

Apple at SXSW 2011

A project to capitalize on a successful product launch




Background








Project Goal

1. to help Apple understand how their presence at SXSW was received
2. to give Apple a tool to interpret public sentiment

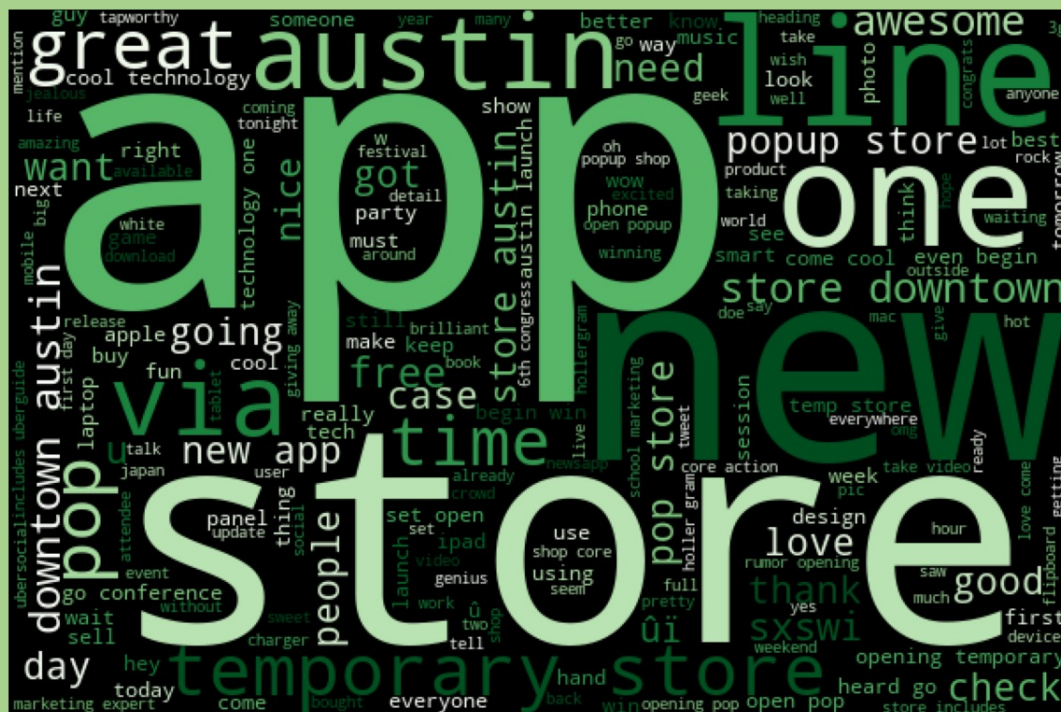
Data

-  #sxsw × 9,000

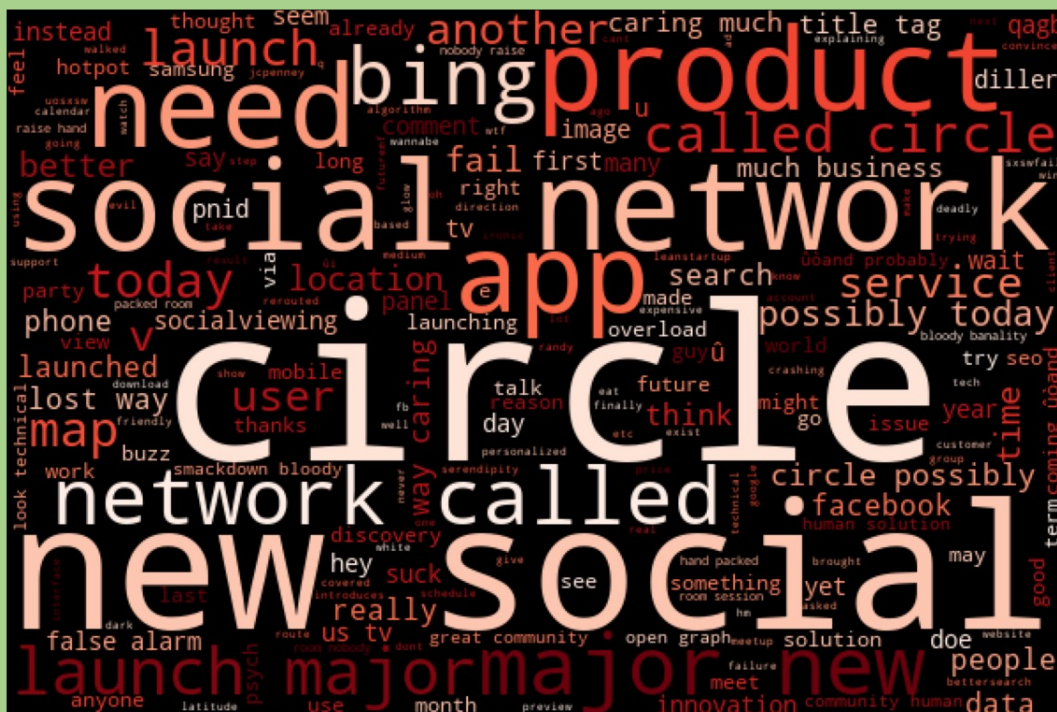
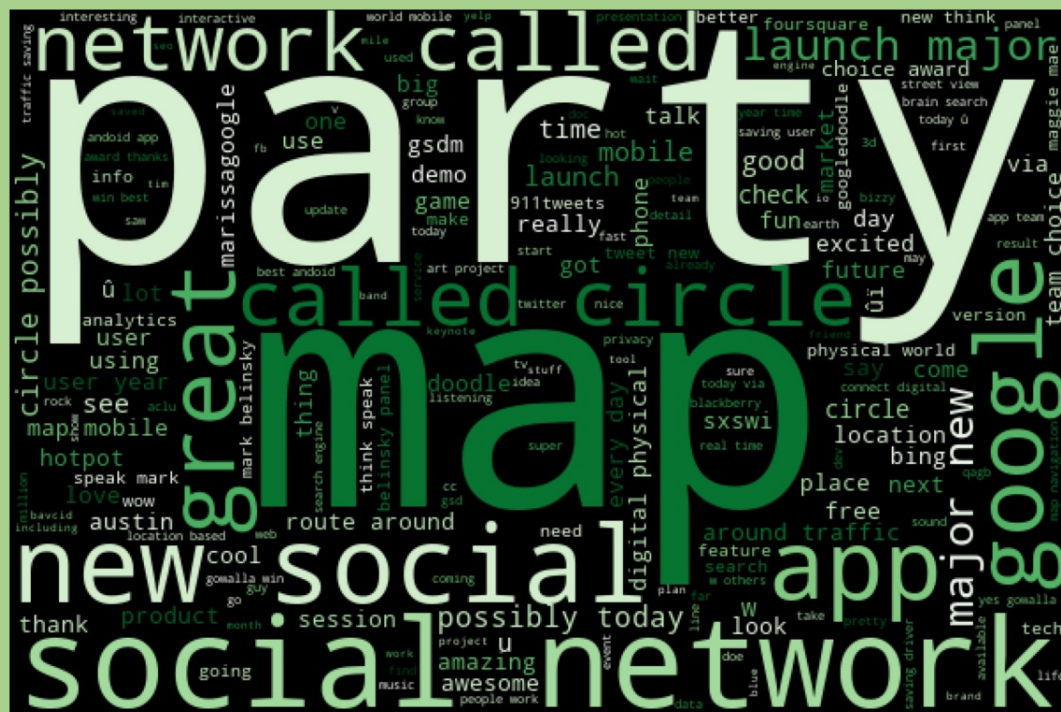
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Apple Overview



Google Overview



Methods

- tokenize + remove common words + vectorize tweets
- binary classification: positive / NON-positive
- ML classifiers: Naïve Bayes, Random Forest, Gradient Boost
- metric: simple accuracy

Results

model	training score	test score
Naïve Bayes (BASELINE)	79.4%	71.5%
... with hyperparameter tuning	89.0%	72.2%
... with over sampling	86.7%	68.0%
Random Forest	96.5%	73.2%
... with hyperparameter tuning	86.4%	72.5%
Gradient Boost (FINAL)	74.9%	72.3%

Recommendations

- pop-up store + event synergy = great idea
- throw a party
- address battery life and design issues

Further Inquiry

- analyze all three sentiments
- incorporate more features to the model (e.g. tweet length)
- get to the bottom of overfitting issues

Thank you



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