

A woman in a light blue lab coat is pointing her right index finger at a large digital screen. The screen displays a complex, glowing blue molecular structure, possibly a protein or virus. The background is a dimly lit laboratory with horizontal blinds on a window. The overall image has a dark teal overlay.

TWITTER VACCINE NLP ANALYSIS

By: The A-Team

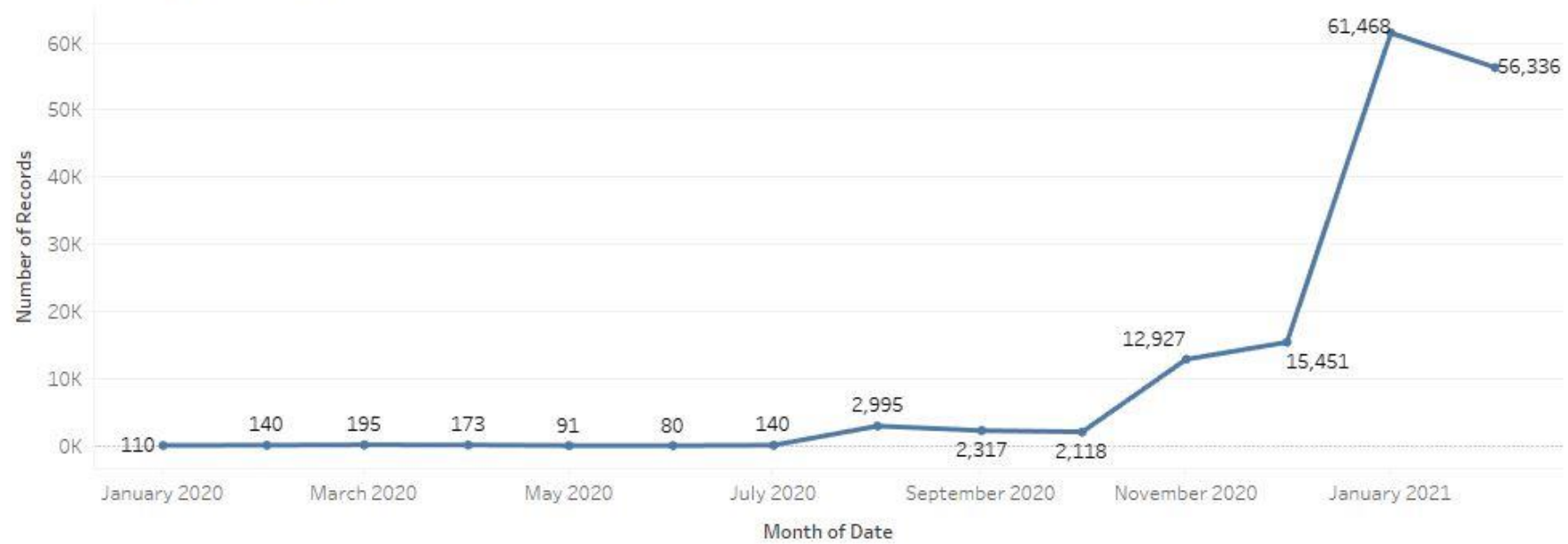


#COVIDVACCINE

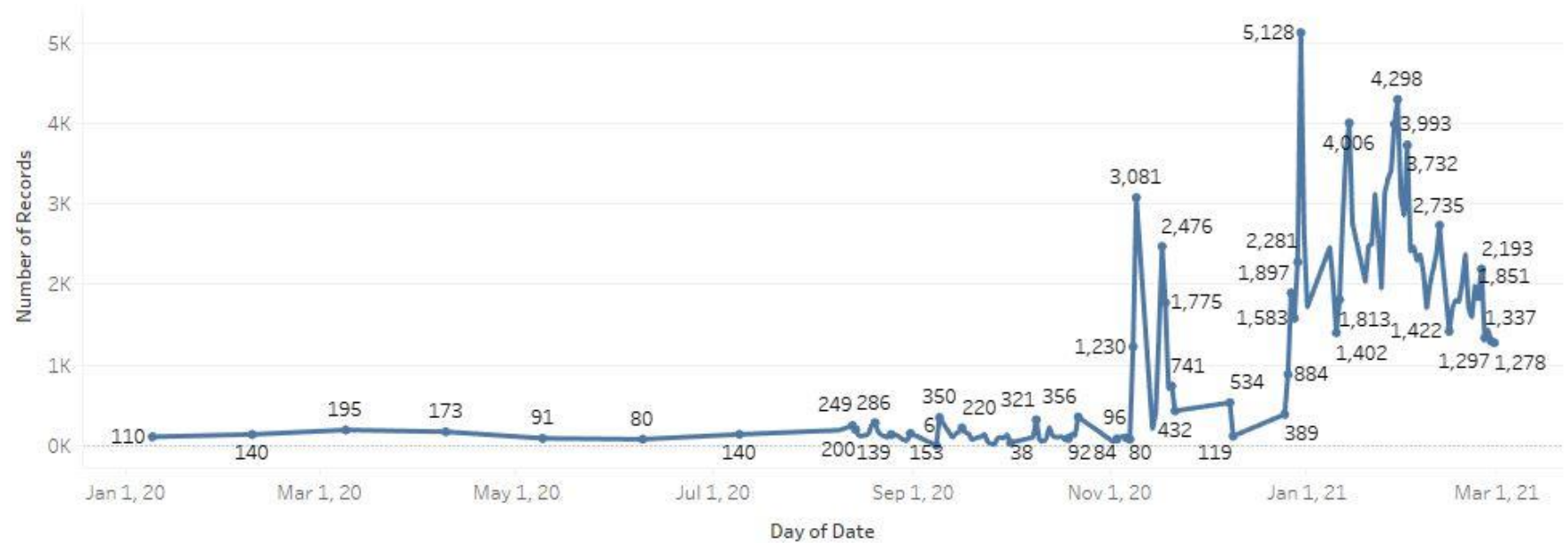
How can we leverage twitter to optimize the perception of our vaccine?



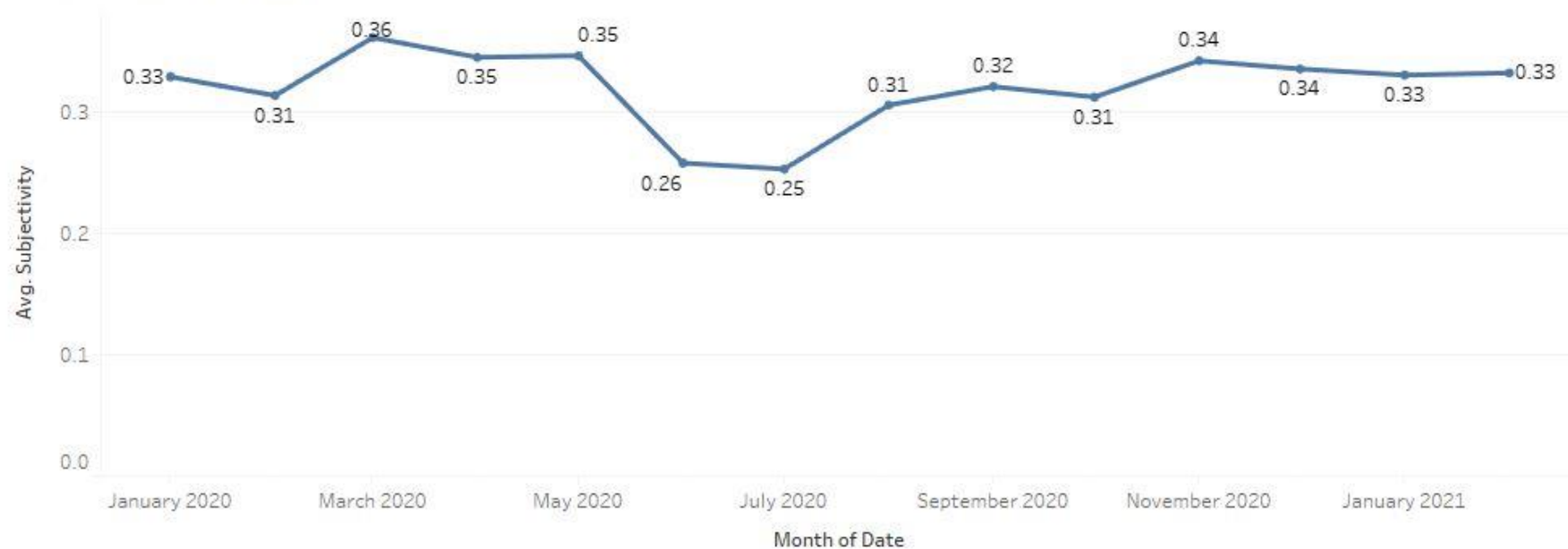
Tweet Count Monthly



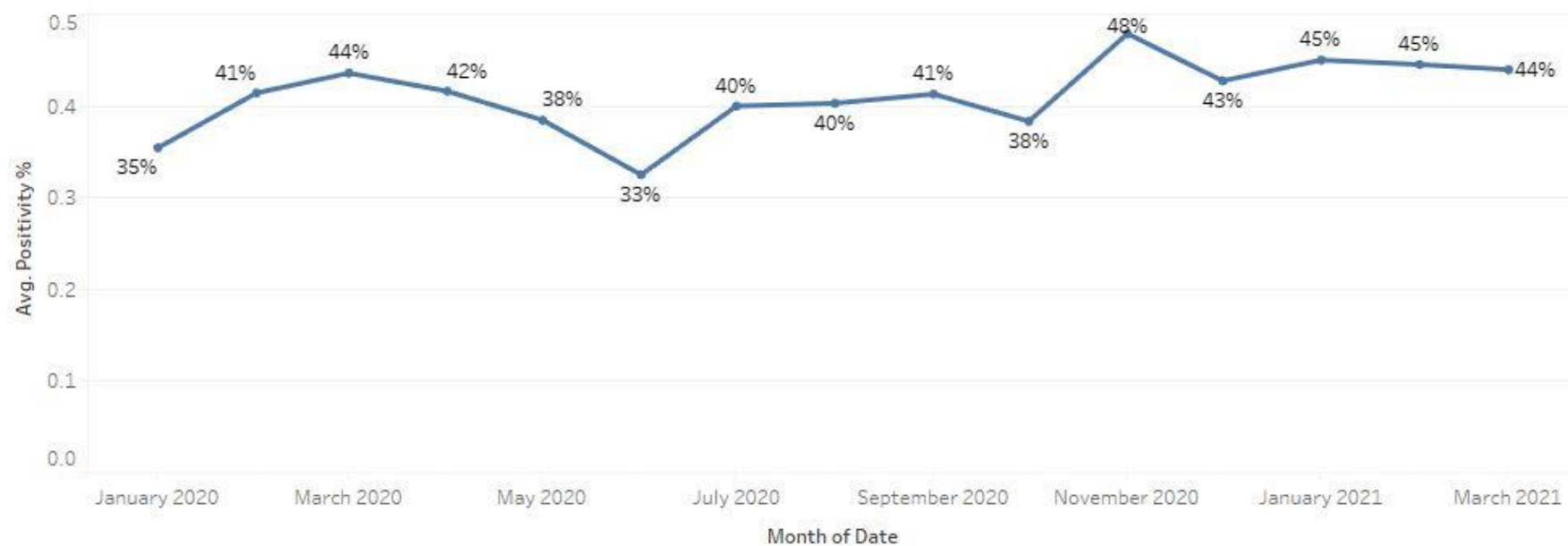
Tweet Count Daily



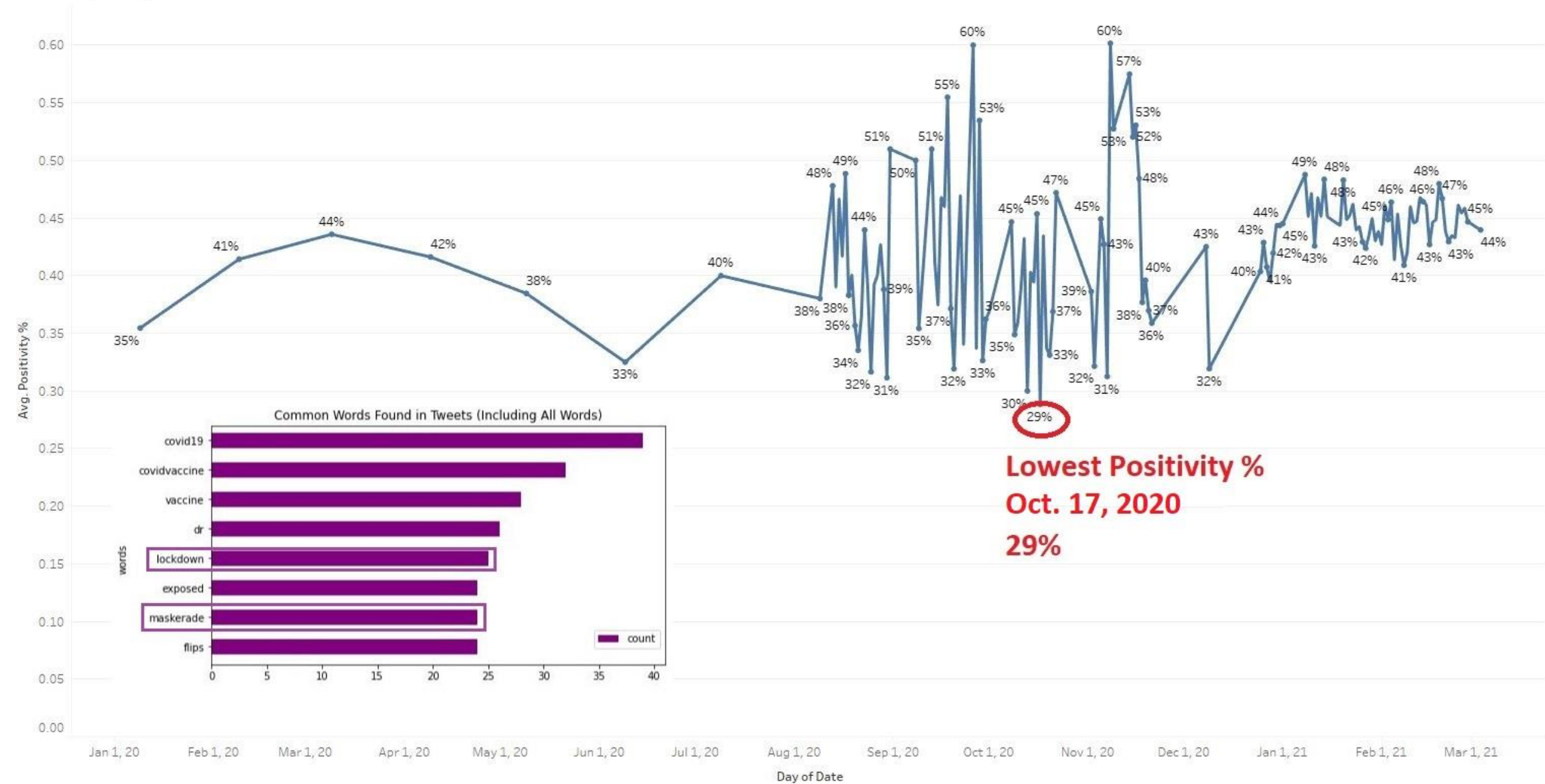
Subjectivity Monthly



Positivity Monthly

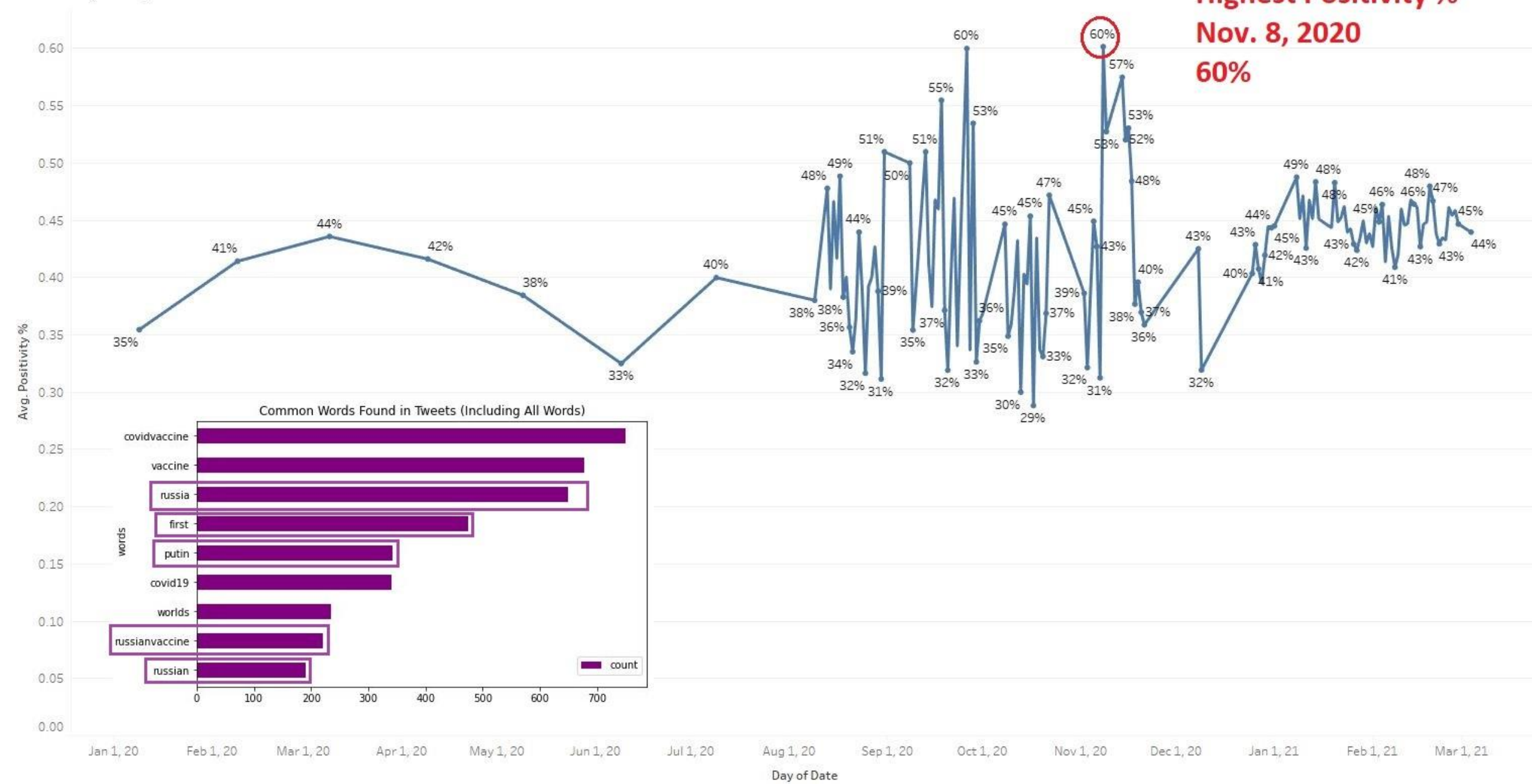


Positivity Daily

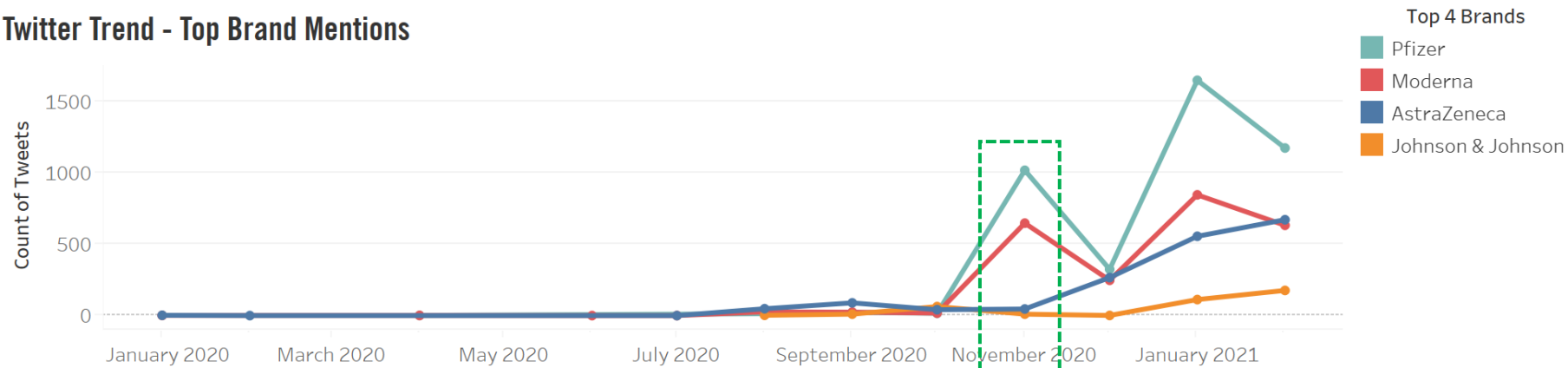


Positivity Daily

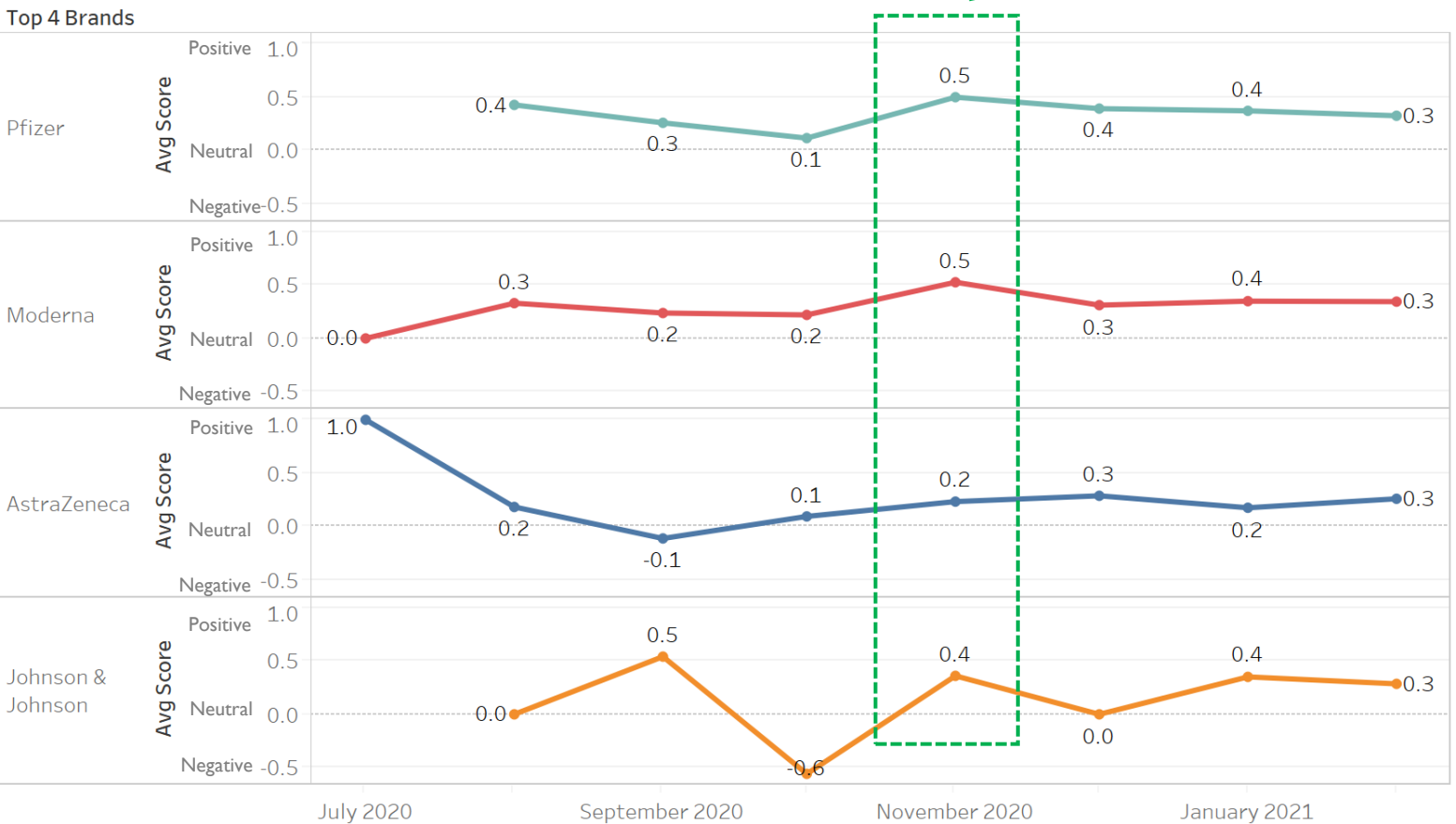
**Highest Positivity %
Nov. 8, 2020
60%**



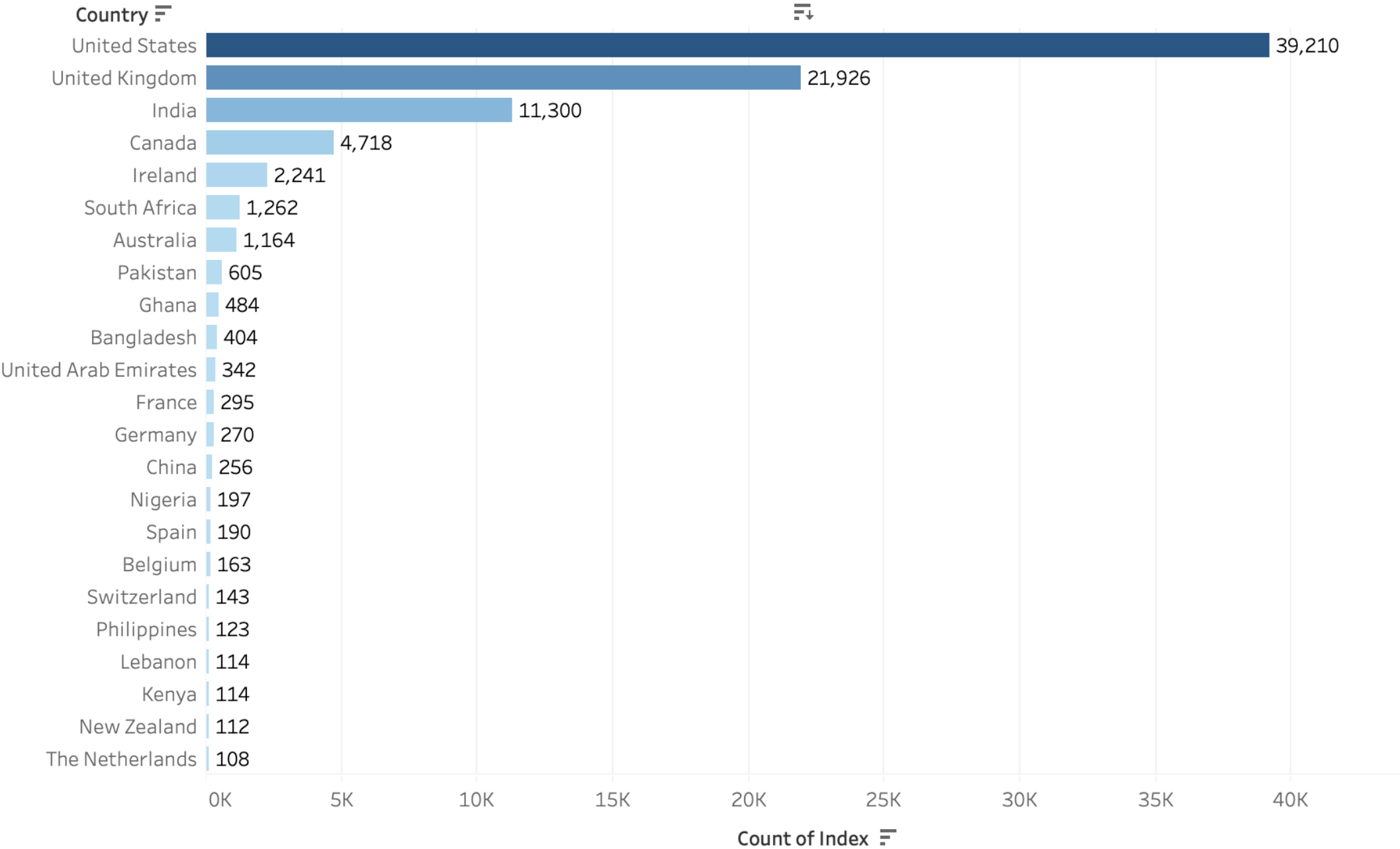
Twitter Trend - Top Brand Mentions



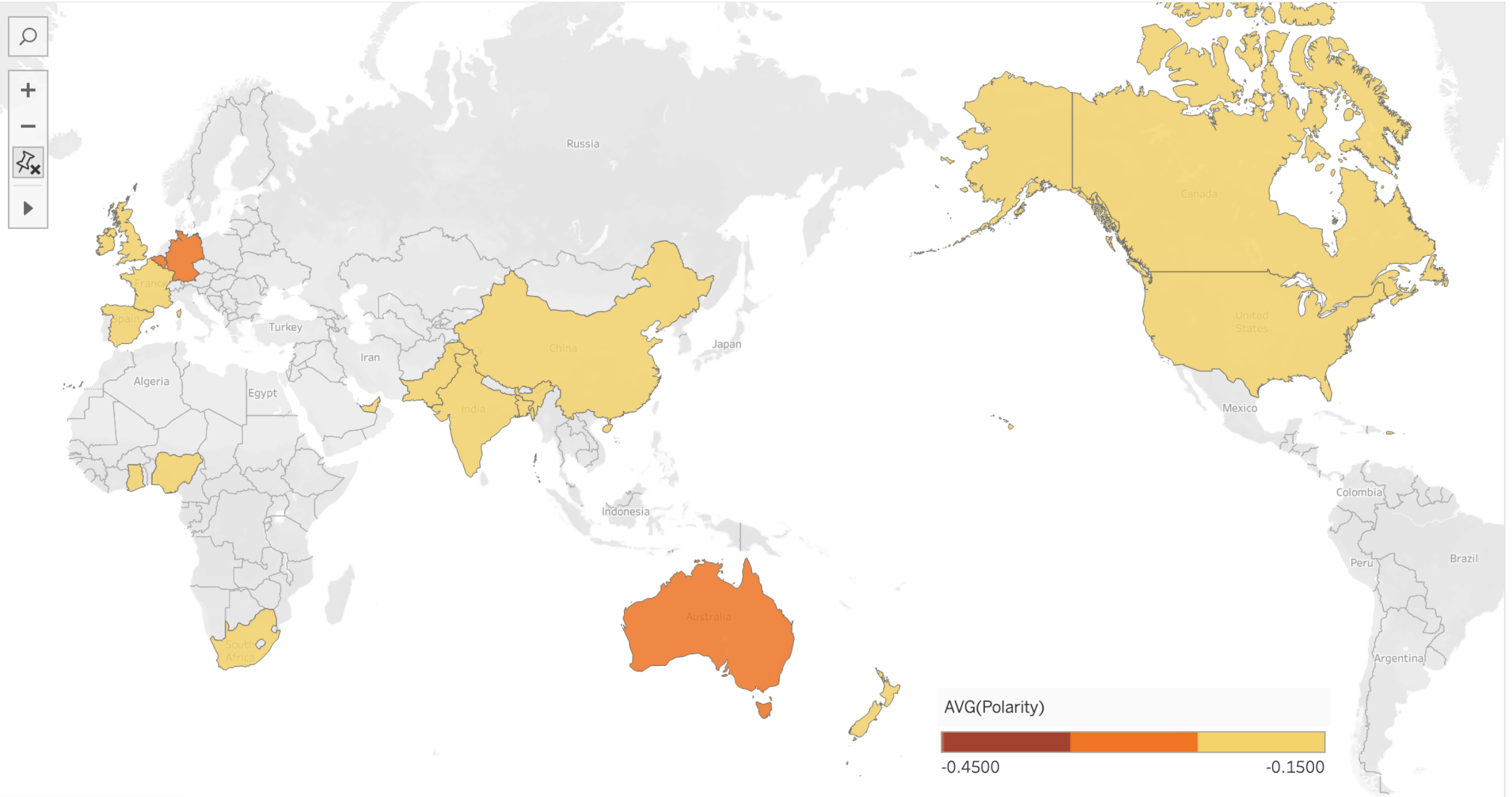
Brand Sentiment Trend



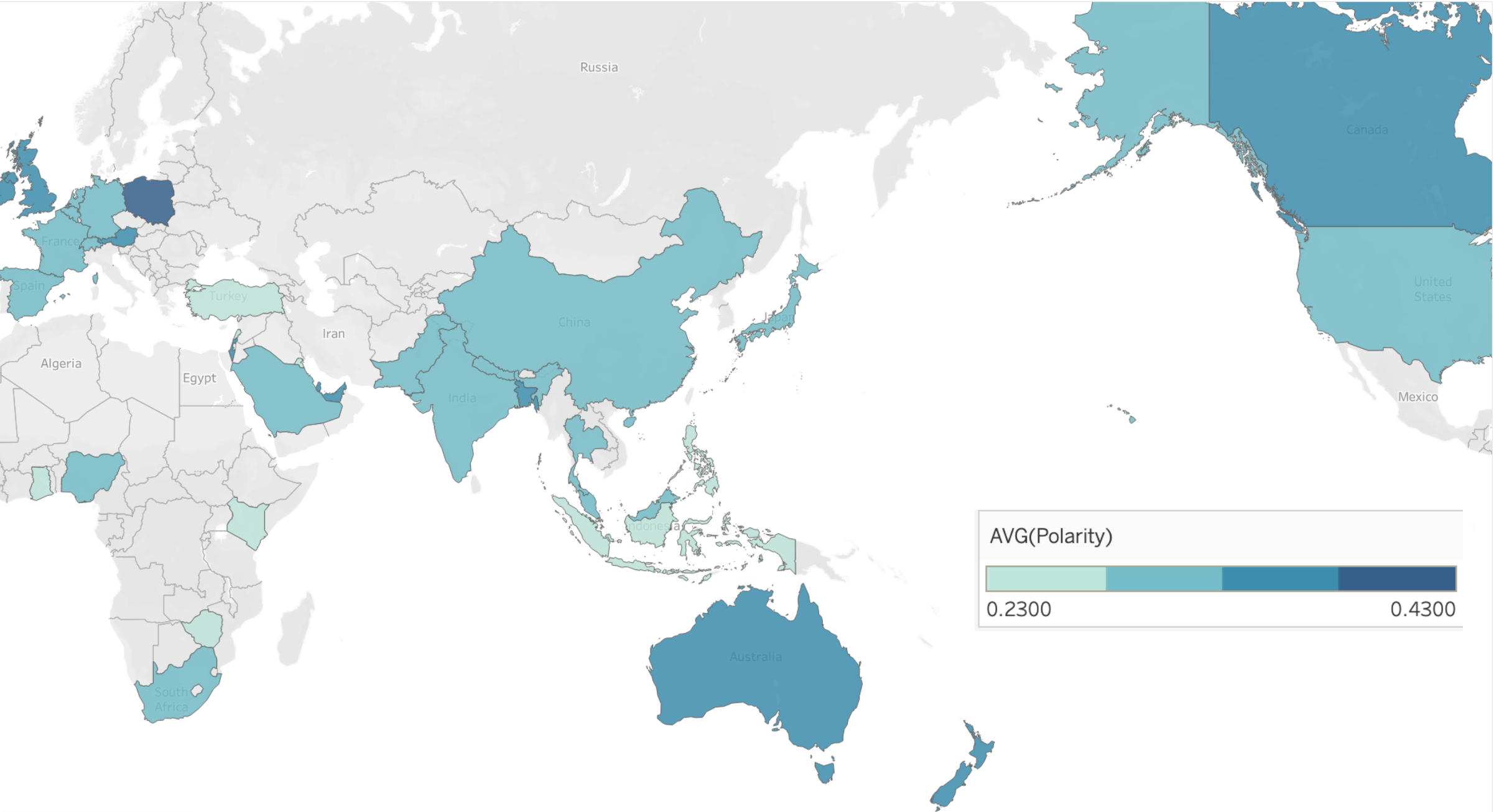
Count of Tweets per Country



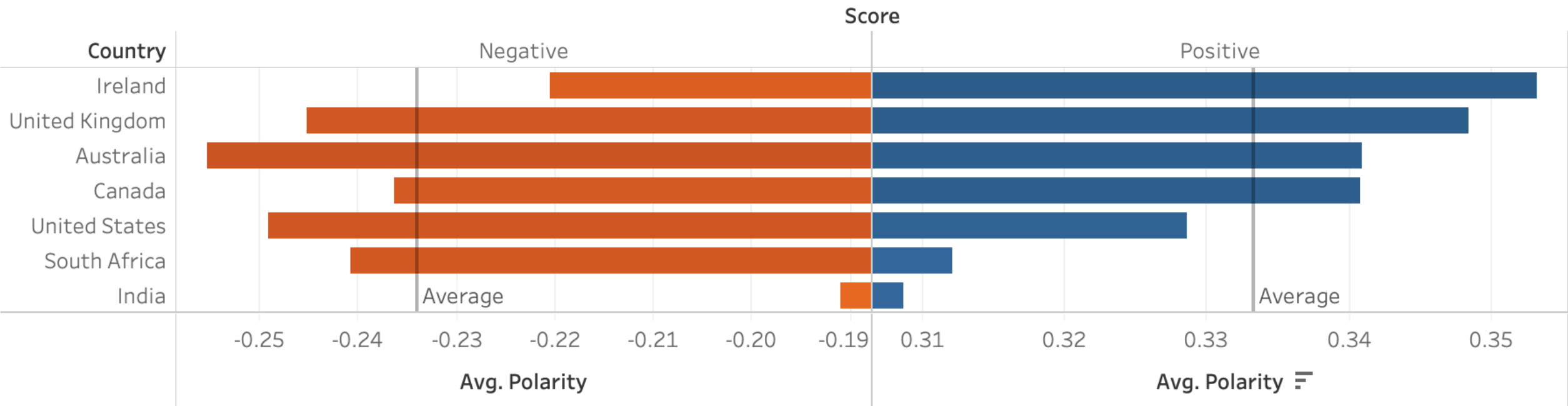
Negative Polarity



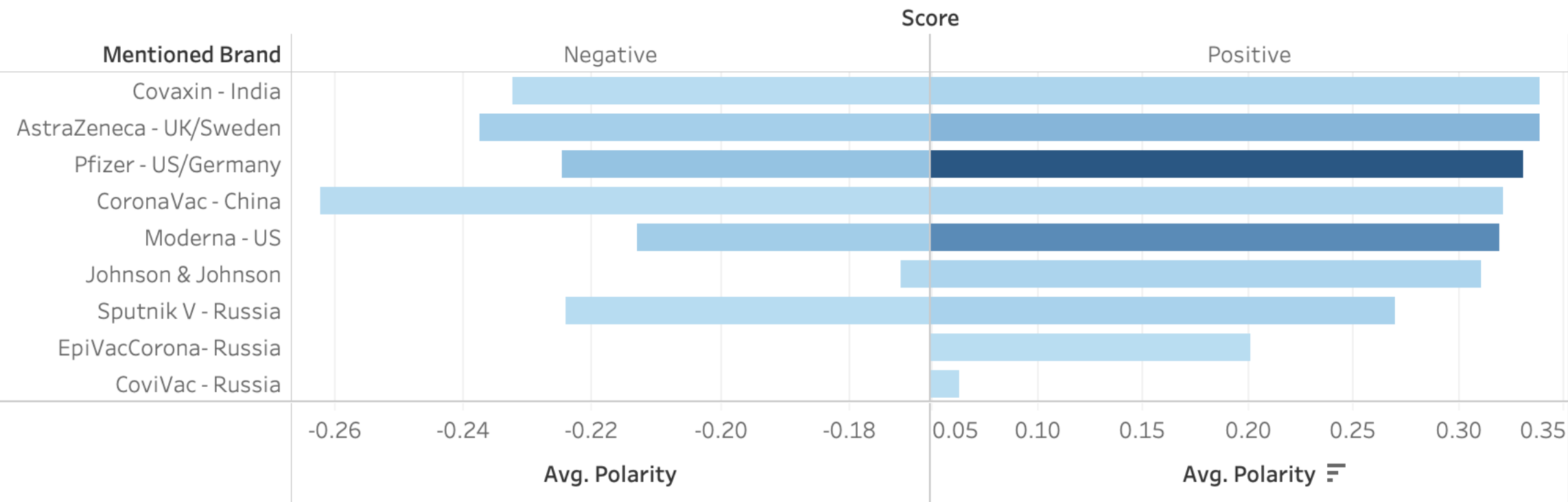
Positive Polarity



Avg Polarity by Country



Polarity by Brand



CONCLUSION

- Over time, there is an increasing trend in positive sentiment
- All big 4 vaccine manufacturers had ebbs and flows, but all have positive sentiments
- Sentiment is positive globally
 - Sentiment increase when brands are discussed



Brand Name Synonyms

AstraZeneca

- EuropeanUnion
- GameChanging
- Jealous

Johnson&Johnson

- Pauses
- 1dose
- Plots

Moderna

- Comirnaty
- ThankYouScience
- NotThrowingMyShotAway

Pfizer

- Pfizerproud
- effeca-
- dosage



kiddos grkids
smiling
enjoy **HUG**
grchildren
soonest concerts
traveling



**THANK
YOU**

