

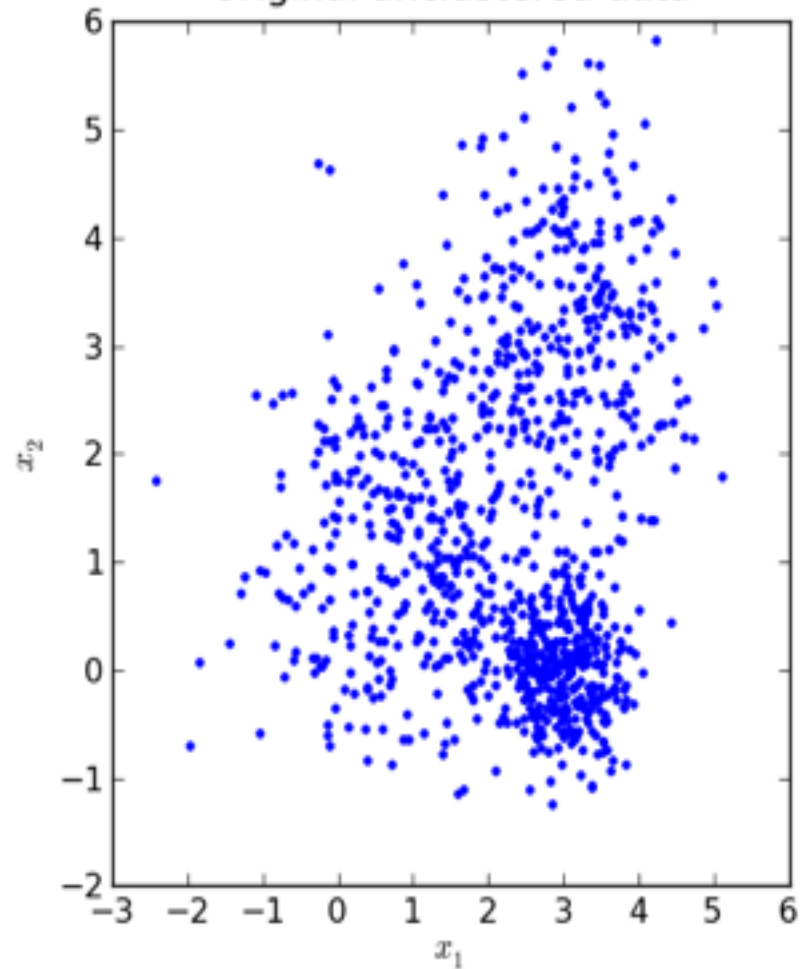
TweetGroups



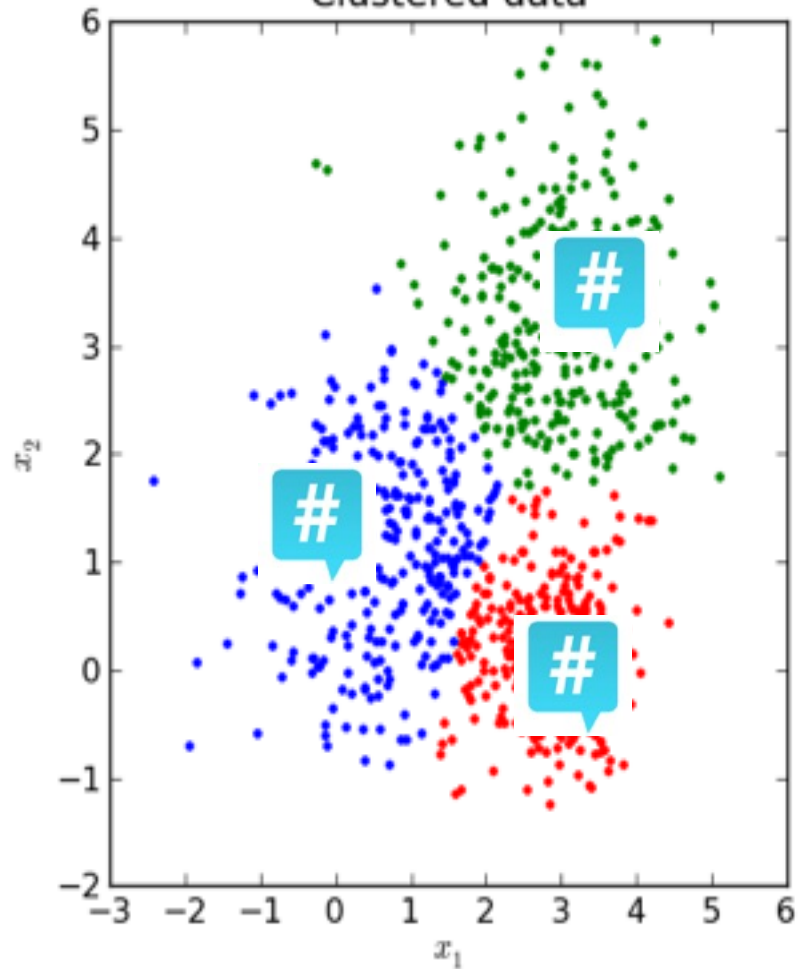
Marketing Questions:

1. What are our market segments?
2. How do we keep our users engaged?

Original unclustered data



Clustered data



Why # ' s ?

- Tweets can be random or noisy
- Hashtags have trackable metadata
- Trends are fast!
- Piggy-backing trends and co-promotion

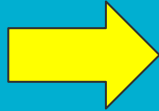
Data Collection & Preprocessing

<Your Product>

14,000



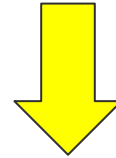
2500



- NLP
- spaCy
- TFIDF

Topic Modeling & Clustering

Latent Semantic Analysis
(Singular Value Decomposition)



Affinity Propagation Model



Gopro 



Future Feature Additions

- Download full list of user ids and hashtags in each cluster for AB testing
- Allow sub-clustering for further breakdown
- Give users ability to upload Twitter data
- Provide parameter tuning for more advanced users

Thank you!



Nathan Wieneke

nathanwieneke@gmail.com

[linkedin.com/in/nathanwieneke](https://www.linkedin.com/in/nathanwieneke)

<http://ntwieneke.github.io/TweetGroups/>