

# **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

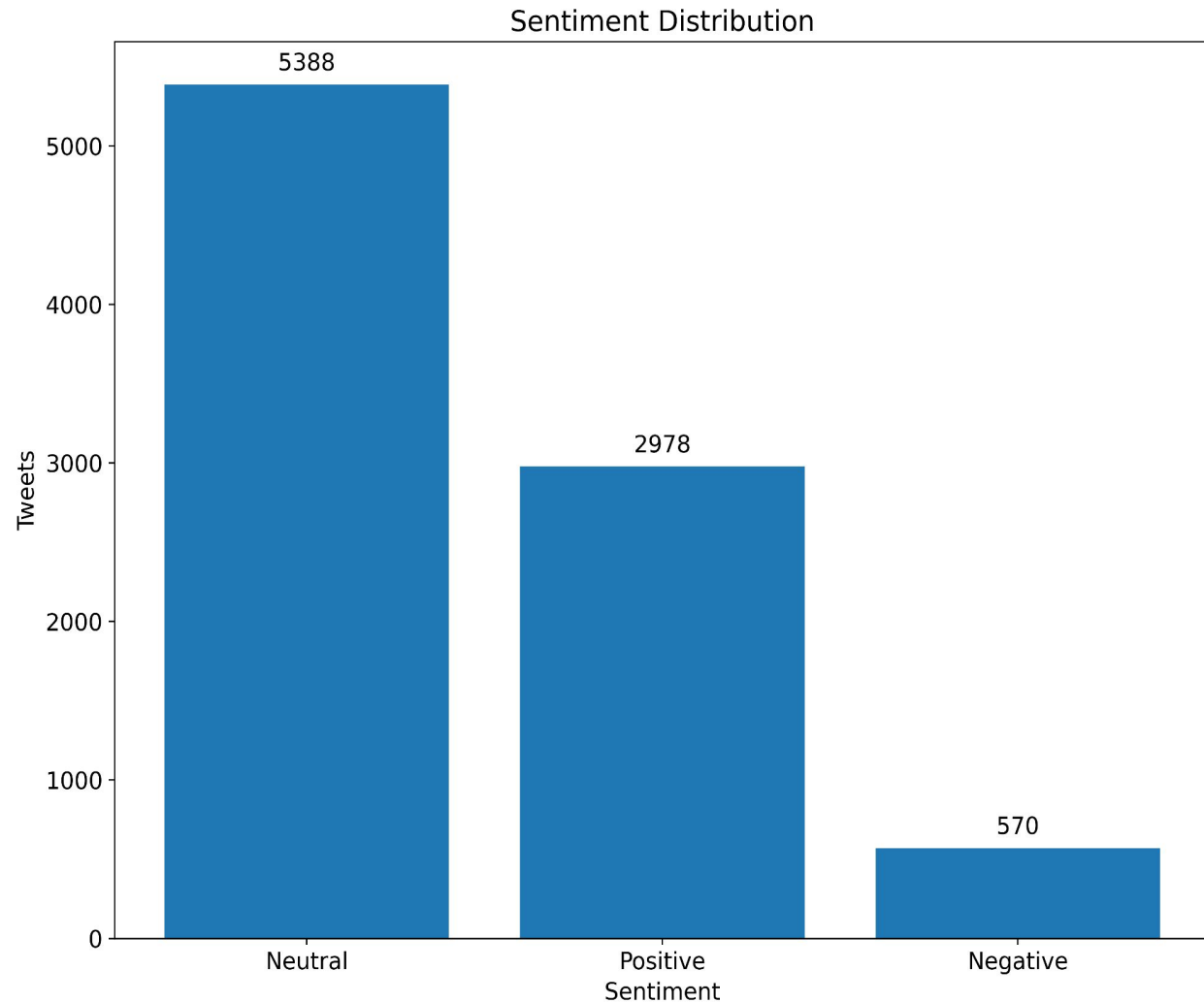
Classify  
Community  
Reception of New  
Features

Save Time &  
Human Capital

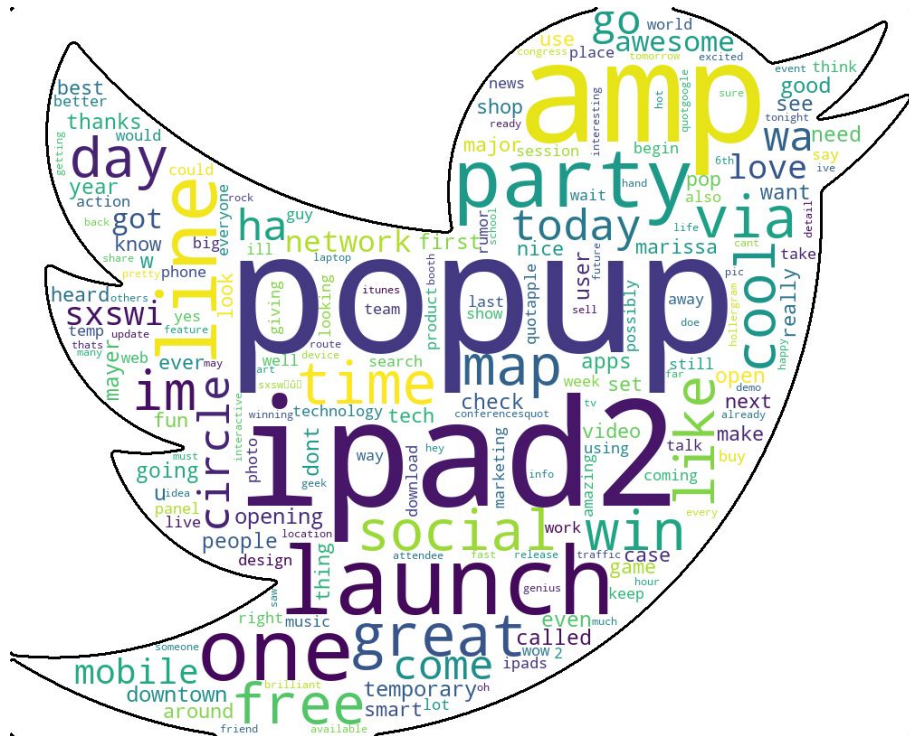
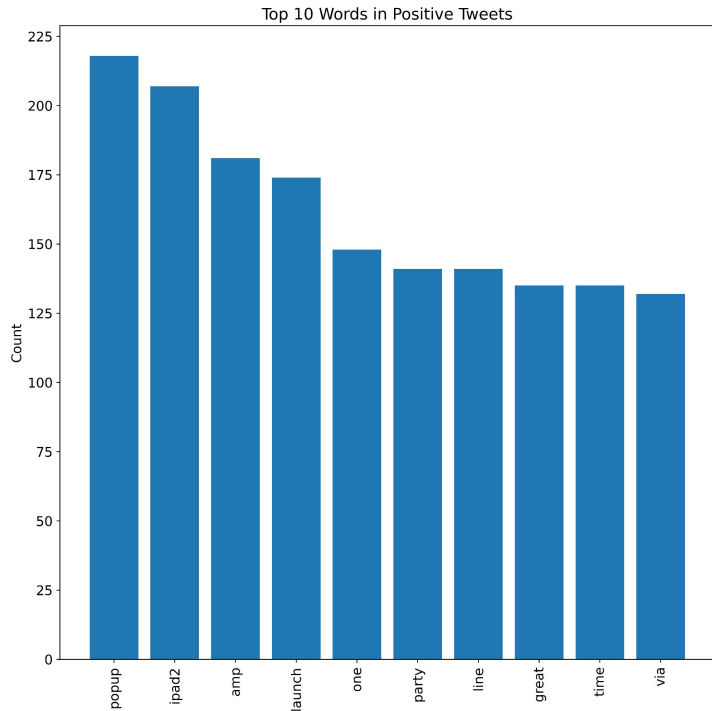
Streamline Data  
Intake

# Data Understanding

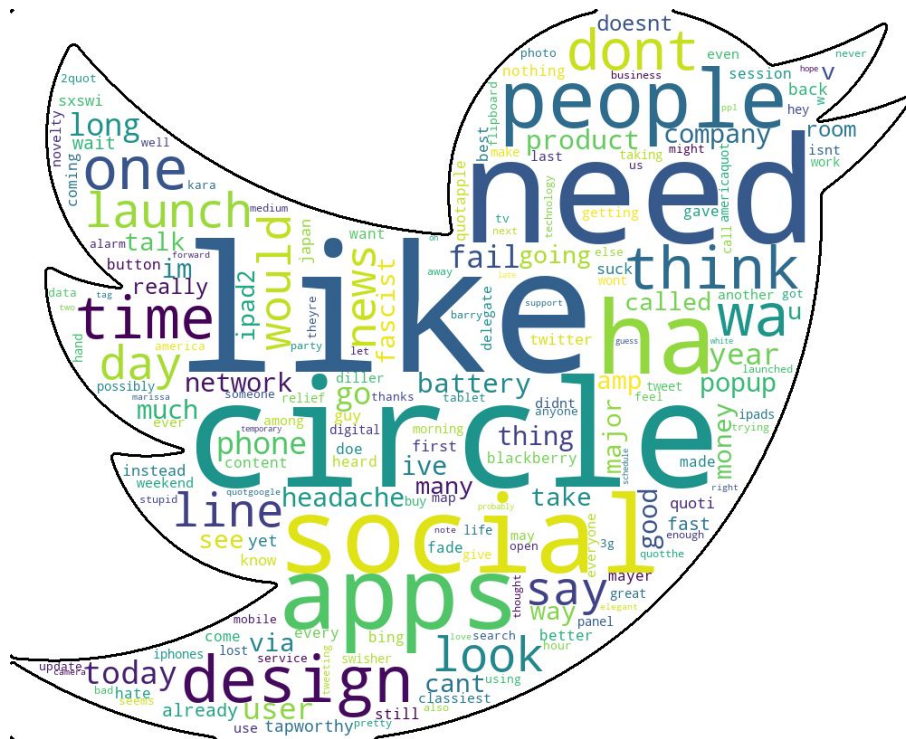
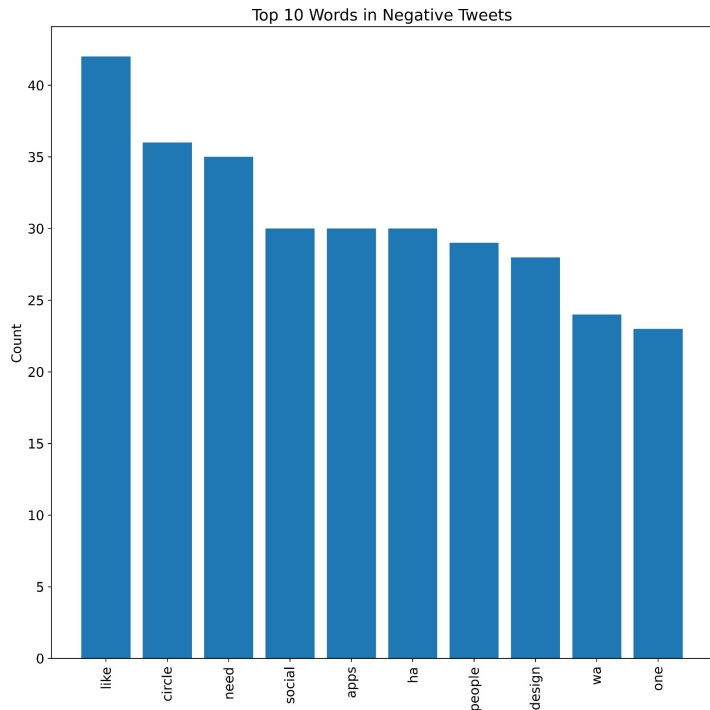
- 9,092 Tweets
- Tech and Mobile Application Subject Matter



## Most Common Words - Positive Tweets



# Most Common Words - Negative Tweets

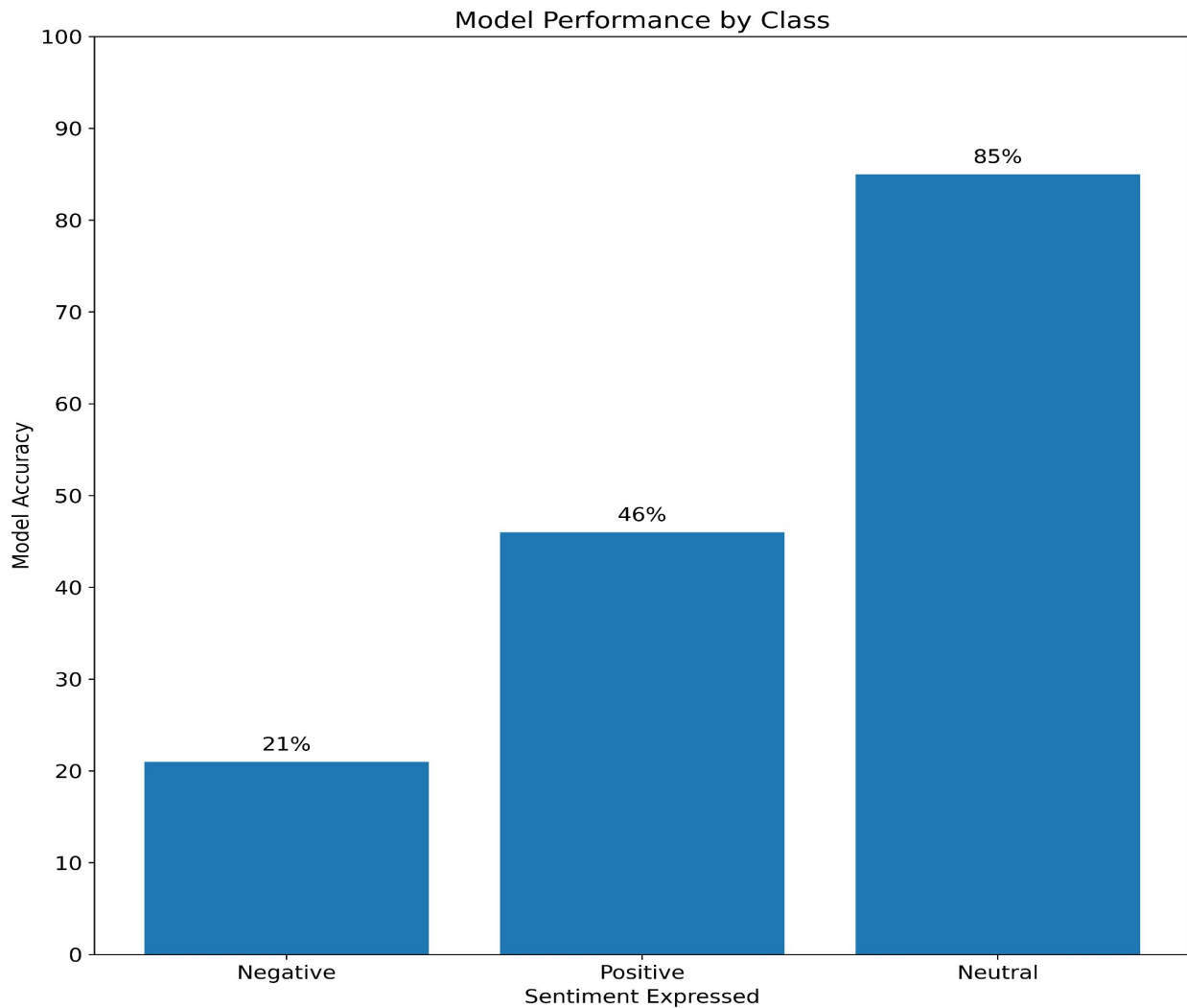


# Tweet Prediction

- 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

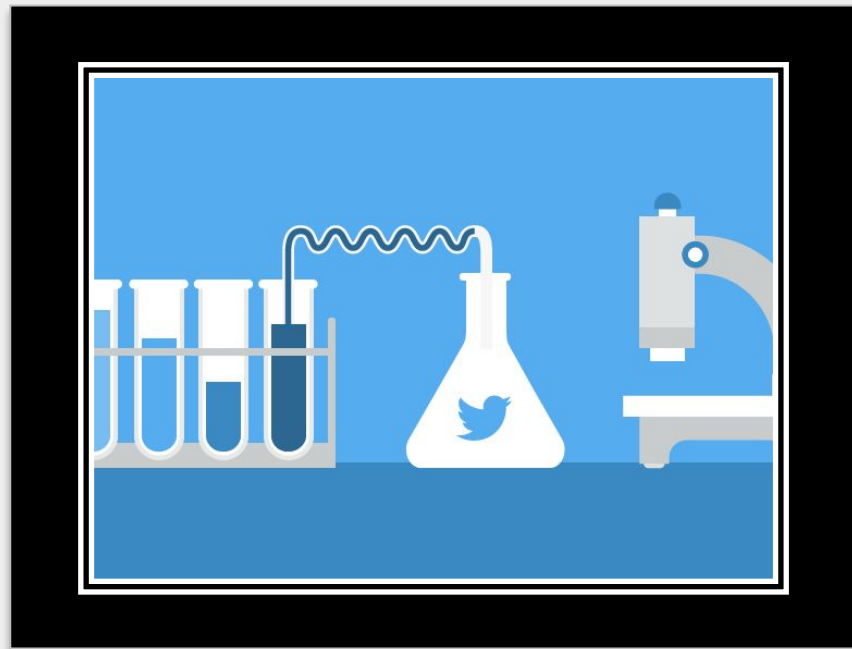
- Accuracy Score of 67% on unseen data.
- Negative Sentiment is a Challenge - Need More Negative Tweets





# 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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