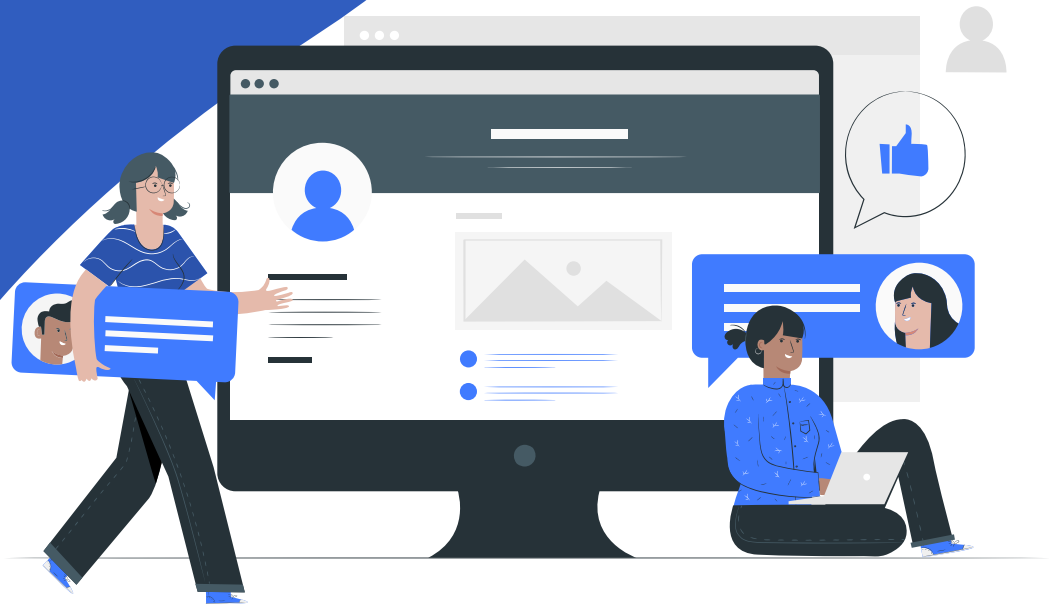
Tweet Sentiment

Analysis & Prediction using NLP



Our Team

Sean

Jonnie

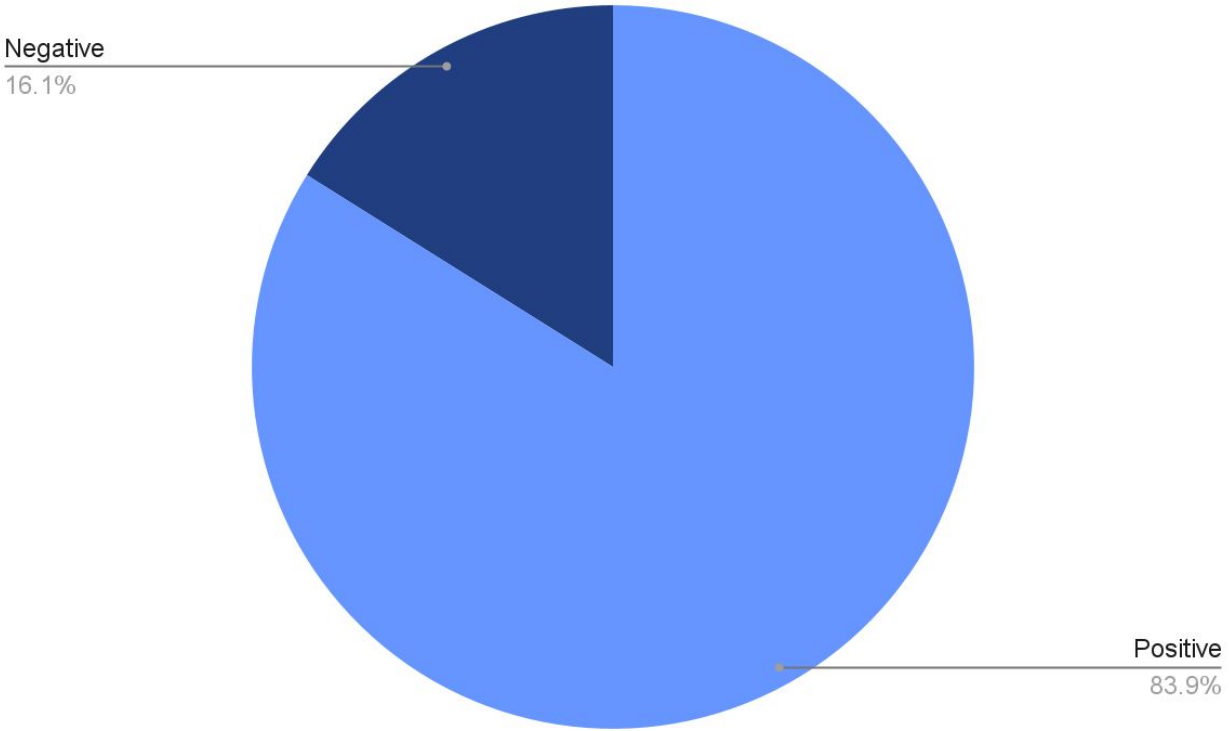
Ansel

Business Objective

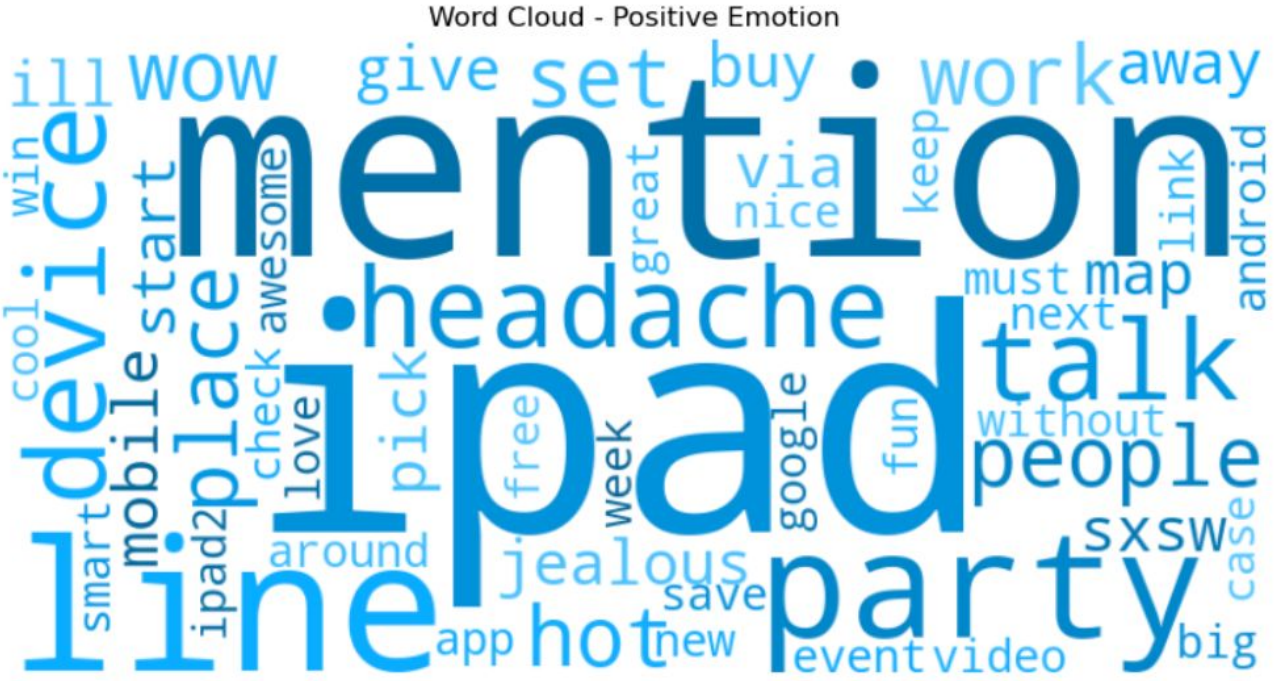
What are people saying and what does it mean?

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

Emotion Distribution



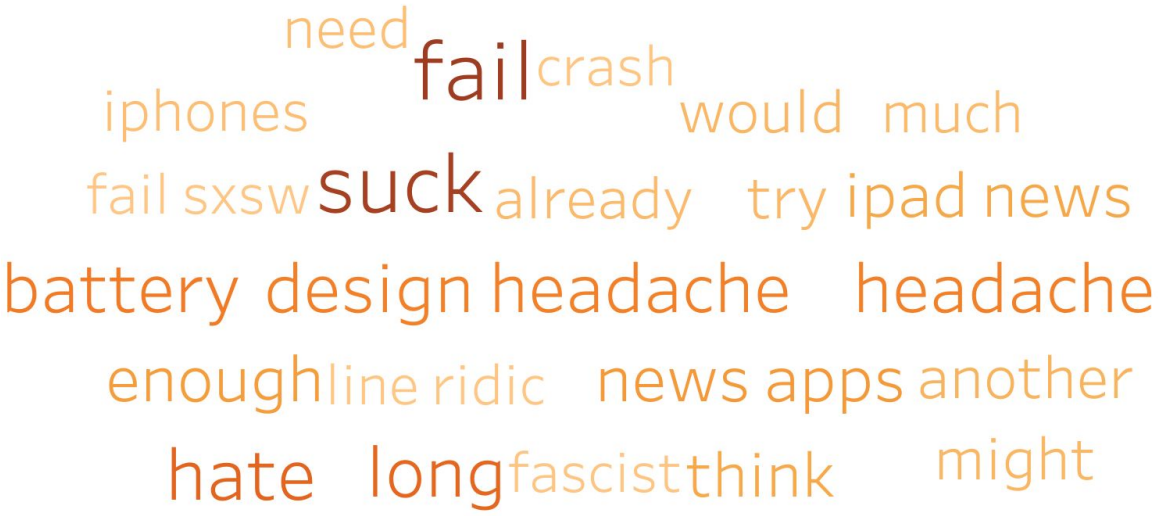
Positive Words Prevalence



Positive Words Importance

Negative Words Prevalence

Negative Words Importance



87%

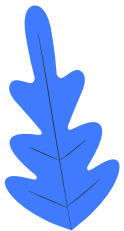
Model Accuracy

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?

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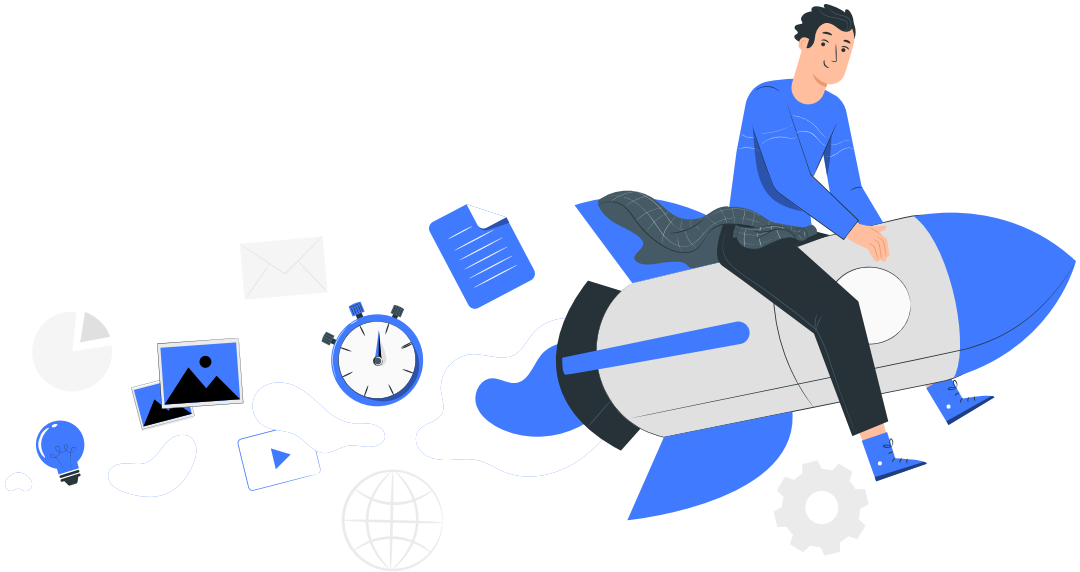

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