Tweet Sentiment Classifier for BaceFook

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Tall Guy Outreach LLC

- ❖ Understand & Predict Customer Behavior
- ❖ Analyze Customer Satisfaction
- ❖ From our shoulders you will be able to see a better future!
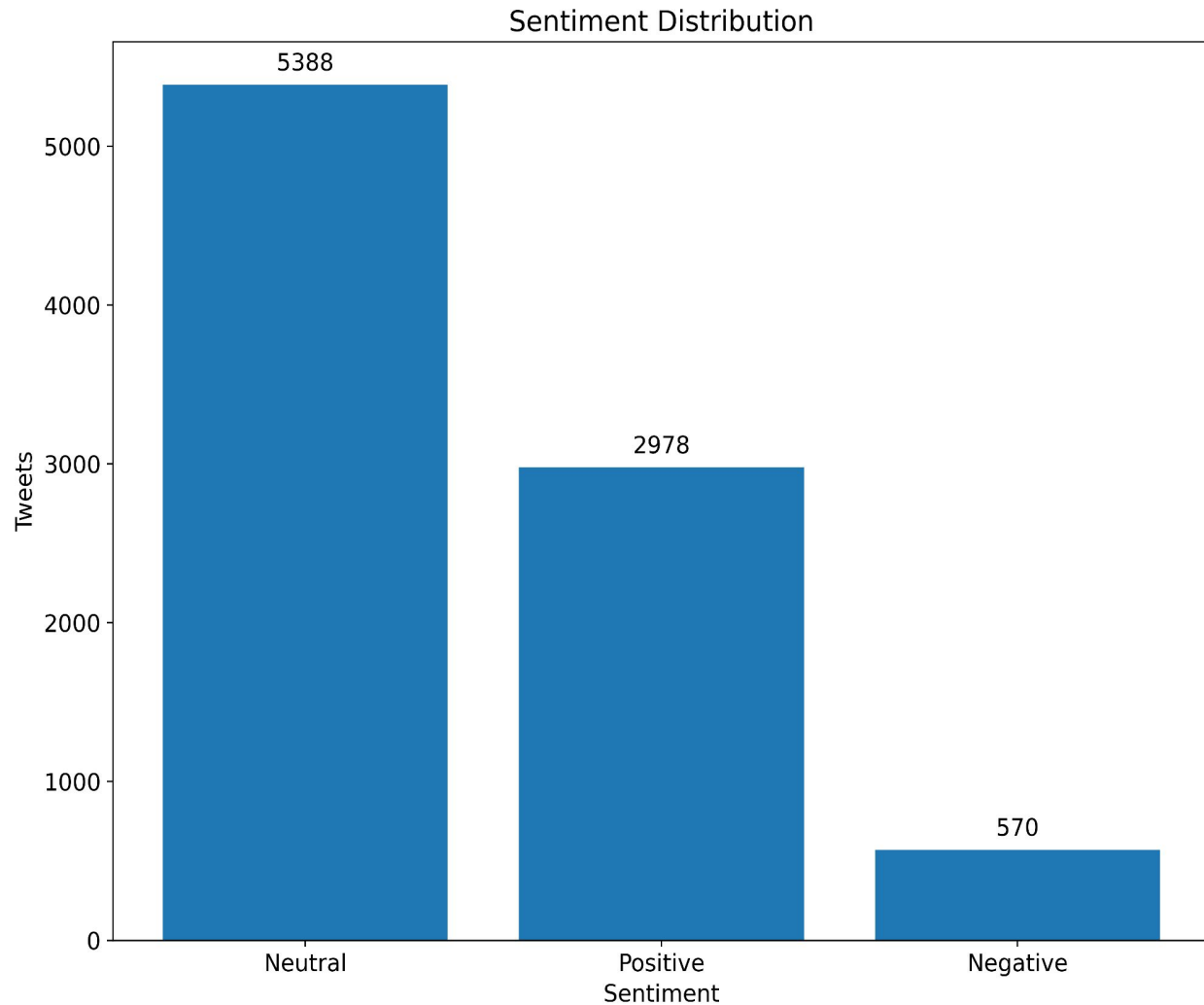
Business Problem

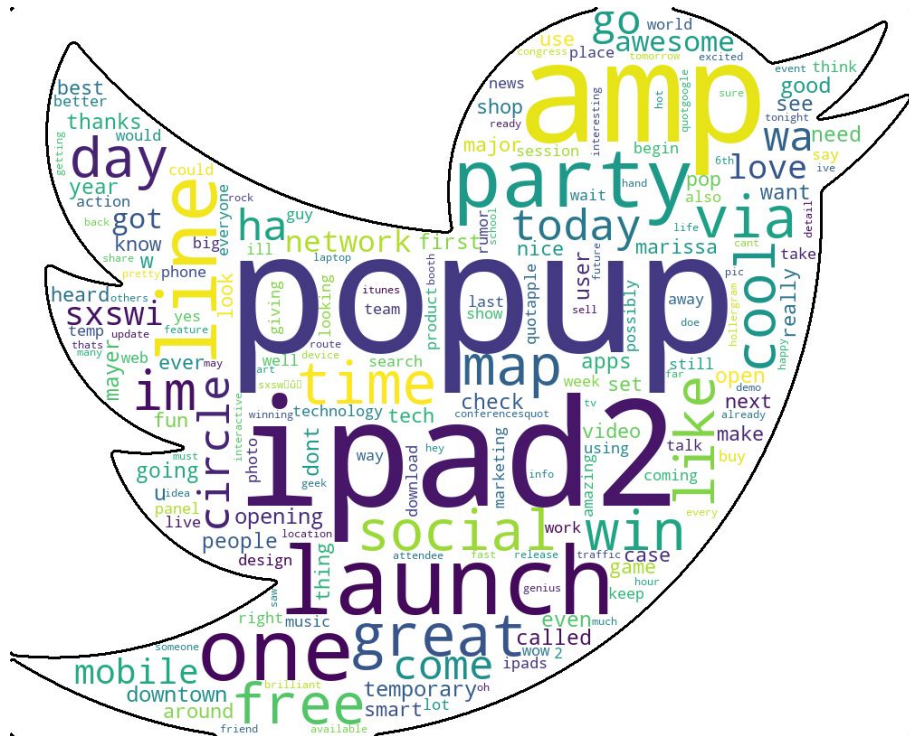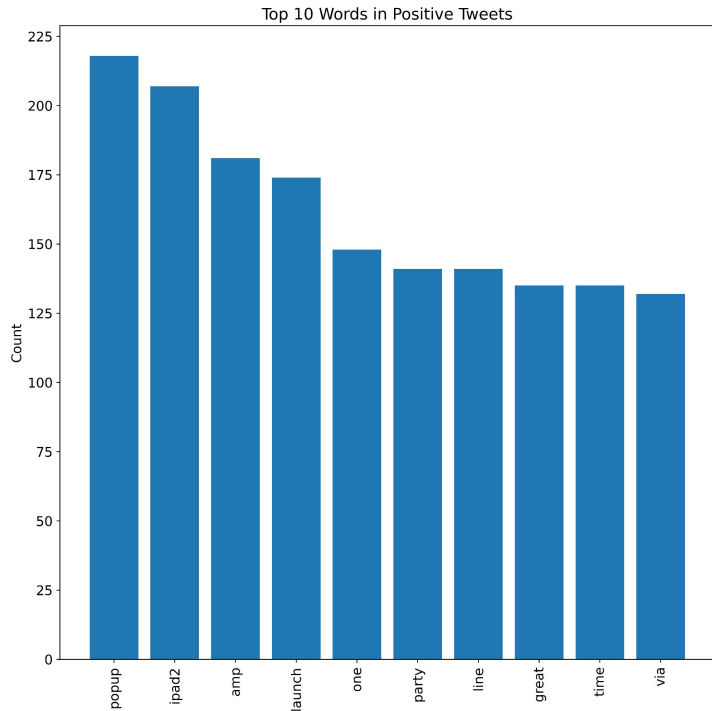Classify Community Reception of New Features

Save Time & Human Capital
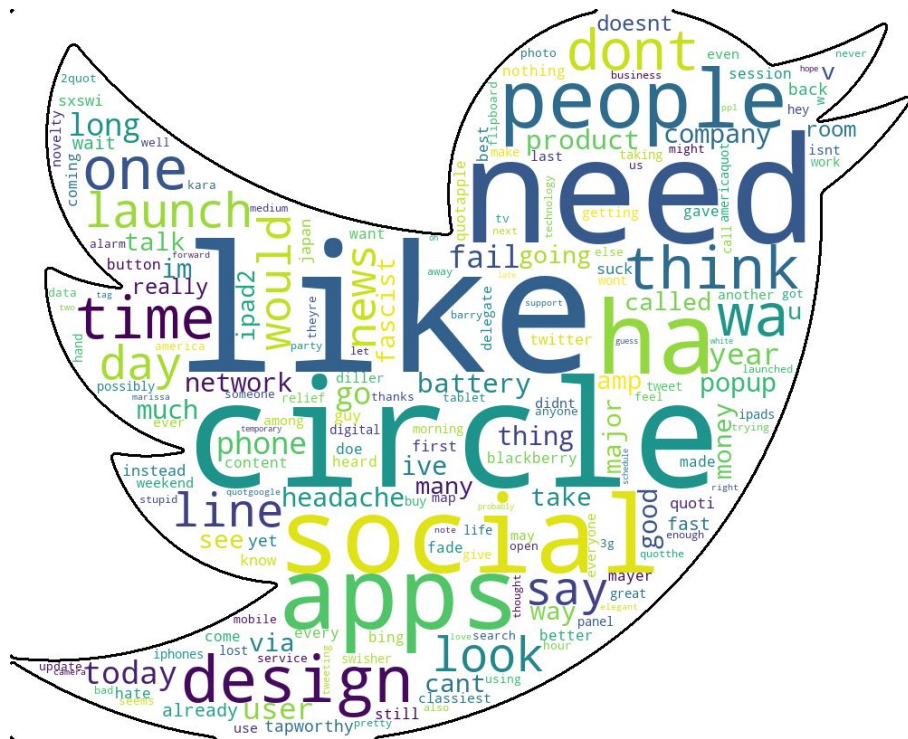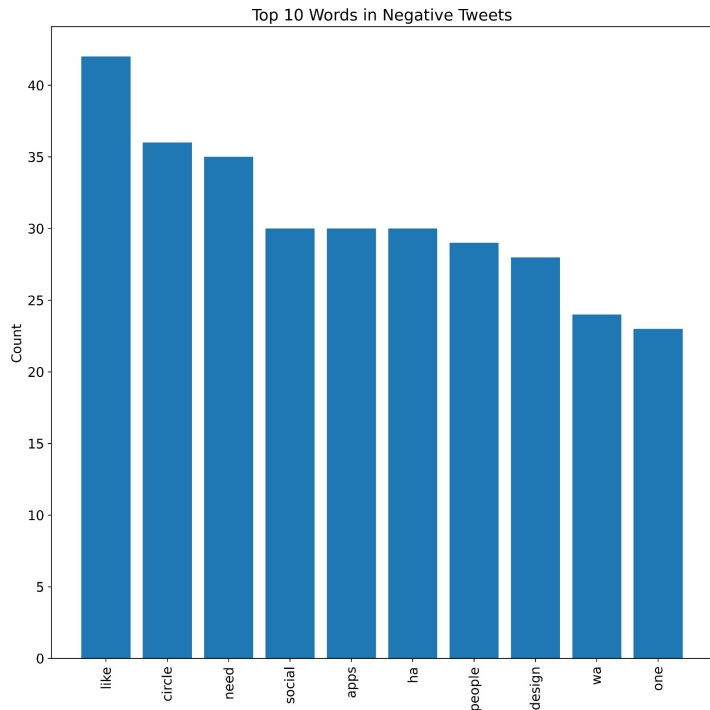
Streamline Data Intake

Data Understanding

➤ 9,092 Tweets

➤ Tech and Mobile Application Subject Matter

Most Common Words - Positive Tweets

# Most Common Words - Negative Tweets

Tweet Prediction

➢ Positive tweet: 'one thing @mention is doing so great is get a great, down to earth face to Google as a company - You can only love her #sxsw #sxwsi'

➢ Negative tweet: "I thought I would use my iPad a lot during #SXSW, but I haven't even touched it once. Hmmzies."

➢ Neutral tweet: " Google's Industry Party Tonight @mention - See u there! {link} #SXSW #Austin #Welivehere #GSDM"
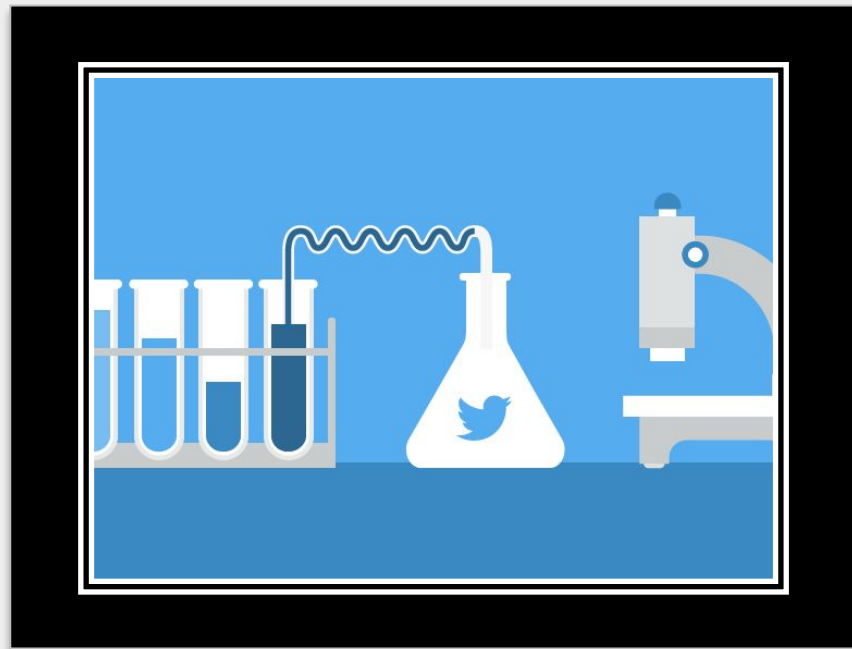
Final Model Performance

➢ Accuracy Score of 62% on unseen data.

➢ Negative Sentiment is a Challenge - Need More Negative Tweets

Model Performance by Class
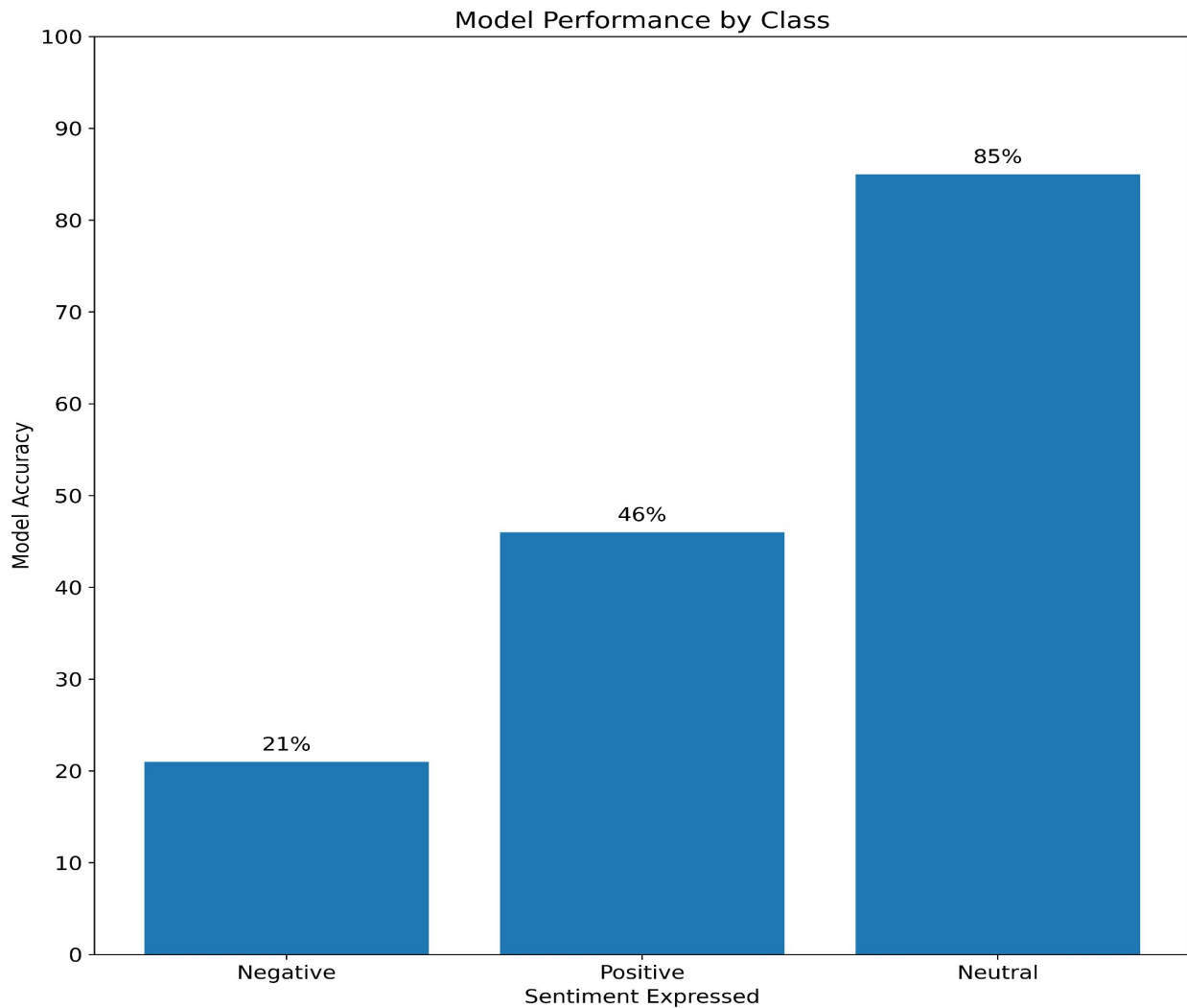
Conclusions and Recommendations

➢ Iterative Training

➢ More Data to Analyze

Next Steps

Further Exploration:

➢ Data Pipeline for Other Platforms

➢ Neural Network Implementation

Thank You, Any Questions?

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