

A horizontal, irregular brushstroke of teal watercolor paint on a light gray background. The paint has a textured, slightly mottled appearance with some darker and lighter shades of teal.

Twitter Mining Project

Ying Li

FOUR STEPS

Step 1



Step 2



Step 3



Step 4

Choose my
brand

Four analysis
to use

What can we
learn from
analysis

conclusion

MY BRAND?

Net A Porter

Farfetch

Free 3 day delivery and free returns within the US

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Sarah Paulson
Meet the coolest actress in Hollywood
From the pantsuit to the sequin dress, scarlet is super-chic right now

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A fresh spin on party dress

CAN'T GO WRONG
The gifts guaranteed to p

NEW CHOPARD
The latest dazzling jewels

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From fluttering feathers to statement heels, the season's most-wanted shoes have one color in common: right now

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WHY NET A PORTER & FARFETCH?

Love fashion
Love buying



WHAT OBJECTIVE?

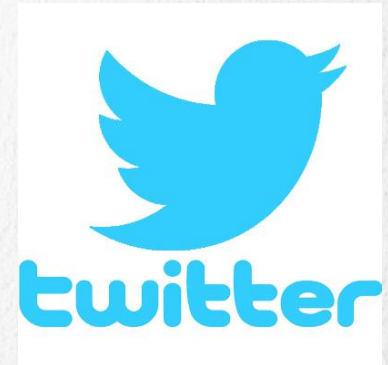
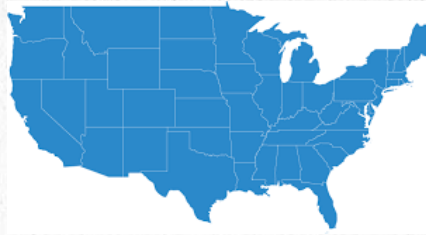
Net A Porter



Farfetch

WHAT ANALYSIS TO USE

- Maps
- Word Cloud
- Sentiment analysis
- Timeline

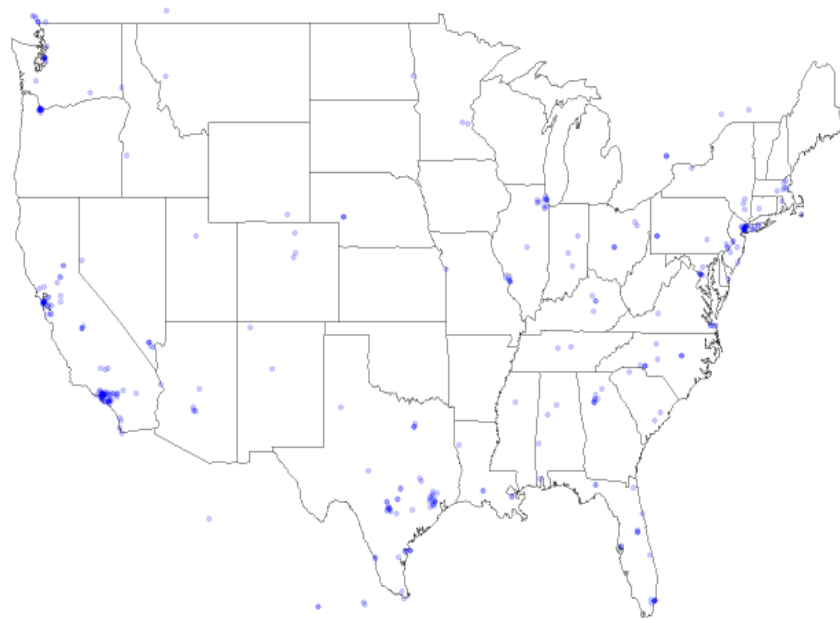


MAPS

Map for Net A Porter



Map for Farfetch



WHAT DO MAPS SAY?

The people talking about net a porter are most from Los Angeles, San Francisco and aNew York.

It makes sense because from my perspective of view, those three places are the place of fashion, that is to say, most of the fashion bloggers are from those three places.

The situation is the same for Farfetch, however comparing two maps, we can clearly see that the map for Net A Porter has more points than the map for Farfetch.

WORD CLOUD

Word Cloud for Net A Porter

Word cloud for Net A Porter. The most prominent words are 'holiday', 'businesses', 'sources', 'data', 'new', 'ynap', 'porters', 'readiness', 'empowering', 'findoml', 'now', 'like', 'never', 'right', 'want', 'using', 'bag', 'good', 'list', 'jobs', 'dont', 'rtfd', 'join', 'net', 'attention', 'ht', 'sets', 'amp', 'first', 'feet', 'bos', 'insecure', 'life', 'shares', 'sale', 'time', 'obessionsits', 'become', 'back', 'stars', 'hottest', 'email', 'send', 'findm', 'back', 'label', 'day', 'will', 'cultget', 'wish', 'create', 'heres', 'rtpg', 'rtpg', 'ht'.

Word Cloud for Farfetch

november

sold

looking

white

shirt

miss

sweatshirt

offwhite

panel

catch

print

new

iro

it

fashion

archive

like

finale

official

factor

live

just

said

end

gelly

one

life

long

first

see

lthq

bof

ubers

video

jeans

tshirt

louis

van

rehearsals

now

even

liked

kim

last

free

sale

turns

found

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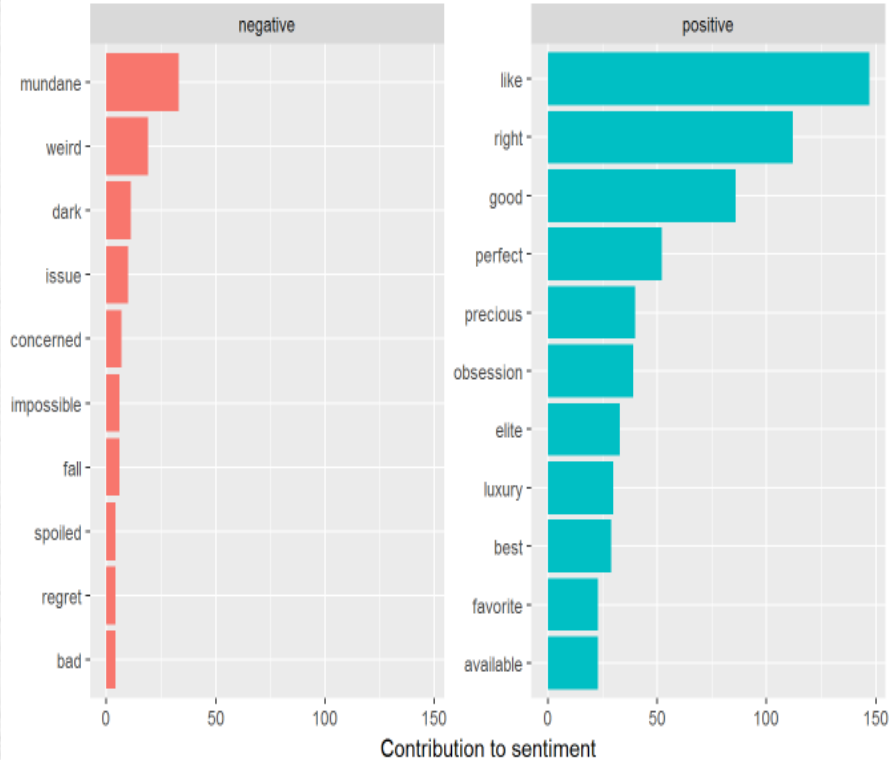
WHAT DOES WORD CLOUD SAY?

The words with the highest frequency are all positive words, same situation is applied for the word cloud of Farfetch. However, we can only see the words frequency of these two online fashion retailers, it is hard for me to compare people's attitude towards these two shops.

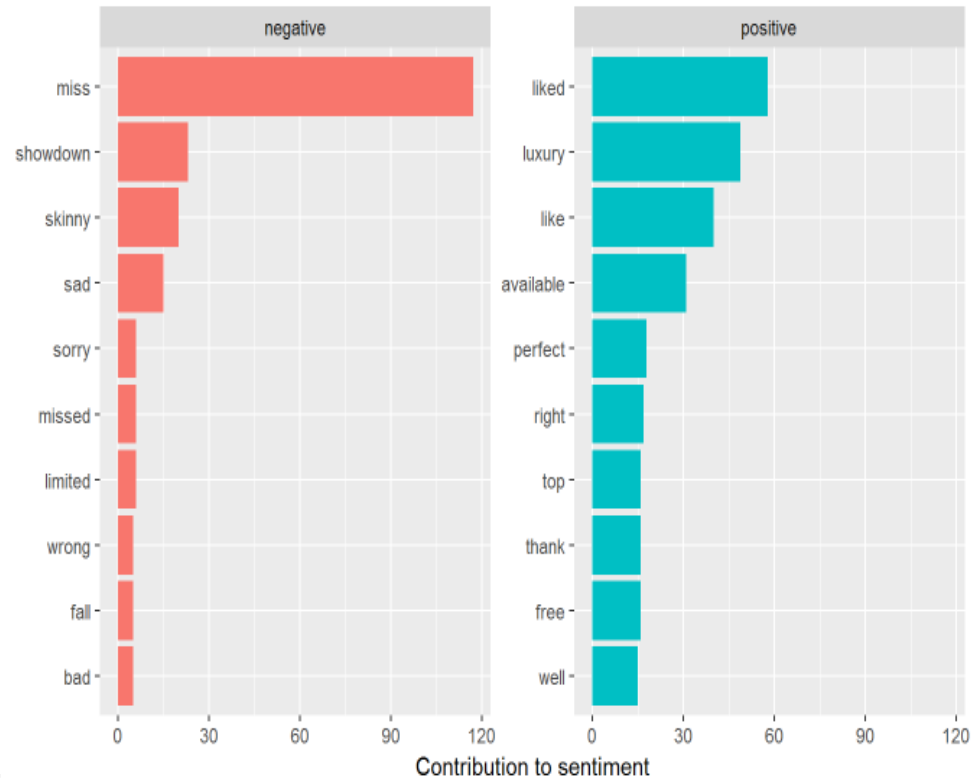
To really get hold of the people's feelings towards these two shops. Doing a sentiment analysis is necessary. Therefore for the next part of my analysis I did a sentiment analysis.

SENTIMENT ANALYSIS

Sentiment Analysis for Net A Porter



Sentiment Analysis for Farfetch



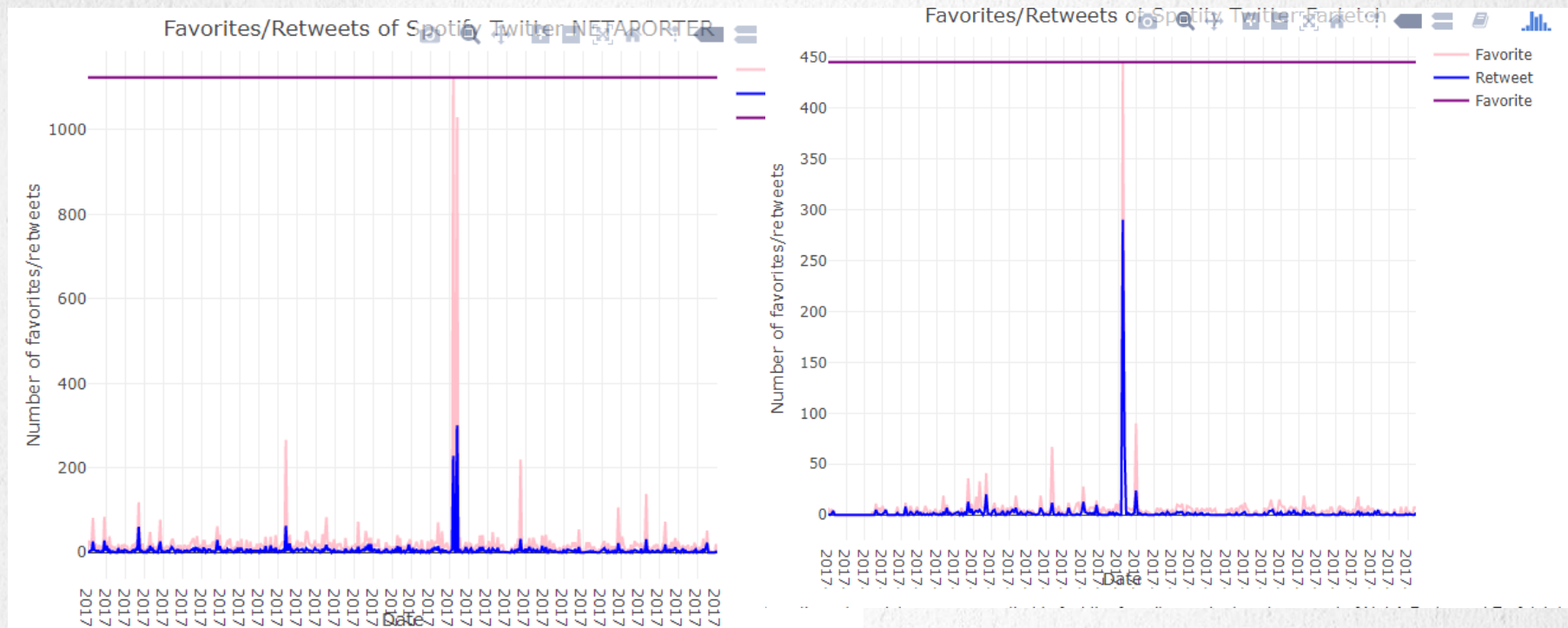
WHAT DOES SENTIMENT ANALYSIS SAY?

For Net A Porter, we can see that most of the feeling are positive and there are only a little words that are negative.

For Farfetch, the situation is quite different, the number of positive words are relatively low. And there is an unexpected negative words with high frequency.

To compare those two plots, it is quite obvious that people have a better feeling towards Net A Porter than towards Farfetch.

TIMELINE



WHAT DOES TIMELINE SAY?

In fact the favorites and retweets amount of Net A Porter and Farfetch twitter is pretty low, my guess is that twitter is not that popular these days while instagram is.

From these two plots, we can easily see that there is a high peak for both of the plots. I check the twitter and find out the post with the highest favorite amount, my guess is that this post has information that most people agree with.

CONCLUSION



Net
A
Porter
better
?

QUESTIONS?

Code can be found here:

[https://github.com/YingLi99/615-
twitter-mining](https://github.com/YingLi99/615-twitter-mining)