AGP Final presentation: intro, outline, take-aways

The A -Team would like to invite you to be our Executive Board this evening- members of a leading pharmaceutical company about to bring a COVID19 vaccine to market.

Our key business question this evening is **can we leverage twitter to optimize the perception of our vaccine?**

We are going to breakdown the twitterverse for you, helping you understand the data you need to make the best decisions for our company going forward.

Our data:

* Tweetly, a Twitter API
* Over 156000 tweets
* Contained #COVIDVaccine
* from Jan 2020 – March 4, 2021

Our subject matter experts are going to tell you about:

* Tweets over time (ADAM)
* Brand Sentiment (SUNG)
* Geographical Analysis (BRETT)

Quick definitions:

* **Sentiment analysis** (positive/negative): we fed our data into a machine learning model, which assigned a positive/neutral/negative score to each tweet, or its **Polarity,** giving us a better picture what our tweeters are feeling.
* **Subjectivity:** a second machine learning model, which graded each tweet for a measure of fact or opinion.
* **Synonyms:** words that are mathematically similar to each other in within our data set, also based in machine learning.

**Together - We’re bringing Normal Back!**

**Next up – ADAM, with tweets over time.**

ADD >> BUSINESS QUESTIONS

1. TIME = ADAM
   * Activity over time
   * Polarization over time
   * Sentiment over time
     + - * Trend over time -> trending up
         * Bot skew trends
2. BRAND = SUNG
   * Brand awareness starts around Sept 2020
   * Brand trends
     + - * Pfizer, steady
         * Moderna – up
         * Astra – down
         * J&J – up, down & up again
3. POLARITY = BRETT
4. Conclusion = Alejandro

take aways:

- positivity is increasing over time

- brands trending positive

- tweets including brand skew more positive

- regional variations (European skeptiscm)

- polarity of countries, more than skewed skepticism

HUG keeps showing up as synonym >>> what vaccines mean to consumers!