Sentiment Analysis

Exploring Emotions in Tweets

By Lintong Li

Introduction

sentiment analysis

a technique that uses data analysis to determine the emotional tone behind words.

The Importance of Sentiment Analysis

Real-Time Insight Across Sectors

Business
Politics
Social research

Strategic Decision Making

Predictive and Proactive Measures

Behind the Scenes: Data to Decisions

Data Collection

source:

- Kaggle public dataset
- Api scraping

Modeling

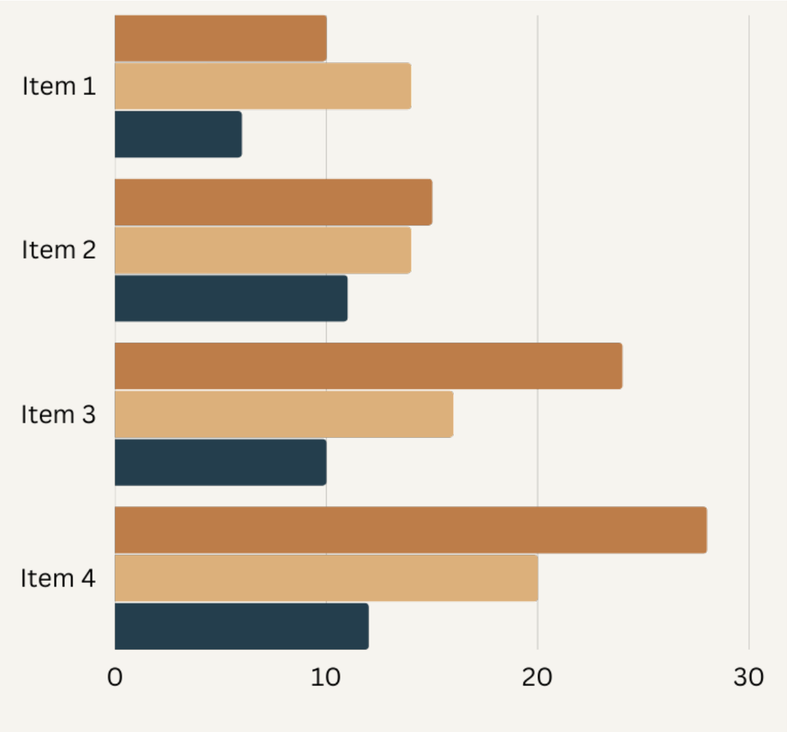
- Text preprocessing
- Logistic Regression, Naive Bayes, SVM
- Hyperparameter Tuning

Visualization

Streamlit-based sentiment analysis app

Case Study

- Business value
- Societal Impact



Case Study

- Sentiment Analysis For Tweets Related to iphone
- Sentiment Analysis For Tweets Related to social science

On Streamlit!

Limitation and Insights

A

Lack of Real-Time Data

Api restriction

B

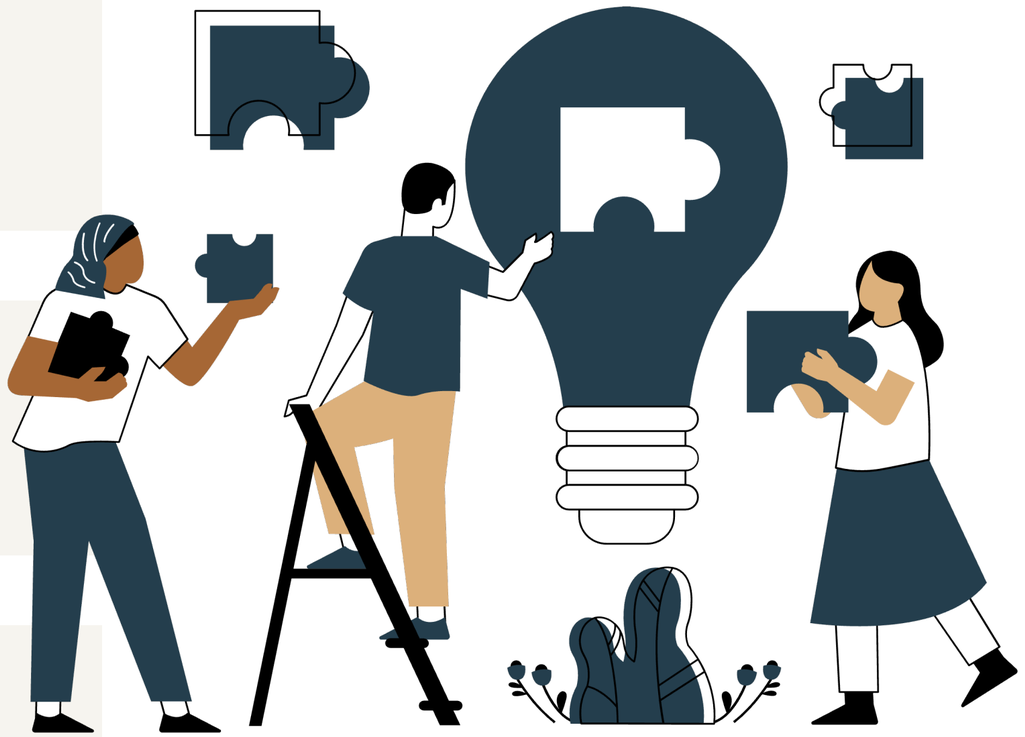
Binary Classification

Positive or Negative

C

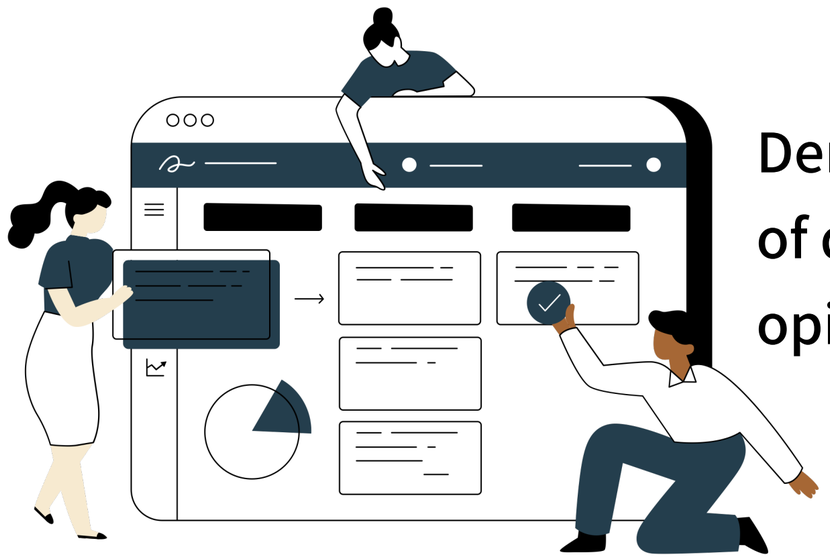
Language Barrie

only supports English language



Conclusion

Explored Twitter data for key discoveries



Demonstrated the importance of data in understanding public opinion

Future goal: Enhance analysis for deeper insights.

Thanks

Questions?

For more info

Check out source code at

https://github.com/SuperAmy99/Sentiment-Analysis

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