Twitter Sentiment Analysis for Product Analytics

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Problem statement formation:

What do customers think of Apple's new product AirTag, and how can we use these comments/feedback to improve this product and marketing strategies as well?

Context

Apple Inc. recently launched a new accessory called AirTag that can find physical items like bags, wallets and keys. The company wants to gain insights on the general perception of the product and understand how they can improve their product by increasing their strengths and reducing their weaknesses.

Criteria for success:

1. The general perception of AirTag will be discovered.
2. Key Strengths and weaknesses of the product will be successfully identified.
3. A classification model will be built to detect negative tweets.

Scope of solution space:

We will solve this problem by doing a sentiment analysis to monitor emotions in 5000 past conversations regarding the product and its performance on the social media platform

Twitter, and we will extract useful information from customer feedback to make more informed decisions in their marketing strategies and campaigns.

Constraints:

We might have difficulties capturing demographic data of the tweets if we wanted to do customer segmentation later.

Data sources:

Twitter API

The Twitter API platform provides broad access to public Twitter data that users have chosen to share with the world. It can be used to compose tweets, read profiles, and access a high volume of tweets on particular subjects in specific locations.

The dataset used for the analyses in this project is a set of tweets that are pulled from the Twitter API regarding consumer impressions of AirTag that were posted in the 2nd week(May 6th - May 12th) after AirTag released on April 30th, 2021.