



# Twitter Sentiment Analysis

Using Data to Classify Tweet Sentiment



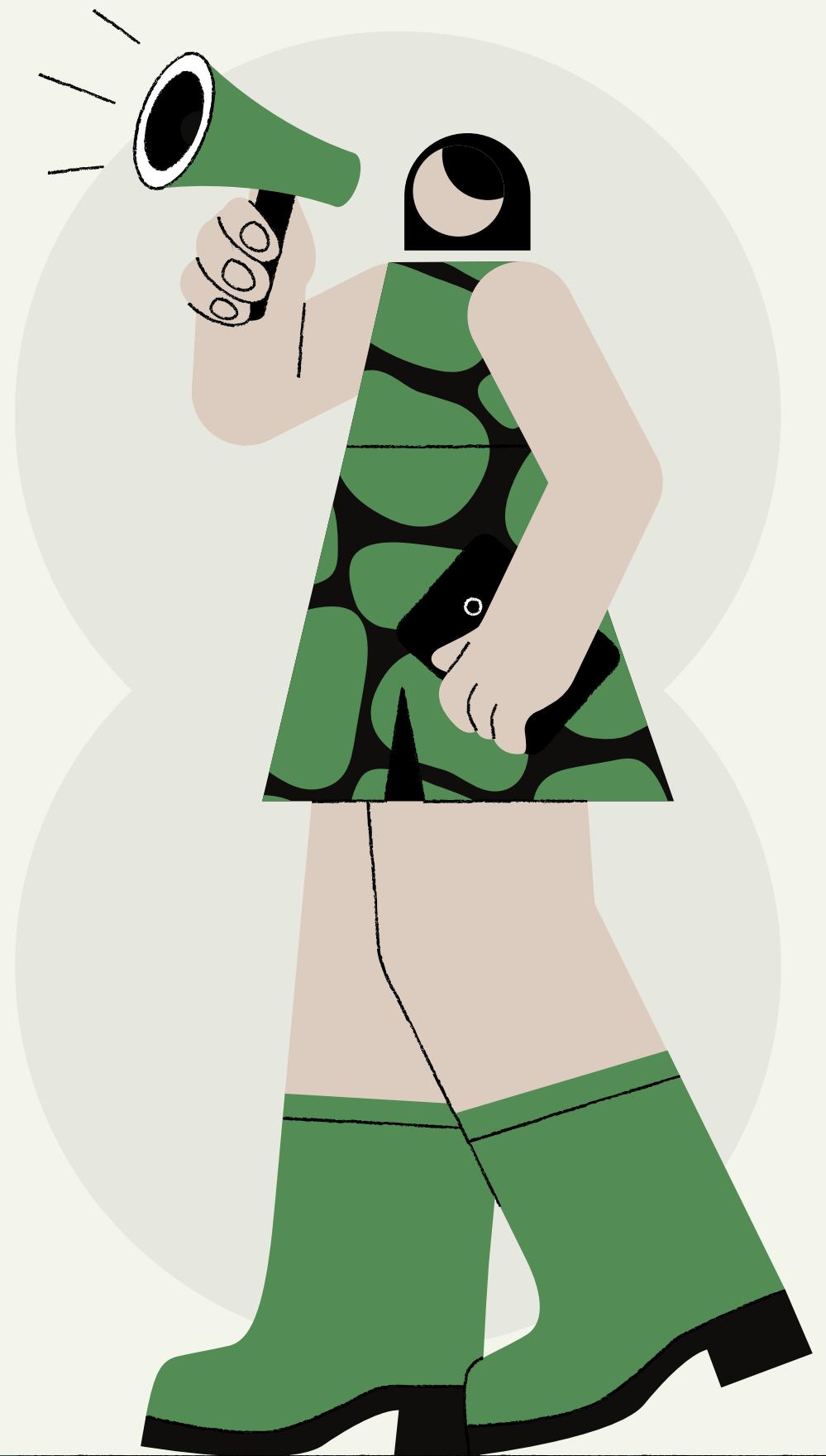


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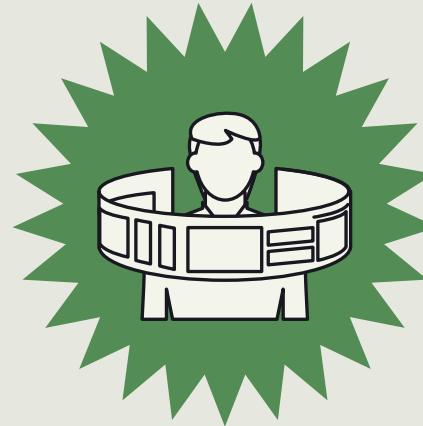


# Today's Agenda

- Summary
- Our Proposal
- Our Models
- Our Results and Recommendations

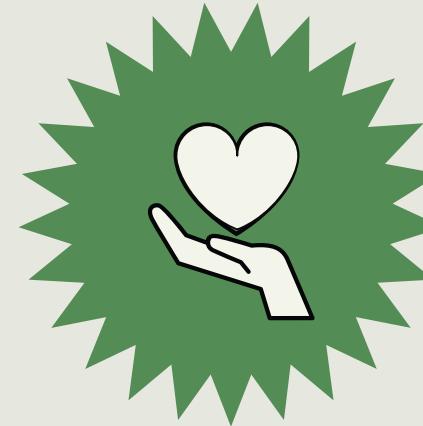


# Proposal Summary



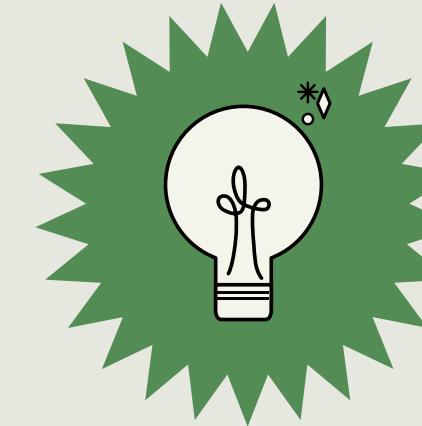
## The Opportunity

Take advantage of the plethora of information available on Twitter



## The Proposal

A tweet sentiment classifier



## The Results

Classifying sentiment to an 72% accuracy

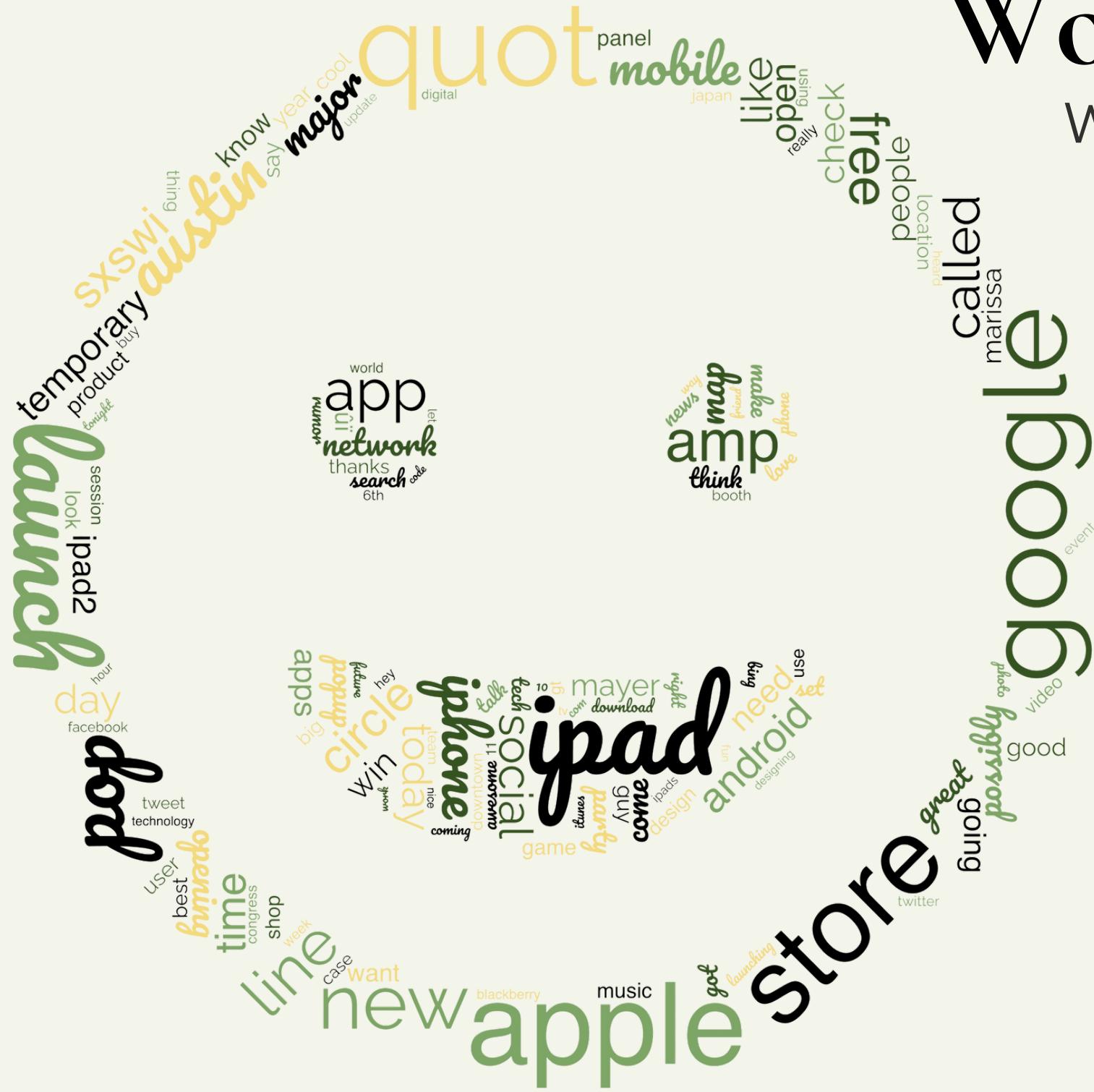


# The Opportunity

Using Twitter data to its maximum potential

# Word Cloud

# What's tweetin'



# Positive Tweets

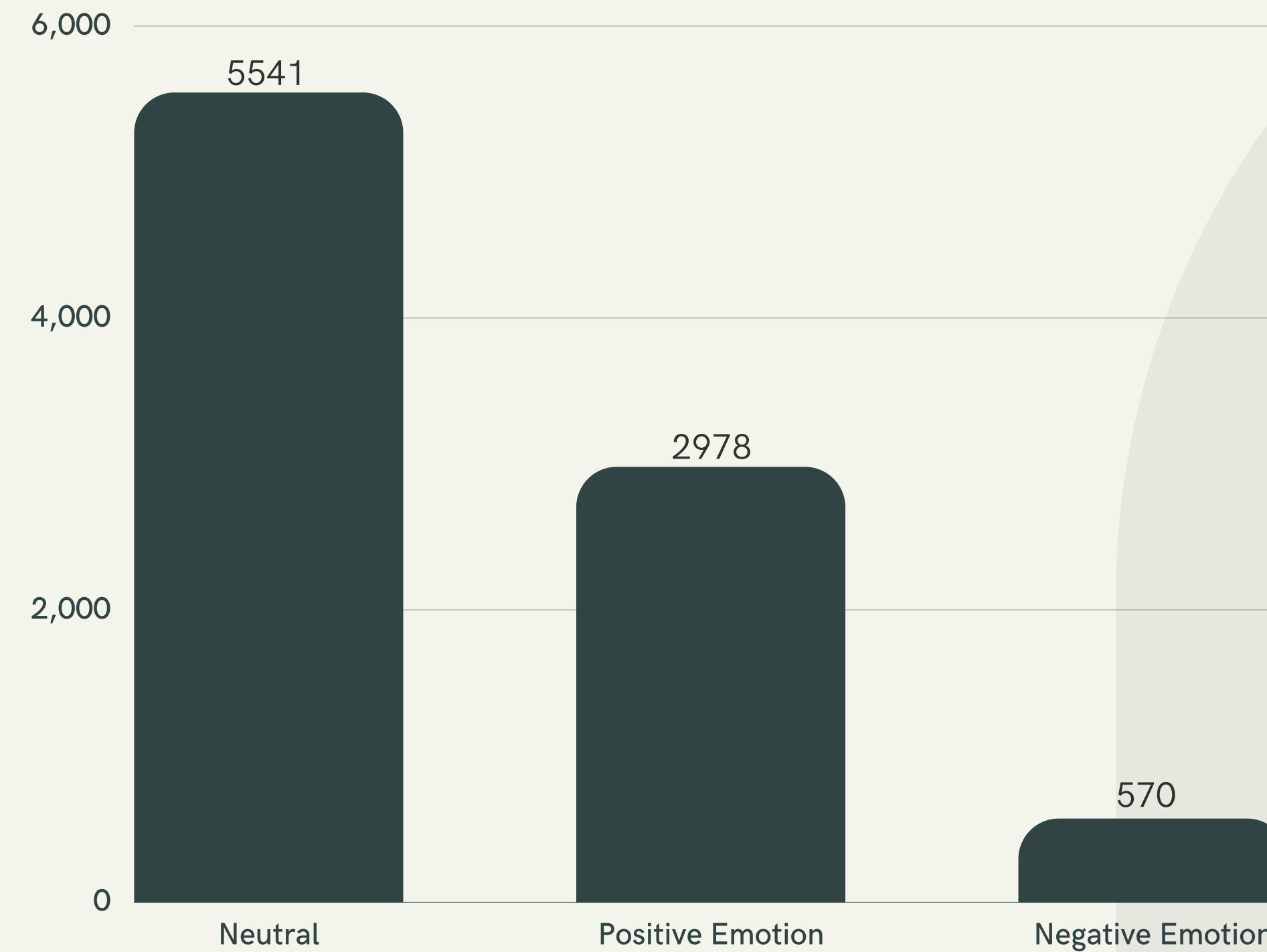


# Negative Tweets



# The Dataset

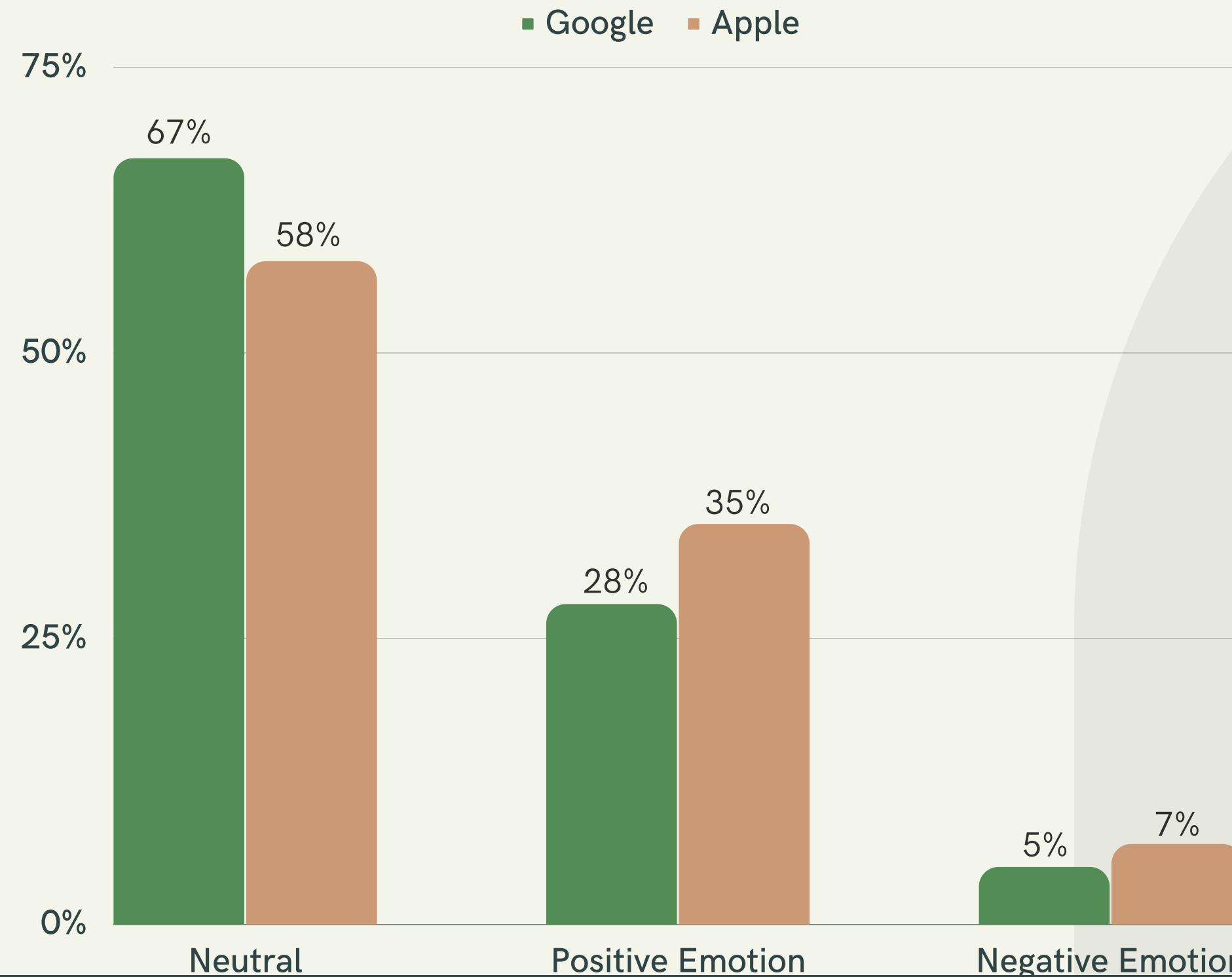
All Data



FEBRUARY 2022

# The Dataset

Google and Apple  
Insights



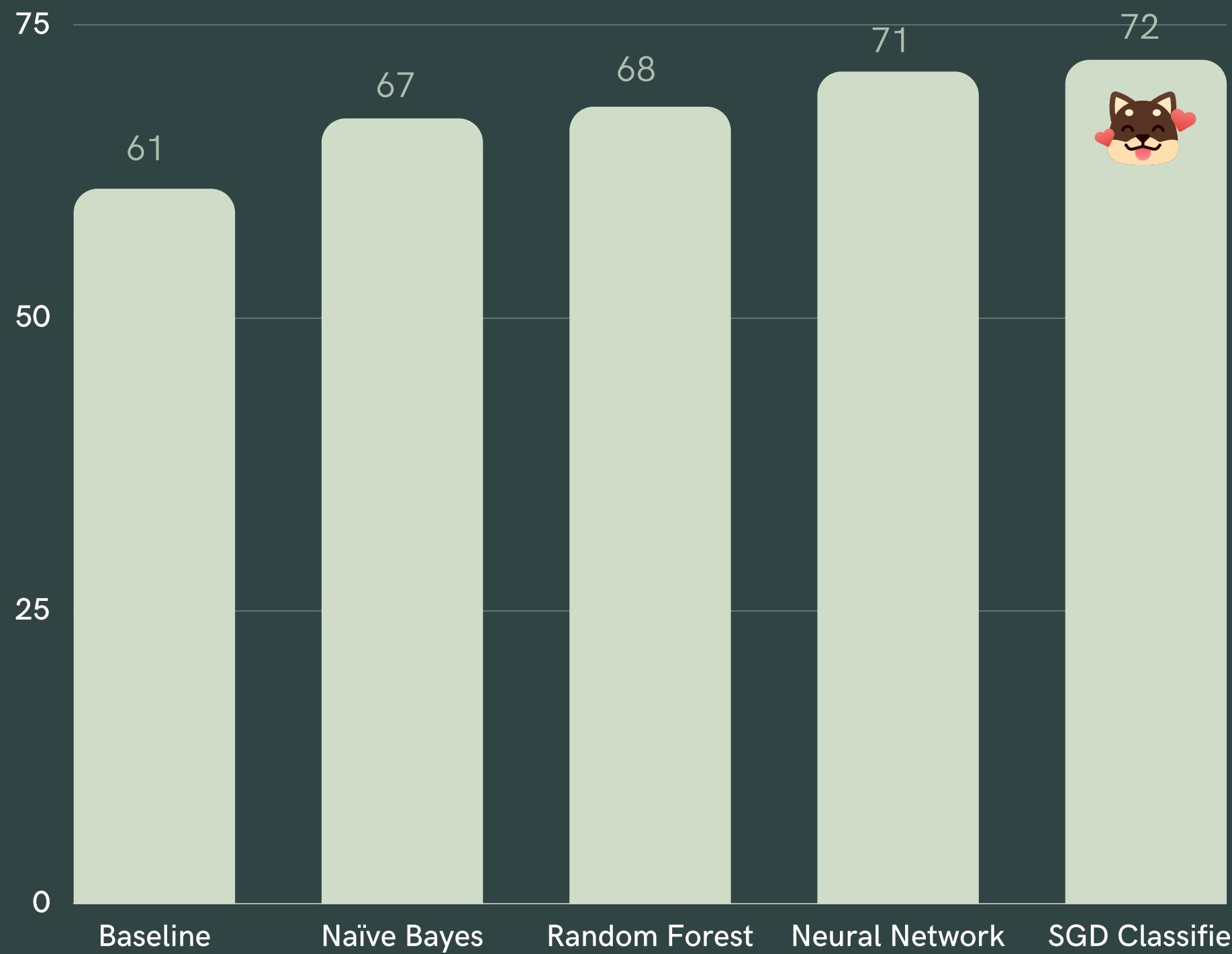


# The Process

Creating our natural language processing models

# Tuned Multiclass Models

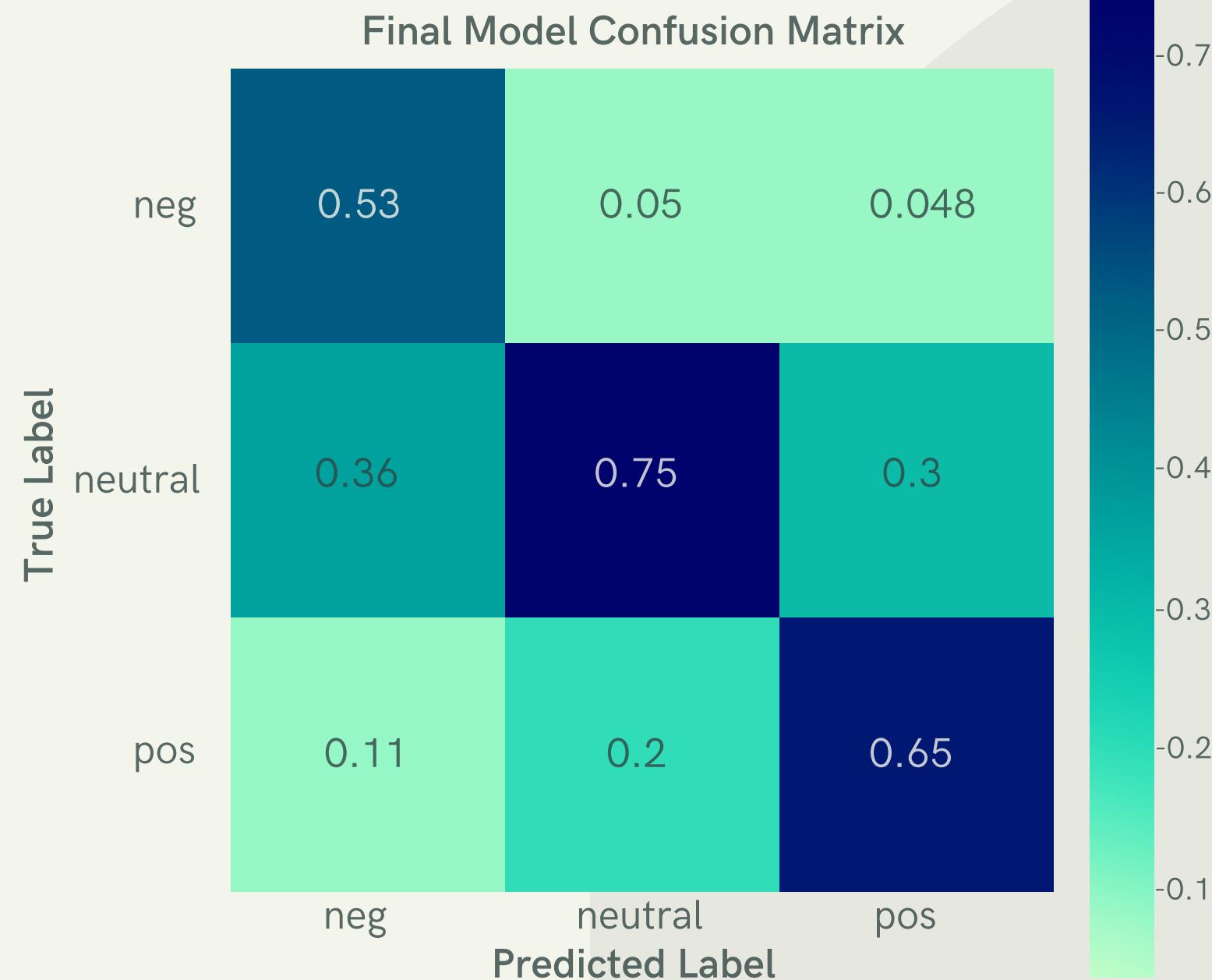
Positive, Neutral, and Negative Tweets



# Final Model Results

## SGD Classifier ~72% Overall Accuracy

The confusion matrix shows a breakdown of how well the model's predictions actually performed.



# APP

## Tweet Sentiment Analysis

Write a Tweet

GoGo!

*i am waiting.....*



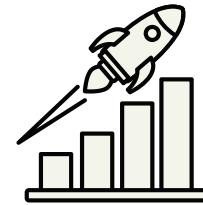
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# Recommendations

Leverage Twitter Sentiment Analysis as a Business Tool for:

## Brand Perception



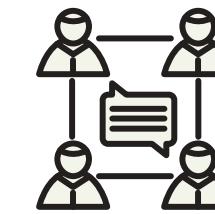
Track real-time analysis of customer sentiment within a volatile social media platform.

## Market Research



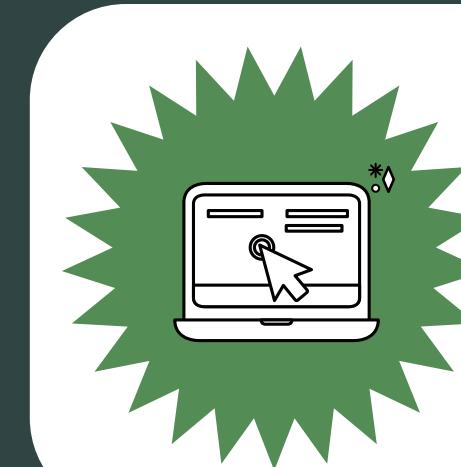
Identify competitors and monitor mentions of other relevant brands and products.

## Customer service



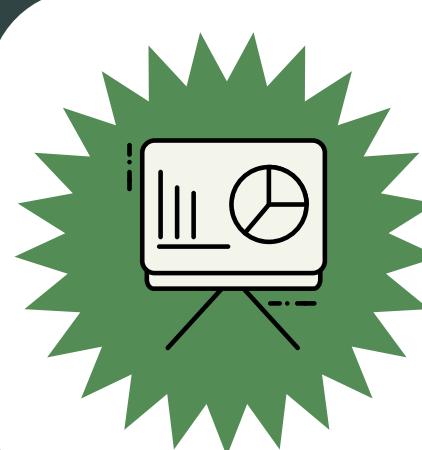
Discover which products, services, or locations are in need of the most attention and develop a targeted response.

# Next Steps



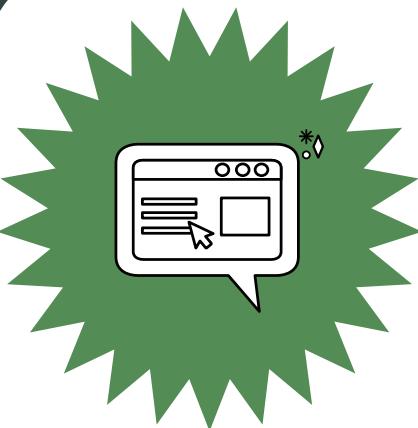
## Positivity Rater

Allow users to select new follows based on a profile's historical sentiment rating.



## Dashboard Visualizations

Visualize longitudinal sentiment data through a dashboard that allows for filtering along different dimensions.



## Test Before You Tweet

Run your next tweet through our sentiment analysis tool to ensure it strikes the right tone before publishing it.

# Contact us

For questions or comments

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