Twitter Sentiment Analysis

A Natural Language Processing Analysis of Tweets on Apple and Google Products

Seamus Walsh and Daniel Gieseke | July 14, 2023

Overview

01. **Positive consumer feedback tells us what we're doing right.**

02. **Negative consumer feedback can improve our consumer relations.**

03. **Companies need tools to quickly locate positive and negative feedback.**

DATA ANALYSIS

Data Source

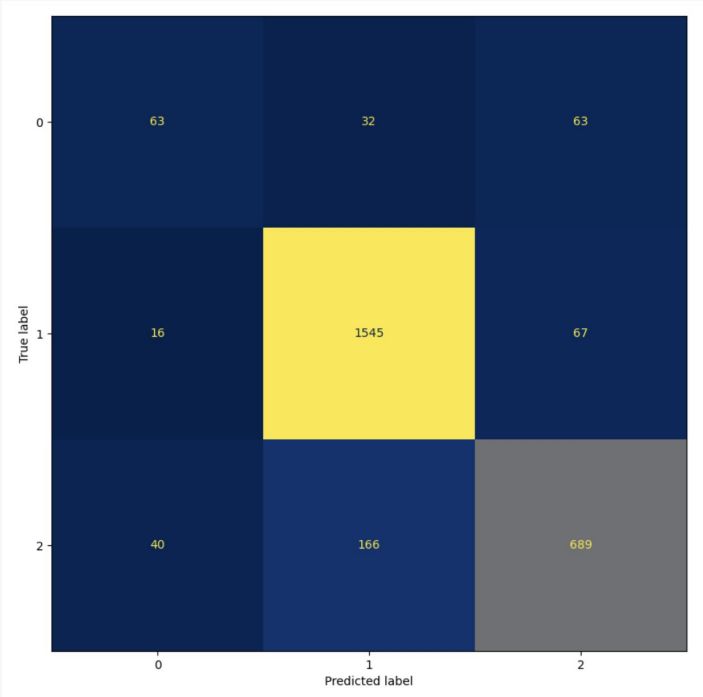
Twitter.com via Data.World

Model Accuracy

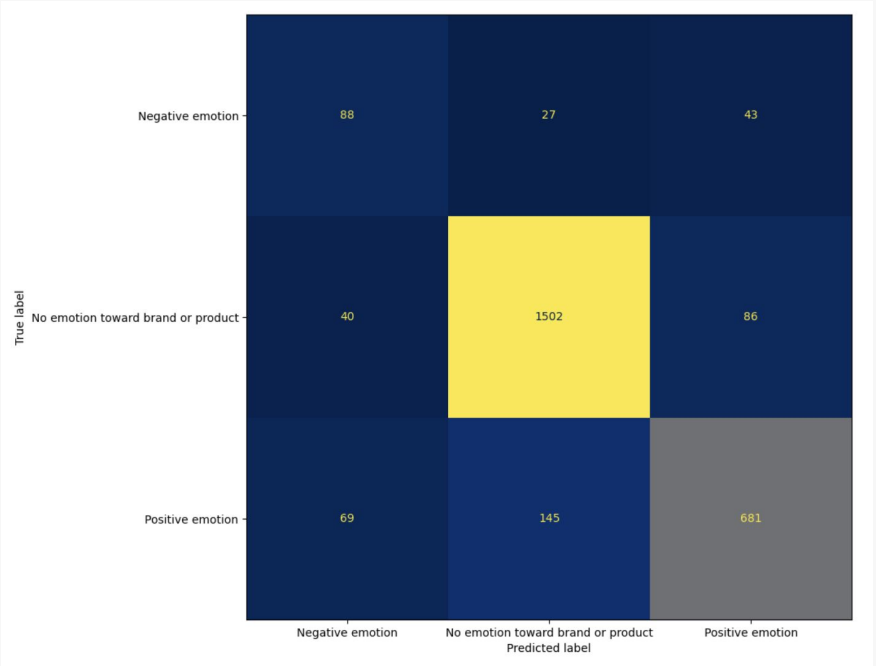
86%

MODELS BY ACCURACY AND TARGET

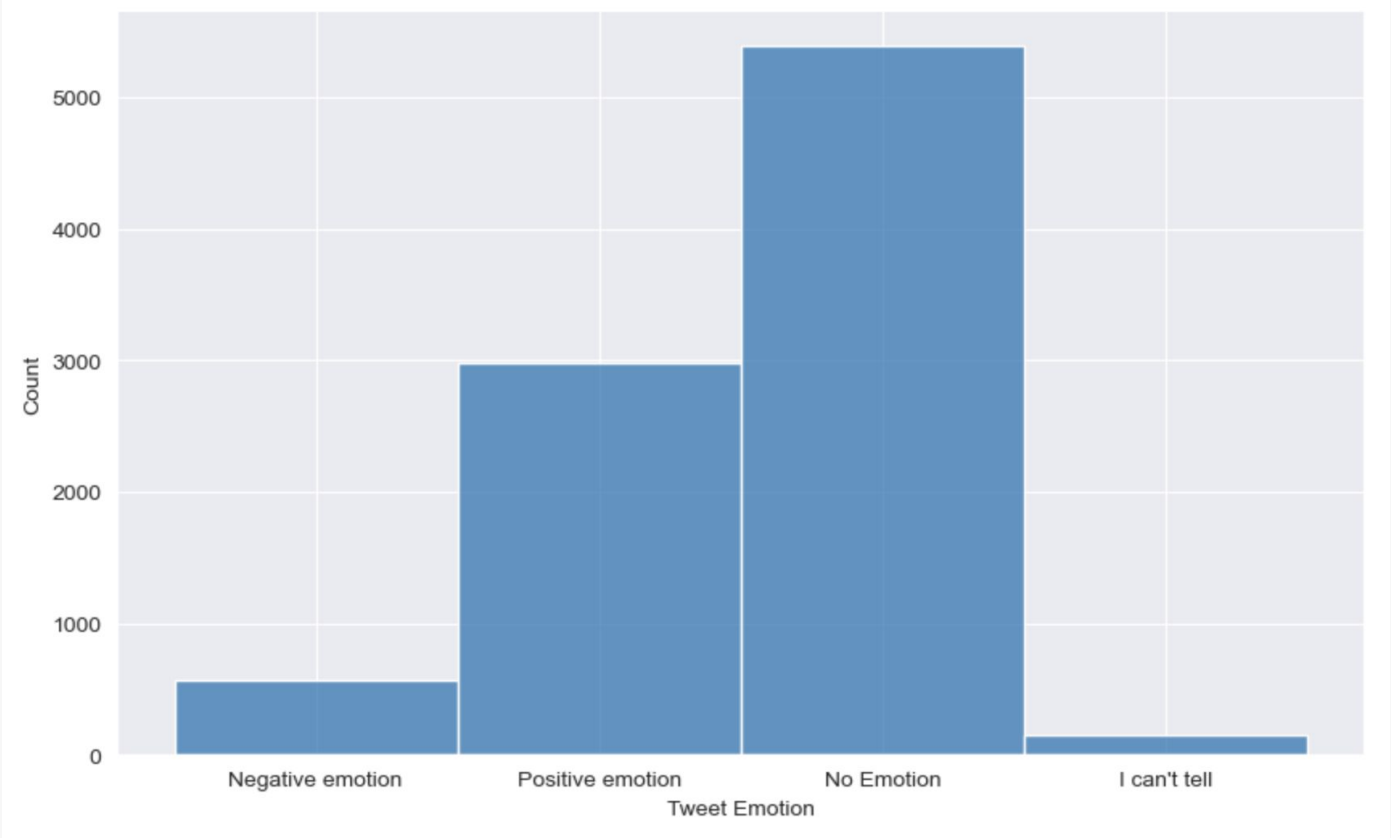
BEST MODEL OVERALL



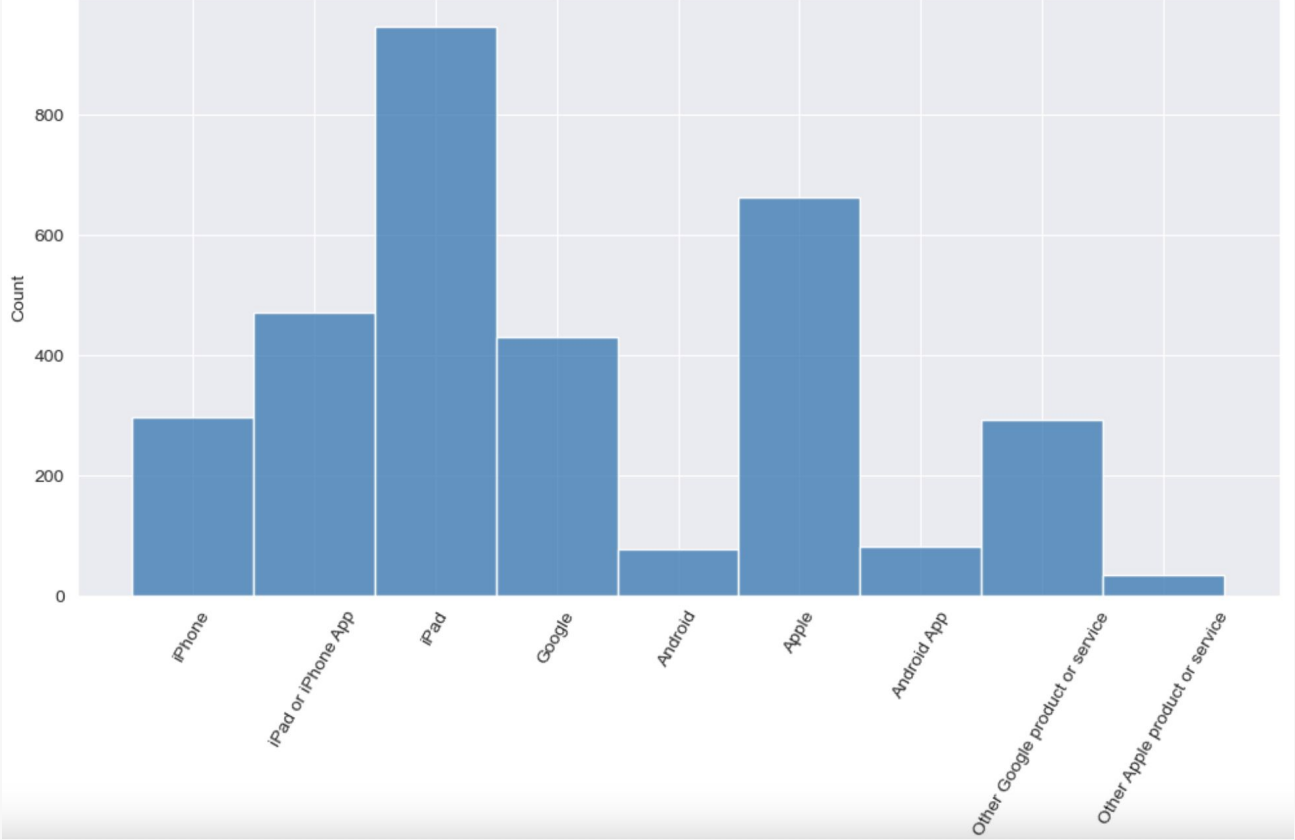
BEST MODEL FOR NEGATIVE PREDICTIONS



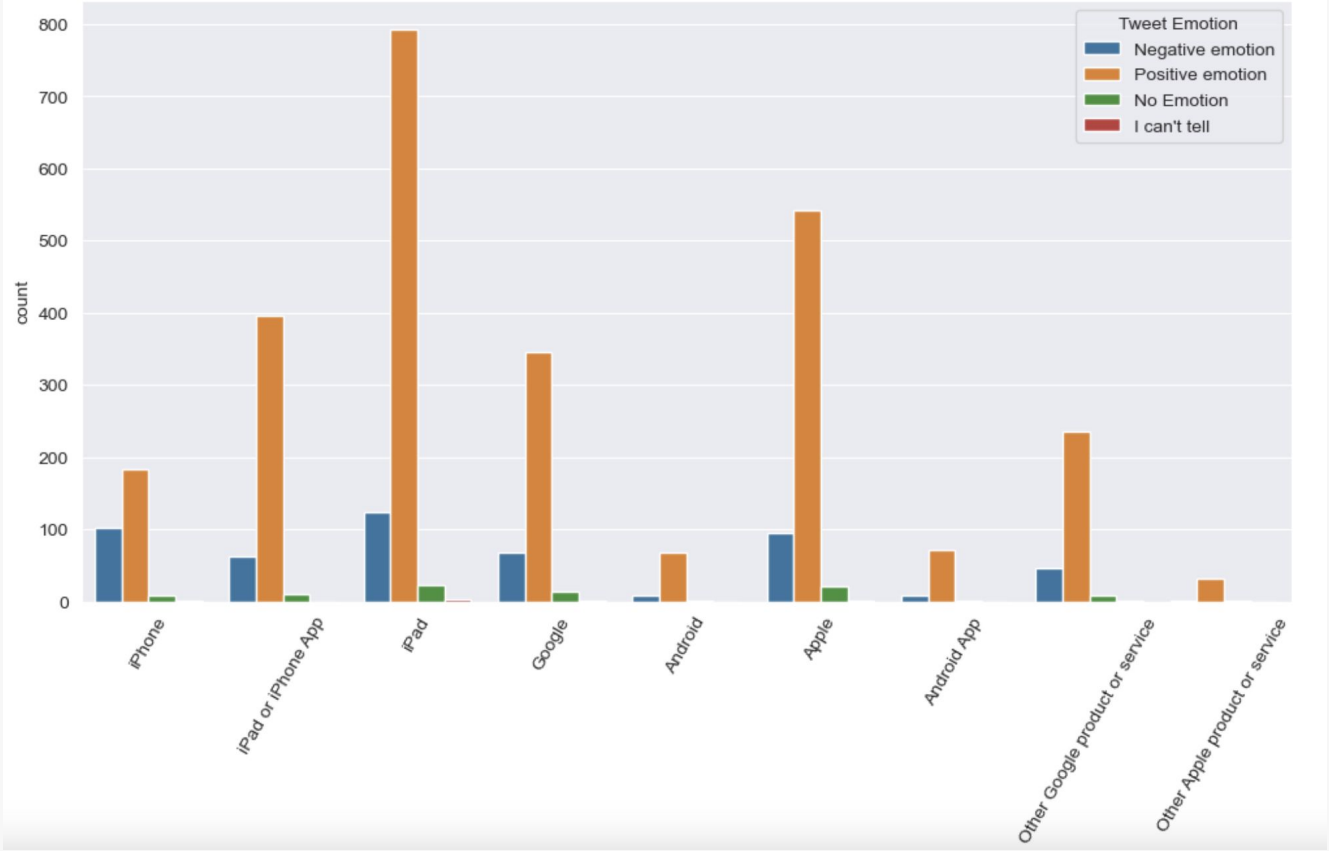
BREAKDOWN OF TWEETS BY EMOTION



CONSUMER TWEETS BY PRODUCT



CONSUMER TWEETS BY PRODUCT AND SENTIMENT



WORD CLOUDS

NEGATIVE TWEETS

mention
sxsw
quot
ipad
iphon
googl
app
link
circl
austin
launch
social
store
design
android
line
time
today
need
look
use
new
network
headach
think
peopl
fail
america
fascist
like
amp
day
year
would
tweet
walk
news
twitter
crash
tablet
battery
ipad2
product
major
panel
call
pop
come
take
money
suck
wait
one
back
photo
map
best
first
everyon
realli
hate
say
fade
good
morn
last
sxswi
mobil
button
weekend
still
classiest
busi
better
instead
mayer
long
malread
thing
tapworthi
updat
heard
may
thank
another
hope
life
everi
user
content
hand
much
digit
media
work
deleg
parti
crash
talk
anyon
want
room
might
sell
novelti
love
feel
search
charg
phone
camera
flipboard
forward
got
tri
hey
compani
seem
alarm
japan
fuck
crowd
put
tech
servic
someon
autocorrect
open
relief
among
let
watch
exist
viabiackberri
download
made
els
releas
care
buy
everyon
bing
possibl
noth
2011
guy
support
guess
swisher
data
lost
locat
diller
mani
gave
give
kara
swan
thur
run
ever
wave
bad
note
marissa
barri
also
photo
live
thought
fast
session
technolog
make
great
yet
well
exist
first
map
best
releas
care
buy
everyon
download
made
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relief
among
let
watch
autocorrect
open
servic
someon
japan
ipad2
batteri
go
new
look
today
use
take
money
suck
thing
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network
mayer
instead
better
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sxsw
ipad
iphon
googl
app
link
circl
austin
design
android
line
time
today
need
look
use
new
network

Recommendations

Listen to social media outlets with our model

Utilize positive tweets to understand favorability

Take note of consumer critiques in negative tweets

Future Work

Gather more data!

Generate model based on expanded metrics

Integrate data from other companies

Questions?

Thanks !