

Apple & Google Sentiment Analysis Project



Our Team



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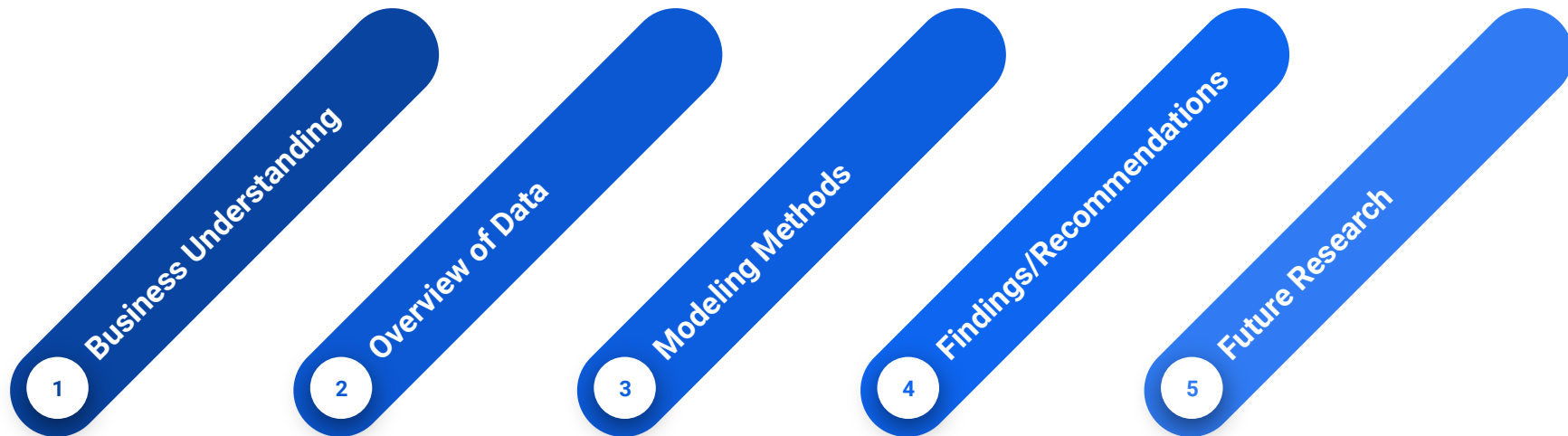


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Agenda





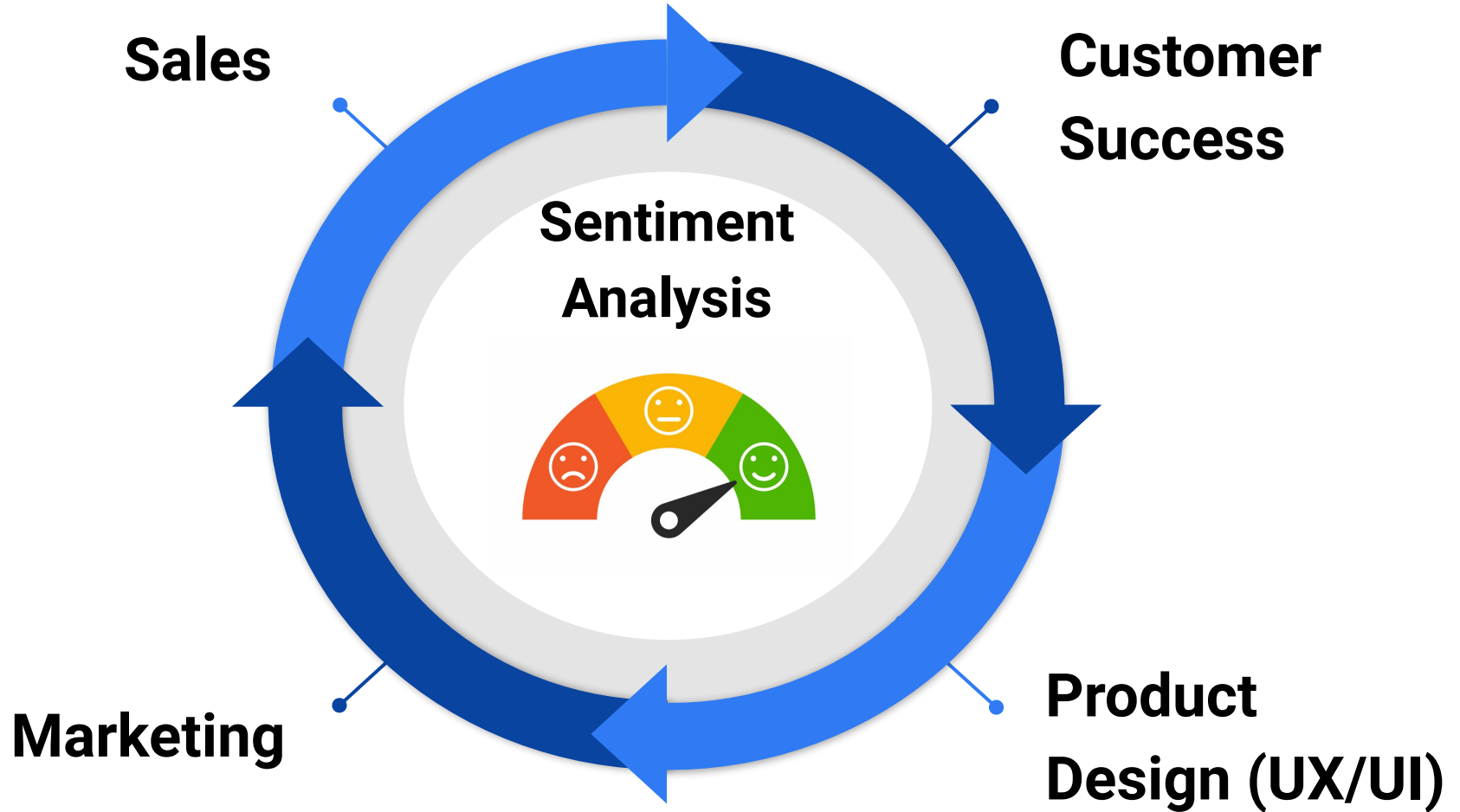


96%



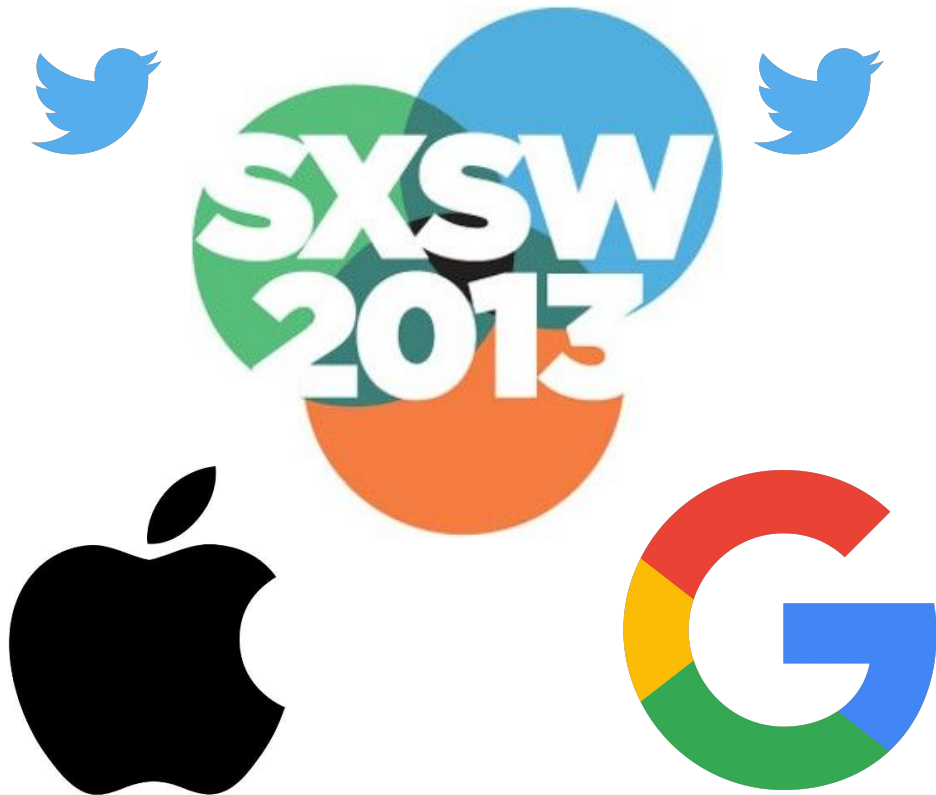
96%



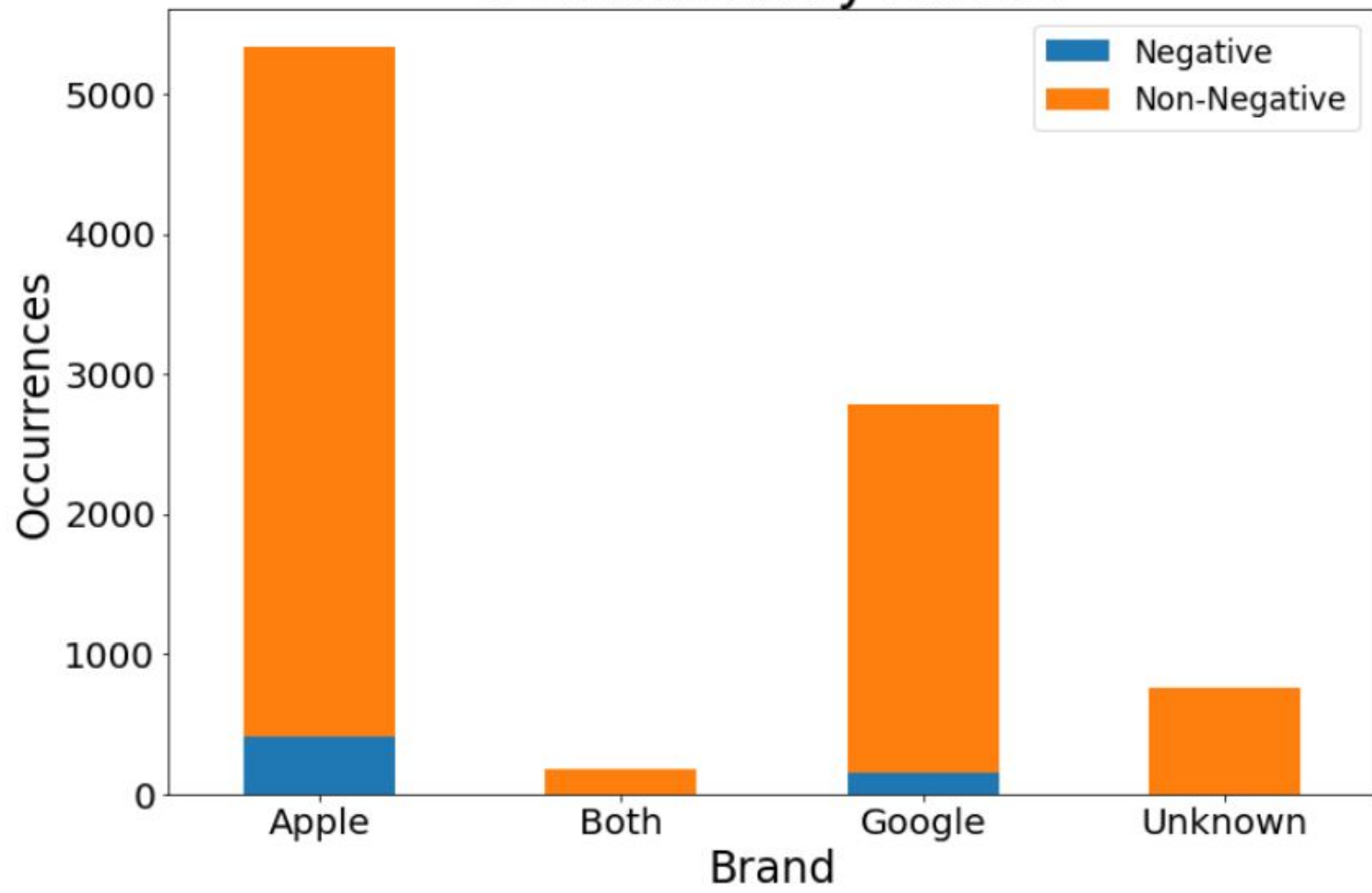


SXSW Dataset

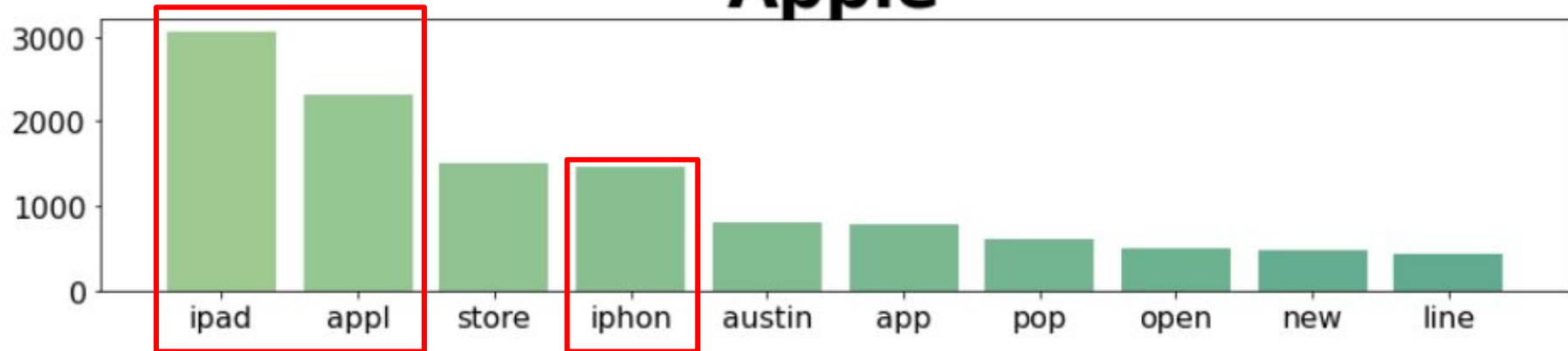
- SXSW 2013
- Source: Twitter
- Targets: Apple & Google



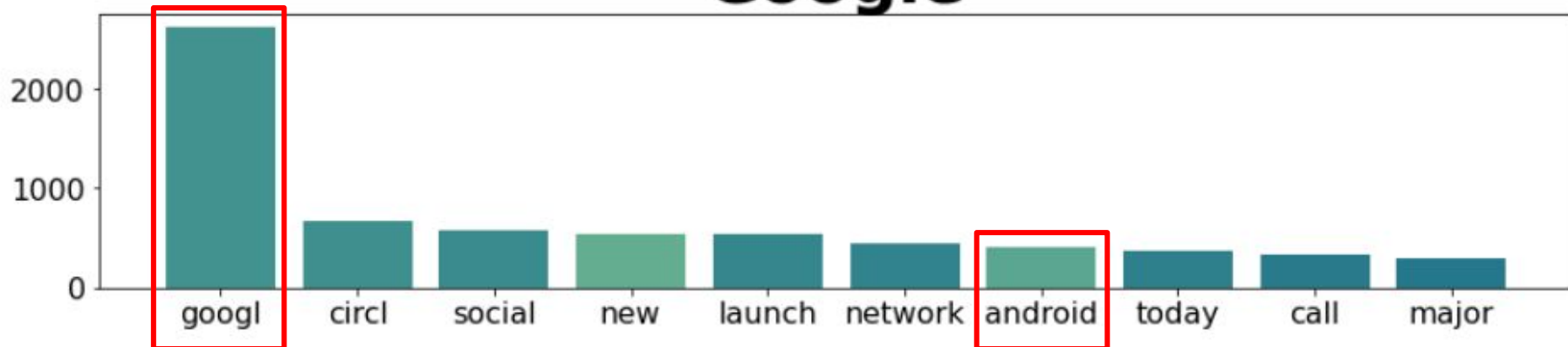
Sentiment by Brand

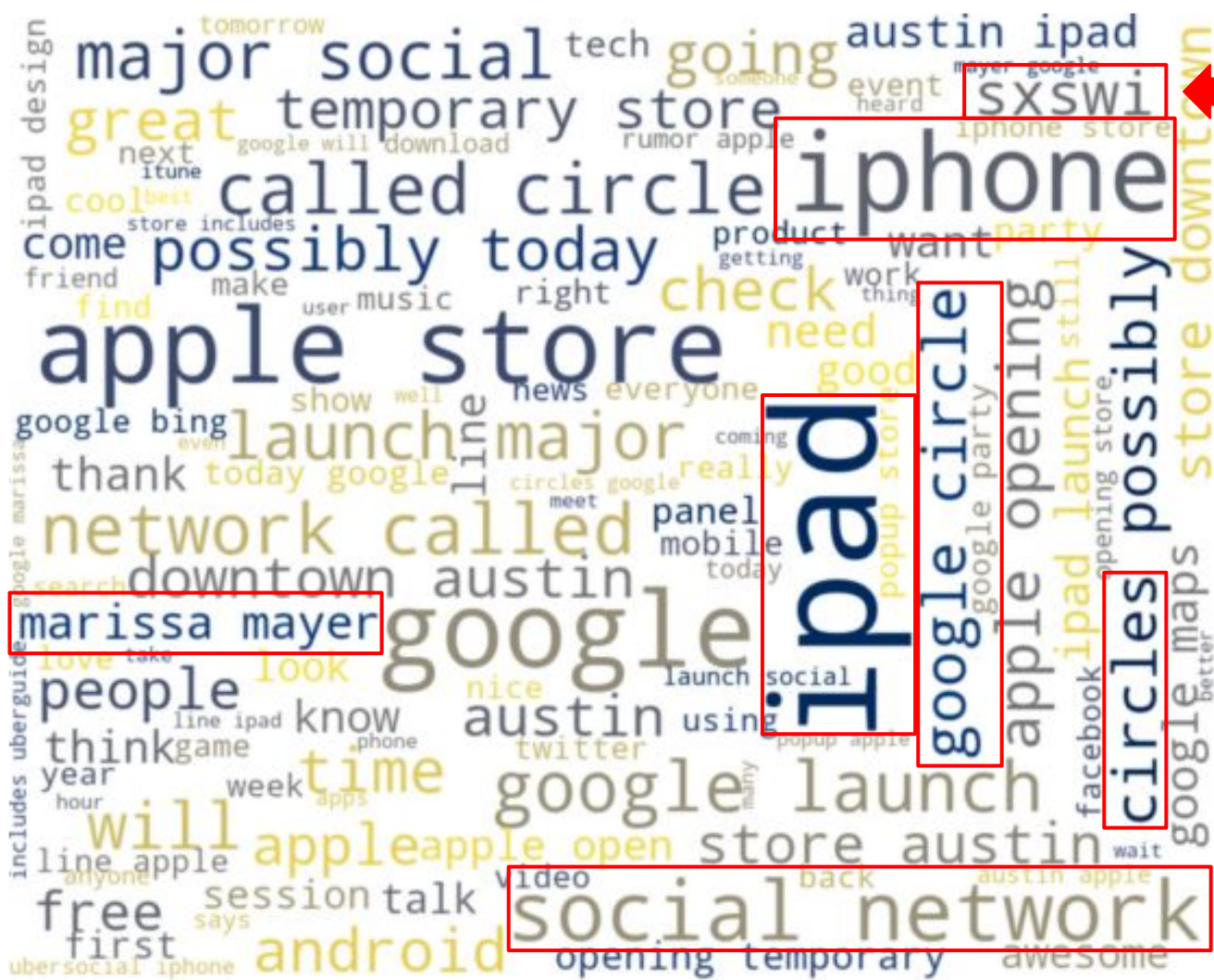


Apple



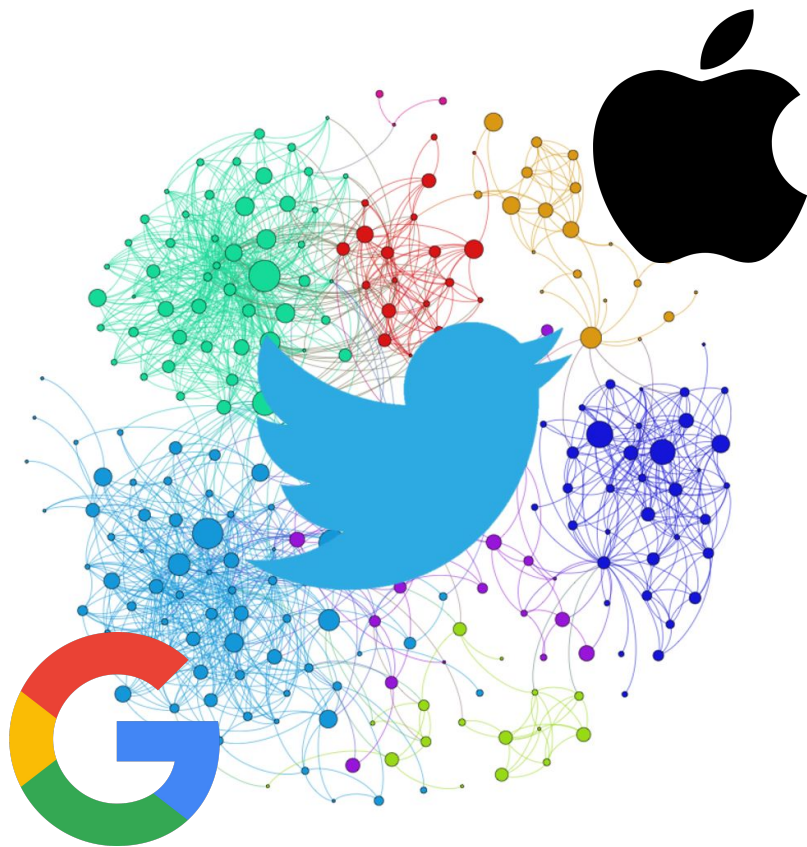
Google



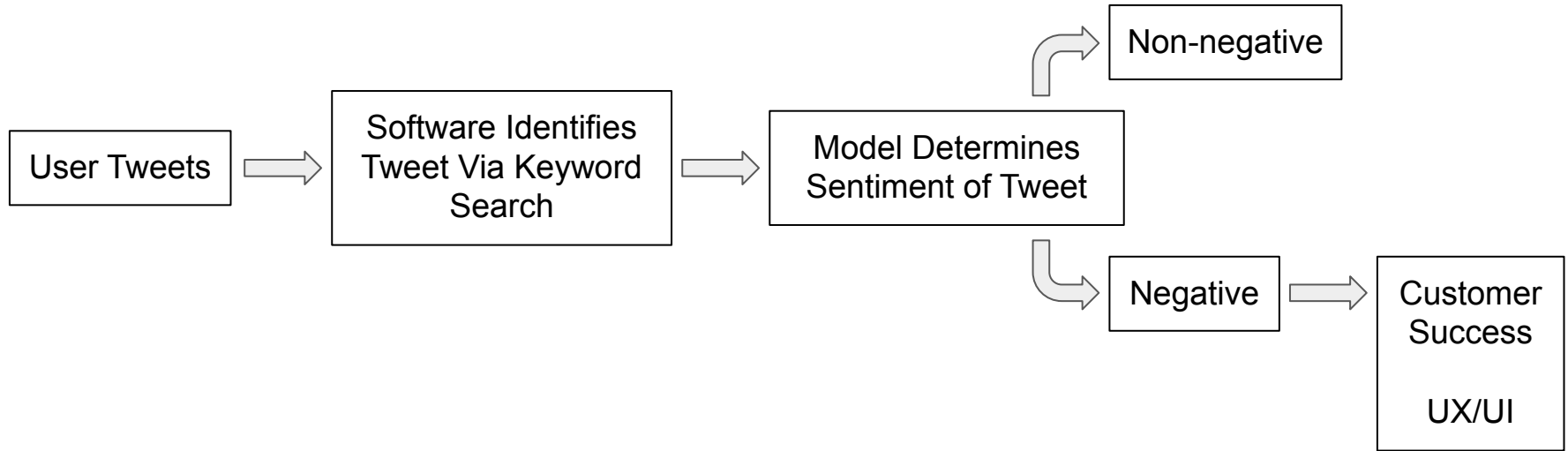


Findings

- Achieved 96% classification accuracy
- Accuracy consistent across brands

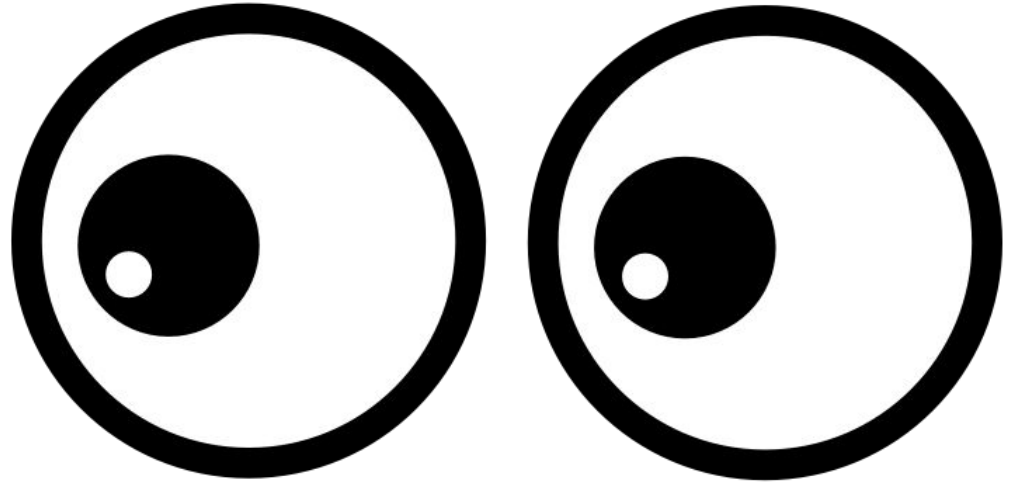


Product Strategy



Future Research Opportunities

- Account Following Analysis
- Tweet Activity Analysis
- Targeted HR Approach
- API Development



Thank you! Questions?



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