Apple at SXSW 2011

A project to capitalize on a successful product launch

Aaron Galbraith • 2023

Background

AUSTIN, TX MARCH 11–20, 2011
SXSW
SOUTH BY SOUTHWEST
MUSIC + FILM
INTERACTIVE

Project Goal

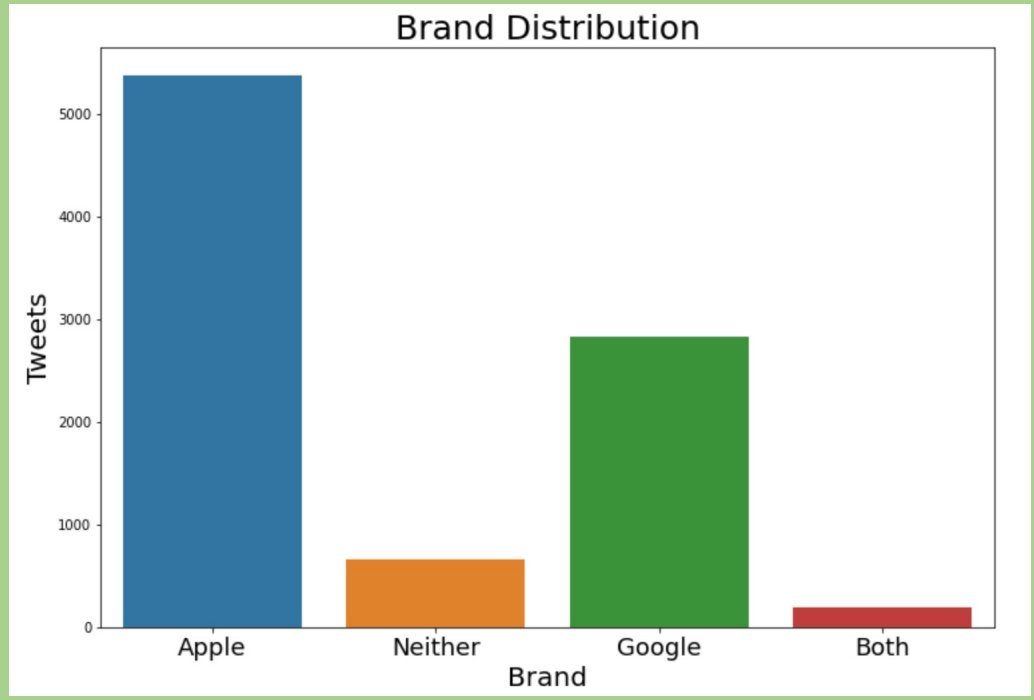
1. to help Apple understand how their presence at SXSW was received

2. to give Apple a tool to interpret public sentiment

Data

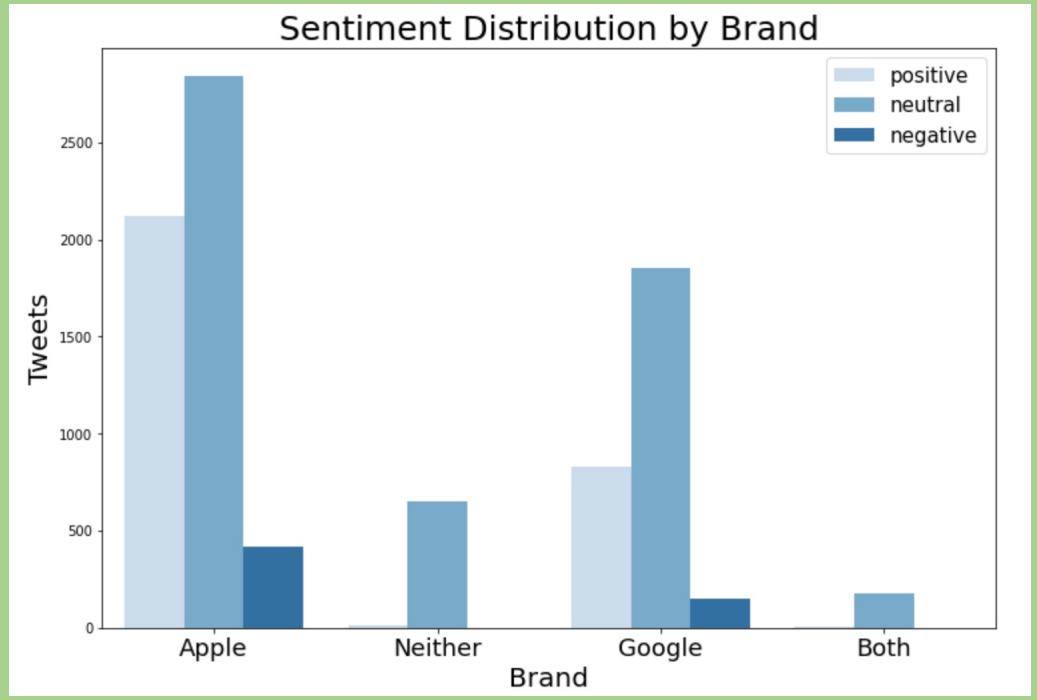
- content: #sxsw × 9,000
- sentiment: 
- brand:

Data



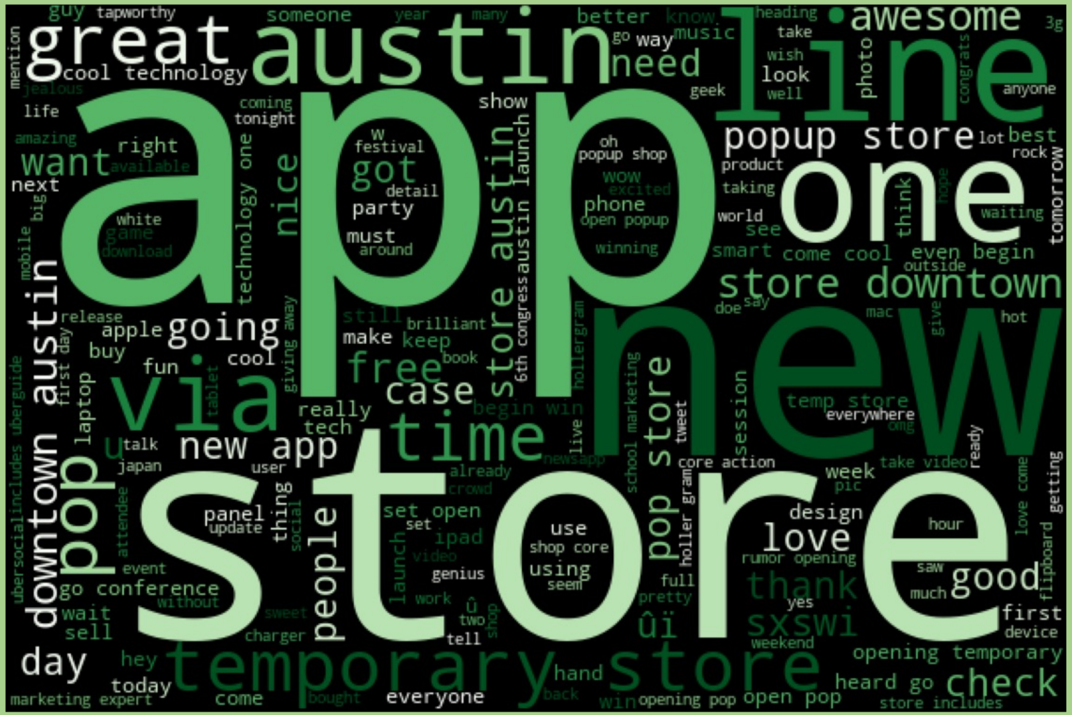
more tweets about Apple than Google by 2 : 1

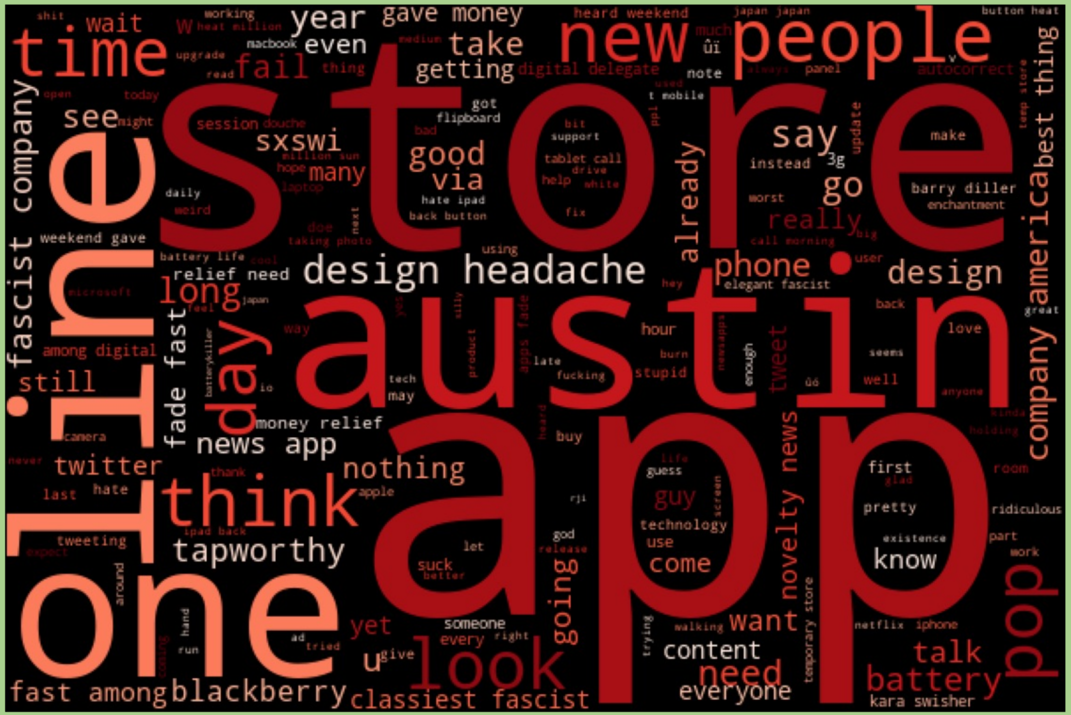
Data



both Apple and Google had (+) : (–) ratio of about 5 : 1

Apple Overview

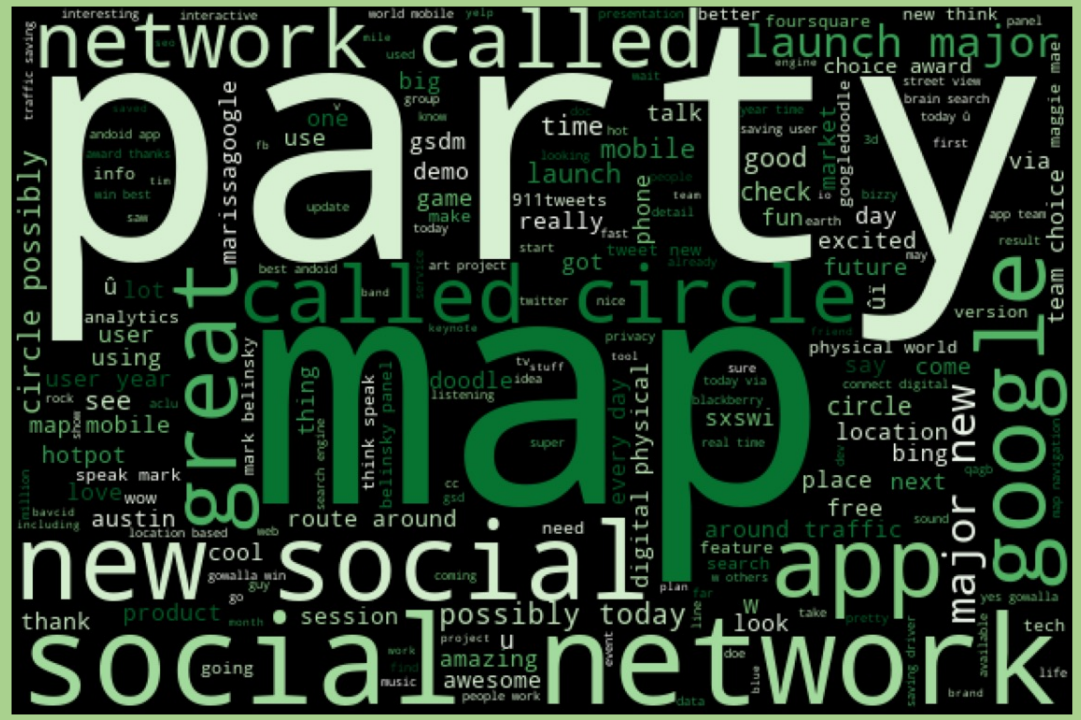




(+): "*temporary store*", "*popup store*", "*downtown Austin*"

(–): "*battery*", "*design headache*", "*fascist company*"

Google Overview



(+): *"party", "maps"*

(–): *"circles", "Bing", "launching"*

Methods

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

  * final model
- metric: **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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