The Power of Twitter API

The US Political Climate Uncovered

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Project Goal

We believe swing states will play a major role in this year's election. We want to use lift and sentiment analysis to see if we can paint a picture of the public's political leanings in their respective states. The data we “scraped” was through the twitter api

Scraping Process

8,142

Cleaned location data
Unified key words

751

Swing States

- Arizona
- Florida
- Georgia
- Michigan
- Minnesota
- North Carolina
- Pennsylvania
- Wisconsin

Search Queries: “Biden” & “Trump”

Swing State Notable Perception Overview

Our infographics are intuitive, the larger the word the larger the lift value.

Green represents positive sentiment
Red represents negative sentiment
White represents neutral sentiment

Key Words: Tax, Russia, Covid, Administration, Campaign, Scandal

Arizona

Covid

Russia

Covid

*If a keyword is not listed, it was not mentioned in tweets from this state

Florida

Tax

Scandal

Covid

Tax

*If a keyword is not listed, it was not mentioned in tweets from this state

Michigan

Campaign

Russia

Campaign

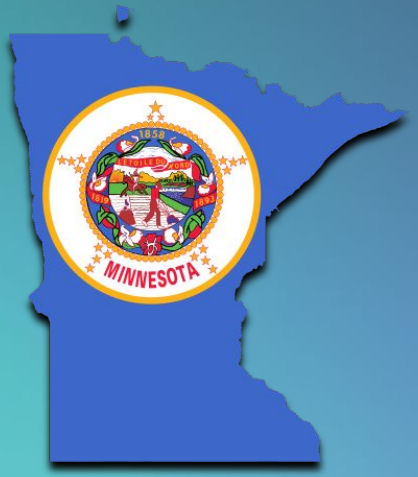
Russia

*If a keyword is not listed, it was not mentioned in tweets from this state

Minnesota

*If a keyword is not listed, it was not mentioned in tweets from this state

Campaign



Covid

Campaign

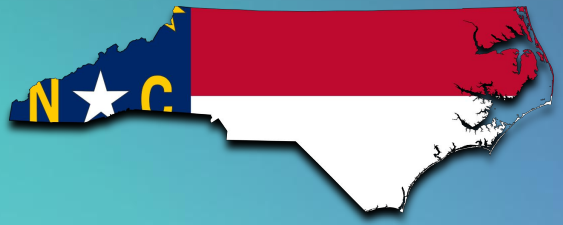
Administration

Russia

North Carolina

Covid

Tax



Campaign

Administration

Russia

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Wisconsin

Covid

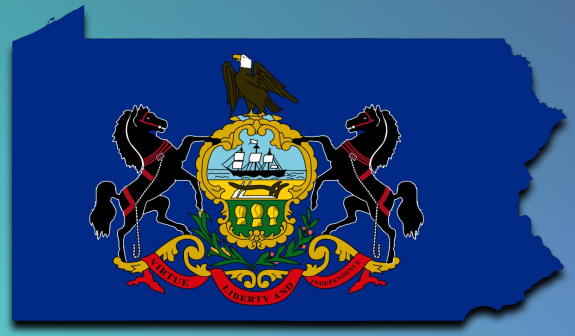
Tax

Administration

*If a keyword is not listed, it was not mentioned in tweets from this state

Pennsylvania

Scandal



Administration

Campaign

Tax

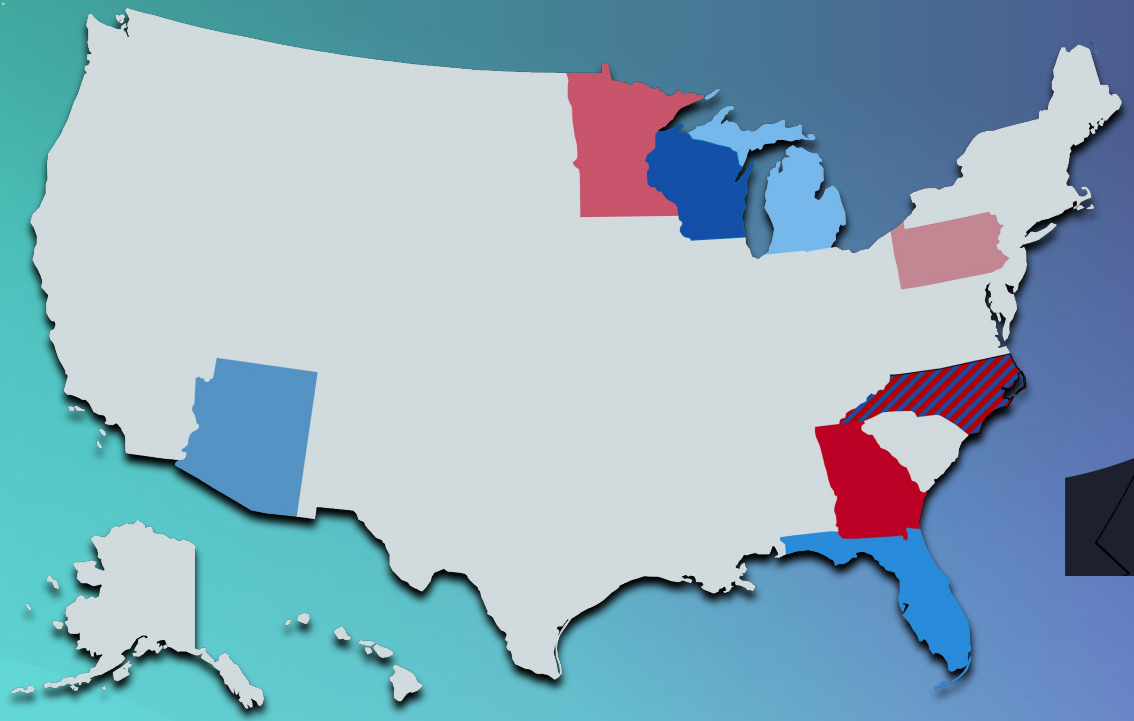
*If a keyword is not listed, it was not mentioned in tweets from this state

Georgia

Tax

Campaign

Swing State Sentiments



Vote

Final Thoughts

That concludes the 8:30 am edition of Text Analytics Presentation

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