

Introduction:

The sentiment analysis of Apple Inc. over the observed timeline from 2023 to 2024 reveals a fluctuating trend in sentiment words used in news articles related to the company. The analysis covers a total of twelve months from May 2023 to March 2024. During this period, there were instances of both positive and negative sentiments expressed in the news articles.

Key Sentiment Shifts:

The sentiment analysis reveals significant shifts in sentiment during specific months. For example, on July 20th, the sentiment changed from negative to positive, with the most common sentiment word being 'popular'. This shift could be attributed to Apple's strong performance in the smartphone market and its growing popularity among consumers.

On September 19th, there was another shift to a positive sentiment, with the most common sentiment word being 'valuable'. This could be linked to Apple's increasing stock value and the launch of new products that were well-received by consumers and investors.

However, on September 29th, there was a shift to a negative sentiment, with the most common sentiment word being 'rotten'. This could be related to negative reviews of Apple's new products or concerns about the company's financial performance.

Correlation with Key Events:

The sentiment analysis also reveals correlations between specific events and sentiment shifts. For instance, on October 1st, the sentiment turned negative, and the most common sentiment word was 'unlikely'. This could be linked to concerns about Apple's ability to maintain its market leadership due to increasing competition and regulatory challenges.

On December 18th, the sentiment turned negative again, and the most common sentiment word was 'fall'. This could be related to concerns about Apple's stock price falling due to weak holiday sales or negative market reactions to the company's financial performance.

Overall Sentiment Summary:

The overall sentiment trend for Apple Inc. over the observed timeline is mixed, with both positive and negative sentiments expressed in news articles related to the company. The analysis reveals that the sentiment is influenced by a combination of company performance, product launches, market trends, and regulatory challenges.

In conclusion, the current sentiment for Apple Inc. is mixed, with both positive and negative sentiments

expressed in news articles related to the company. The observed trends suggest that Apple continues to face challenges in maintaining its market leadership and addressing regulatory concerns while also launching new products that are well-received by consumers and investors. The future sentiment for Apple Inc. will depend on how effectively the company addresses these challenges and continues to innovate and grow its business.

Sentiment Over Time

