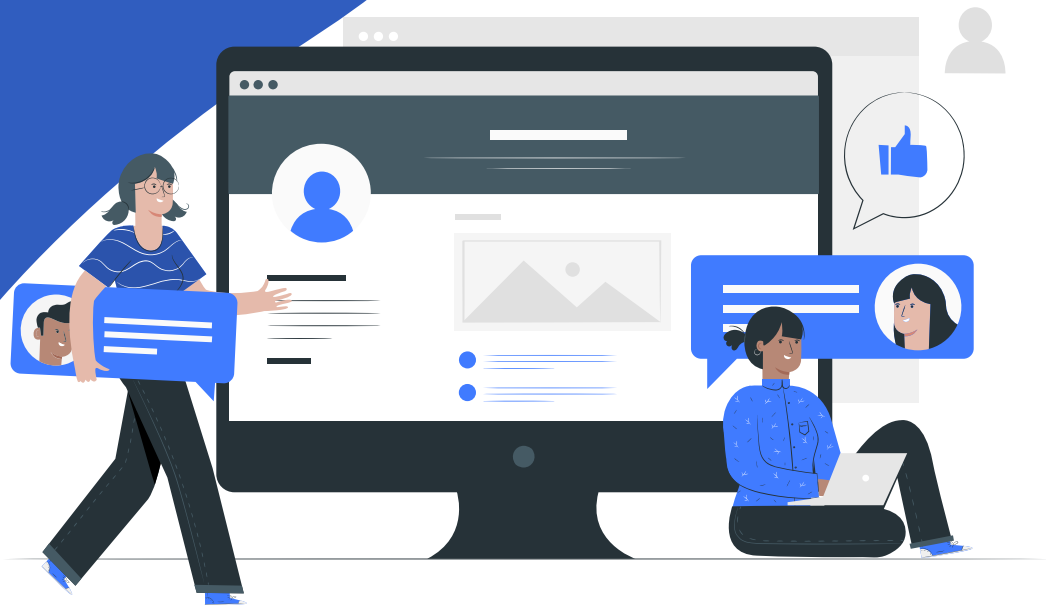


Tweet Sentiment

Analysis & Prediction using NLP



Our Team



Sean



Jonnie



Ansel

Business Objective

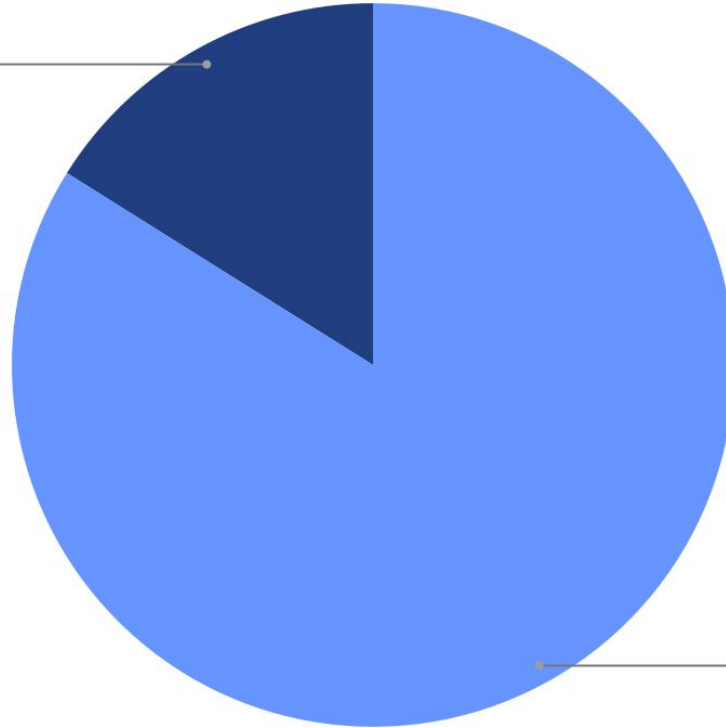
What are people saying and what does it mean?

- Understand tweet sentiment
- Use this to improve our customer experience and engagement



Emotion Distribution

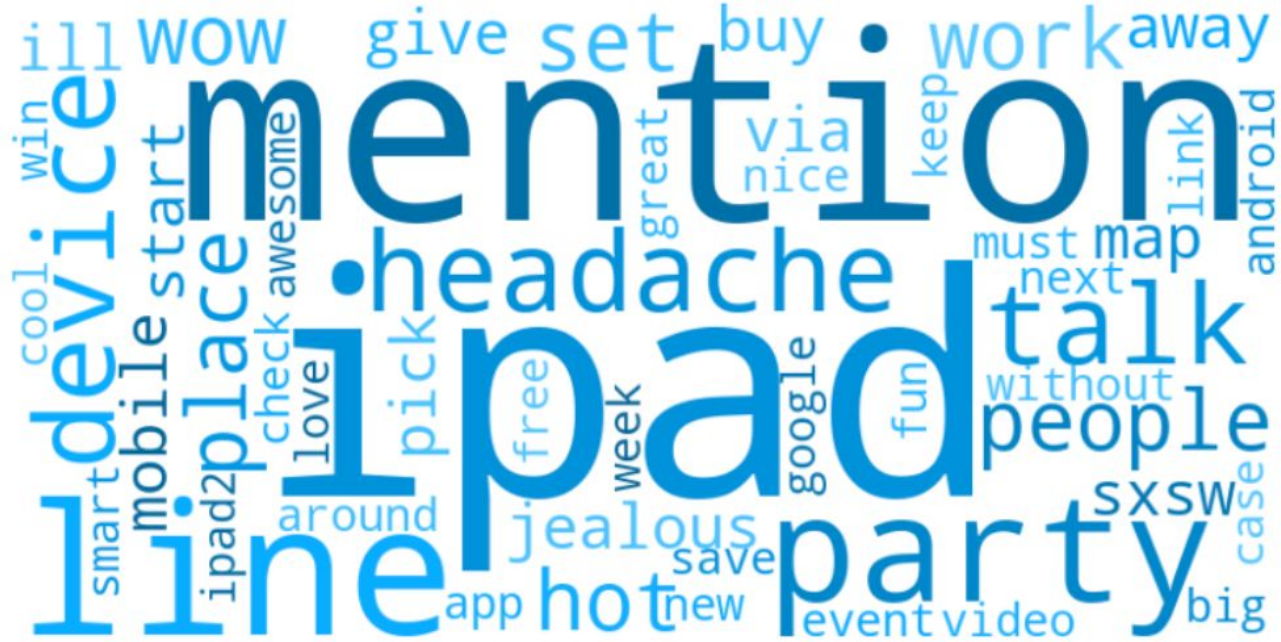
Negative
16.1%



Positive
83.9%

Positive Words Prevalence

Word Cloud - Positive Emotion



Positive Words Importance

next
line love cool smart ipad2big
keep free ipad app awesome link
great ipad mention checkgoogle party
android win week mustvideoparty
around event new save casefun
nice



Negative Words Prevalence

Word Cloud - Negative Emotion



Negative Words Importance

need fail crash
iphones would much
fail sxsw suck already try ipad news
battery design headache headache
enough line ridic news apps another
hate long fascist think might



87%

Model Accuracy



Drive Community Engagement



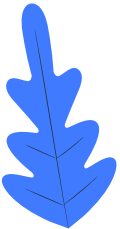
Tweet Links



Mentions



Competitions



Next Steps



Improve tweet
classification



Clean current data



Gather data from
future events



Continue to glean
insights from model

Thanks!

Do you have any questions?

Sean

sean.evans009@gmail.com



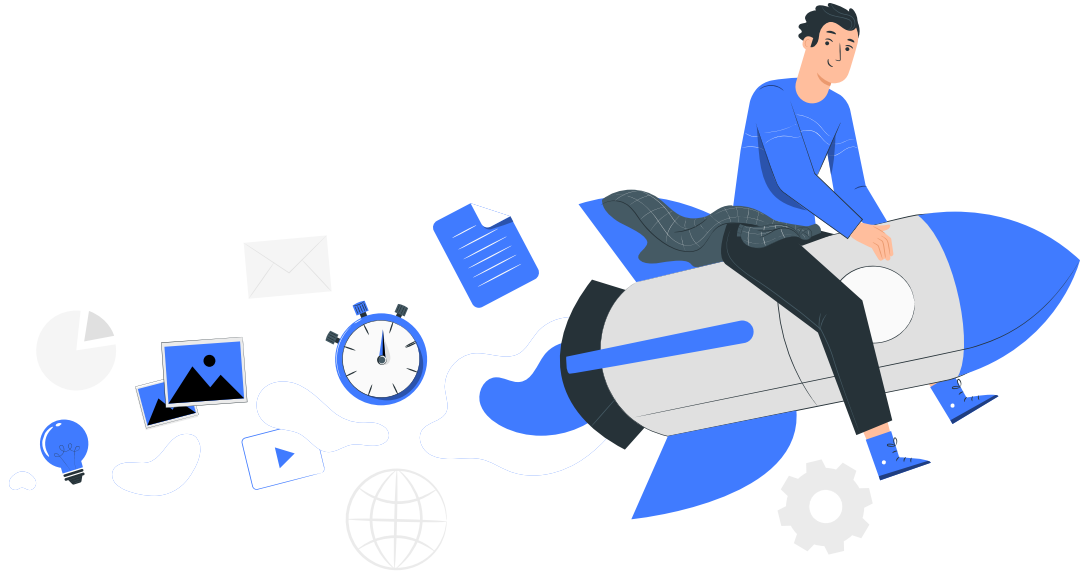
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