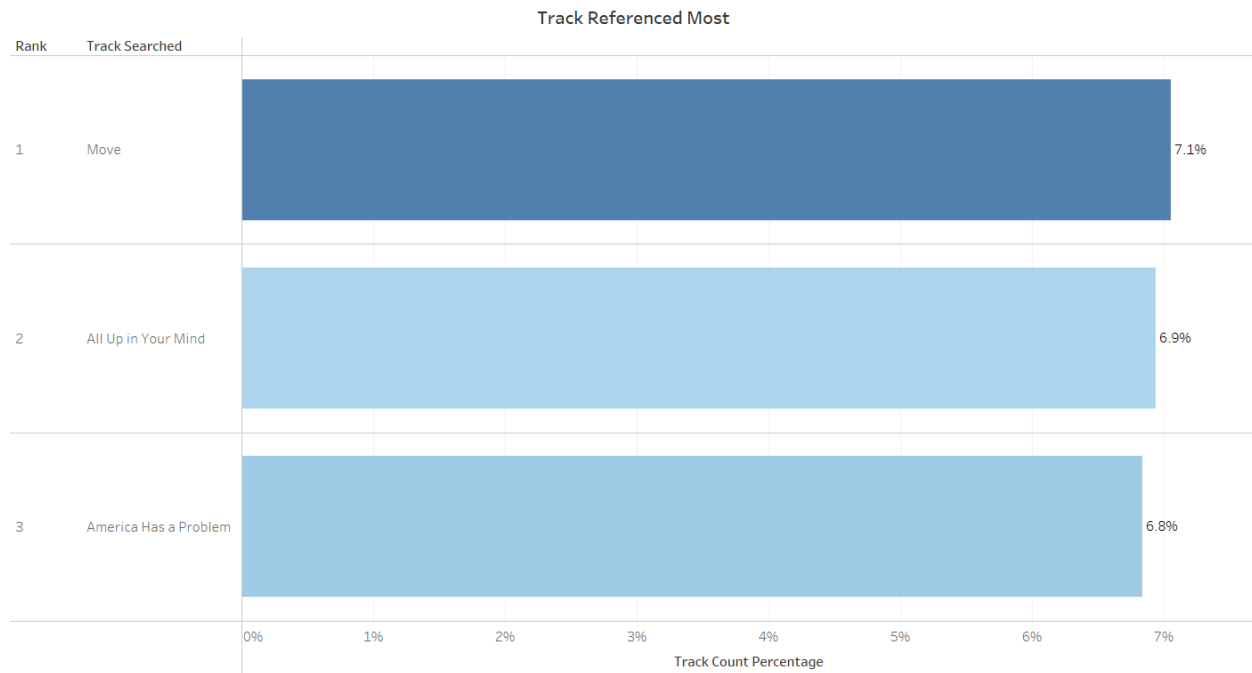
Objective

Based on the data collected what was the overall sentiment of the Renaissance album among twitter users. The analysis will be guided by the following questions:

1. Which track was referenced the most times?
2. Which track was referenced the most times positively?
3. Which track was referenced the most times from verified accounts?
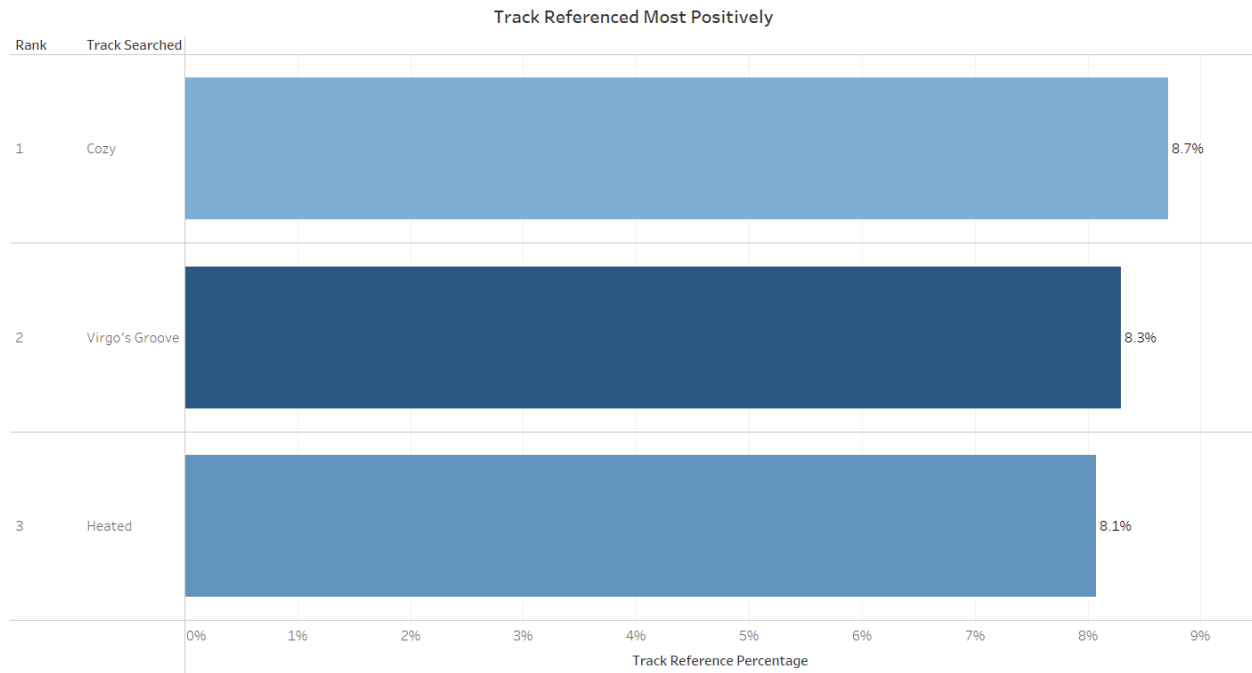
Analysis

1. Which Track was referenced the most times?

Track Referenced Most

Rank	Track Searched	
1	Move	7.1%
2	All Up in Your Mind	6.9%
3	America Has a Problem	6.8%

Track Count Percentage: 0% — 1% — 2% — 3% — 4% — 5% — 6% — 7%

Bar graph displaying the top three (3) tracks referenced the most

Analysis

In total, there were 81,922 tweets about Beyonce's album in the dataset. The top three (3) tracks mentioned were "Move", "All Up In Your Mind" , and "America Has A Problem". "Move" accounted for 5,776 (7.1%) tweets, "All Up In Your Mind" accounted for 5,683 (6.9%) tweets, and "America Has A Problem" accounted for 5,601 (6.8%) tweets.
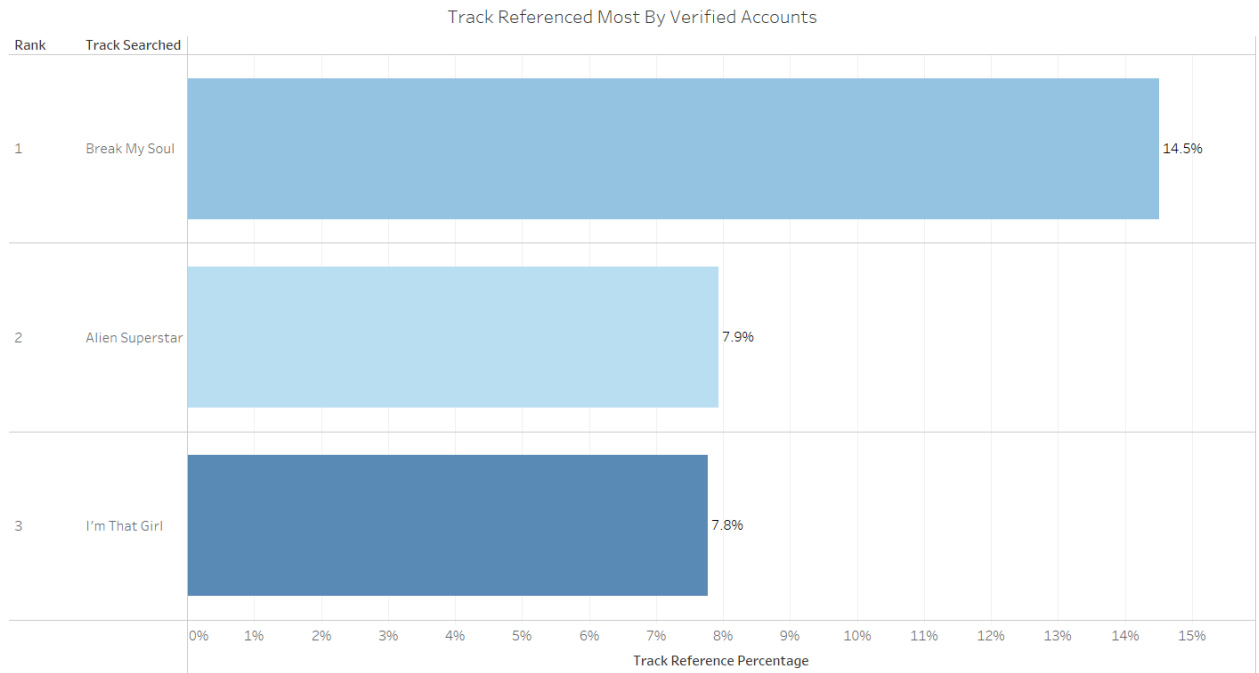
2. Which track was referenced the most times positively?

Bar graph displaying the top three (3) tracked referned the most times positively

Analysis

In total there were 17,427 positive tweets in the dataset. The top three (3) tracks mentioned in positive tweets were "Cozy", "Virgo's Groove", and "Heated". "Cozy" was mentioned in 1,518 (8.7%) positive tweets, "Virgo's Groove" was mentioned in 1,445 (8.3%) positive tweets, and "Heated" was mentioned in 1,407 (8.1%) positive tweets.

3. Which track was referenced the most times from verified accounts?

Track Referenced Most By Verified Accounts

Rank	Track Searched	
1	Break My Soul	14.5%
2	Alien Superstar	7.9%
3	I'm That Girl	7.8%

Track Reference Percentage

Bar graph displaying top three (3) tracks mentioned by verified accounts

<u>Analysis</u>

In total, there were 1,247 verified accounts in the dataset. The top three (3) tracks mentioned by verified accounts were "Break My Soul", "Alien Superstar", and "I'm That Girl". "Break My Soul" accounted for 181 (14.5%) of tweets by verified accounts, "Alien Superstar" accounted for 99 (7.9%) of tweets by verified accounts, and "I'm That Girl" accounted for 97 (7.8%) of tweets by verified accounts.

Conclusion

1. "Move" was referenced the most by twitter users in the dataset.
2. "Cozy" was mentioned the most by twitter users with a positive sentiment.
3. "Break My Soul" was mentioned the most by verified accounts.