TEXT ANALYTICS

GET SOME INSIGHTS FROM TWITTER

WHAT CAN YOU DO?

Find the common words that people are posting in their twitters:

- Frequency of most used words.
- WordCloud with the common words.

Basic sentimental analysis:

- Their twitters are positive, negative?

Descriptive Analysis twitters:

- What time of the day are people posting most?
- How many tweets per hour?

HOW DOES IT WORK?

In the Jupyter file, call the following functions:

- get_tweets(keyword, dateSince)
- cleaning_data(df,stopWords)
- common_words(df)
- wordCloud(df,stopWords)
- sentimentalAnalysis(df)
- timeTweets(df)

APPLICATION: COCA COLA COMPANY

Collecting tweets in a data frame call coca_cola

```
coca_cola=get_tweets("Coca cola", "2019-12-01")
```

Defining additional stopwords And cleaning data

```
coca_cola_stop_words=['coca','cola','coke', 'cocacola','dont','thats','could','isnt','arent','didnt','cant','theres']
coca_cola=cleaning_data(coca_cola,coca_cola_stop_words)
```

Calling function common_words

```
common_words(coca_cola)
```

Calling function wordCloud

```
wordCloud(coca_cola,coca_cola_stop_words)
```

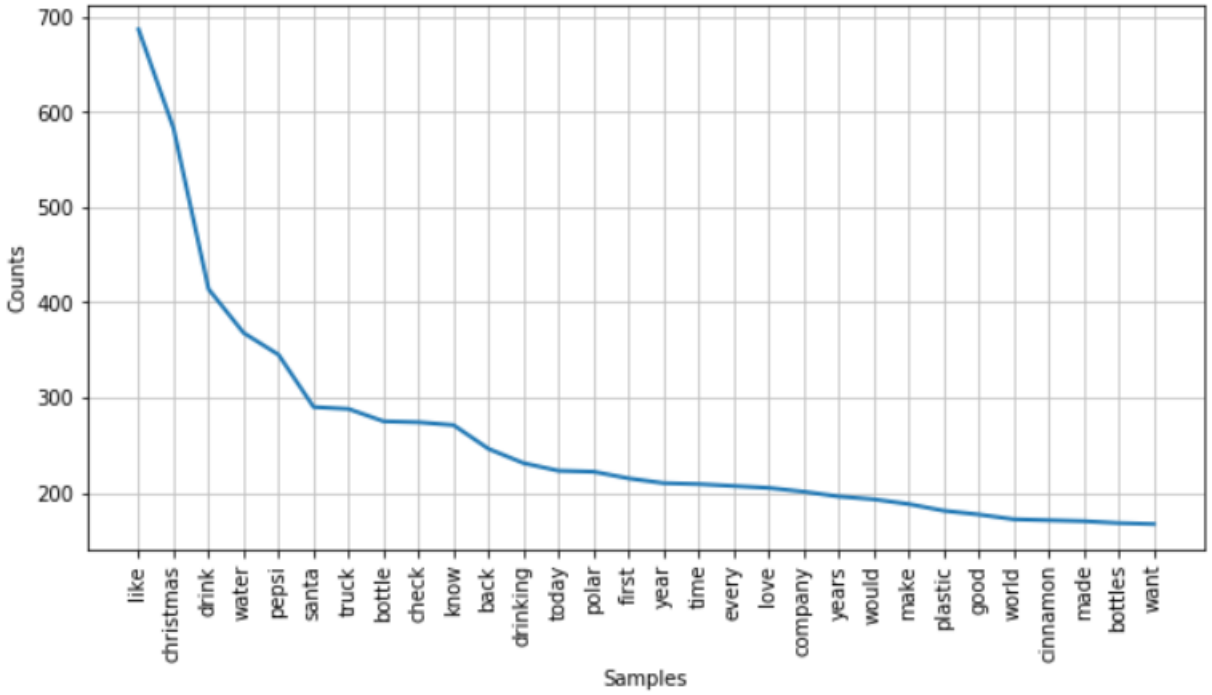
Calling function sentimentalAnalysis

```
sentimentalAnalysis(coca_cola)
```

Calling function timeTweets

```
timeTweets(coca_cola)
```

COMMON WORDS



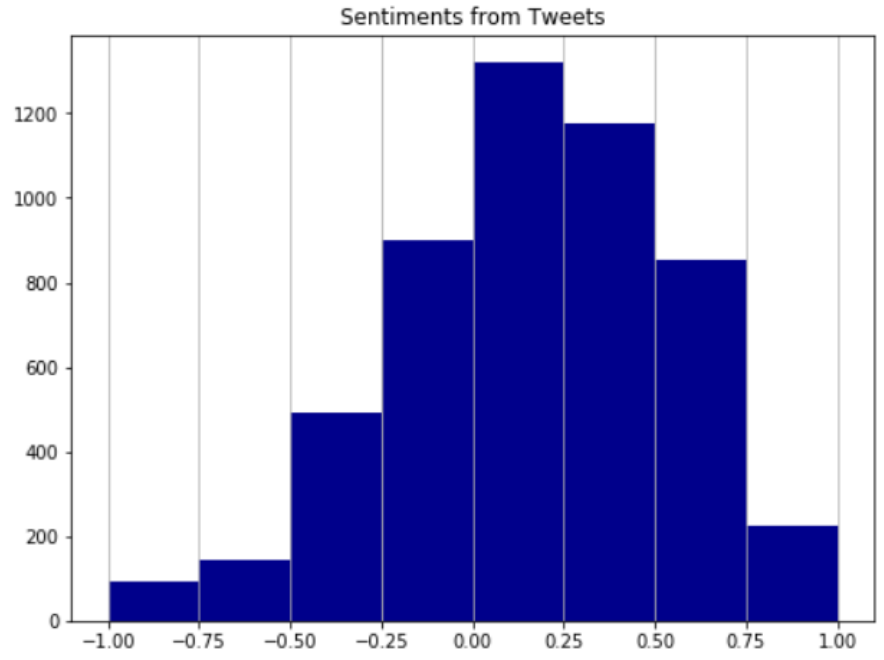
Term	Frequency
like	687
christmas	583
drink	414
water	368
pepsi	345
santa	290
truck	288
bottle	275
check	274
know	271

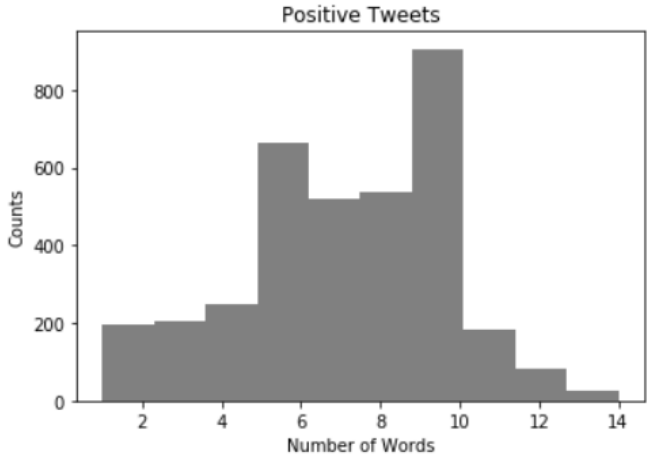
The Top 10 words find on the tweets.

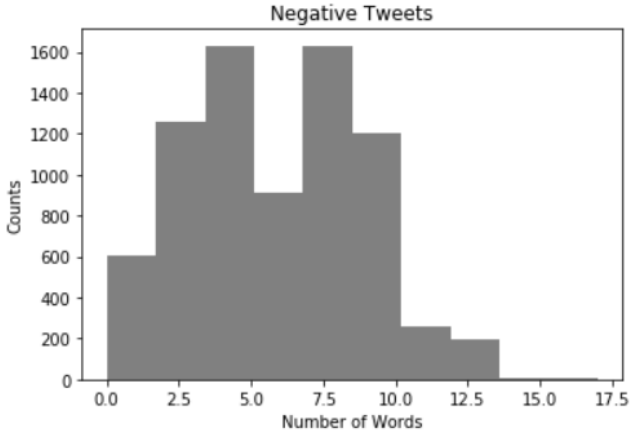
WORD CLOUD


like
drink
christma
pepsi
know
bottle
polar bear
love
want
company
santa
drinking
time
make
people
year
thing
good
today
world
would
right
think
thank
cinnamon
truck
need
also
still
much
made
taste
well
really
product check
refreshment every
rewarding refreshment
beverage come
exciting perks
better
soda
coffee
cocacolas
work
santa claus
perks today
come ways
ways earn
christmas truck
subscription service
brand
sugar
fact
tell
great
please
nothing
mean
advert
holiday
fuck
friend
going
free
alway
oaks farms
since
believe
video
soft drink
remember
government buying
fair oaks
cocaine
look
used
cold
keep
classic
stop
doesnt
help
earn exciting
every beverage
investigation history
plastic polluter
bring came
different
fucking
trade show
white
back
yeah
happy
star wars
invented
many
give
find
song
found
gon na
thought
bear
best
said
enjoy
coming
yall
name
family
youre
game
sprite
campaign
tried
launches month
stock
maybe
green
last
saying
kids
never
week
sure
actually
sign
trying
take
whole
night
food
commercial
school runs
wan na
water back
little
called
vintage
around
cans
talking
night
first
making
added closet
next
business
without
everyone
sold
money

SENTIMENTAL ANALYSIS

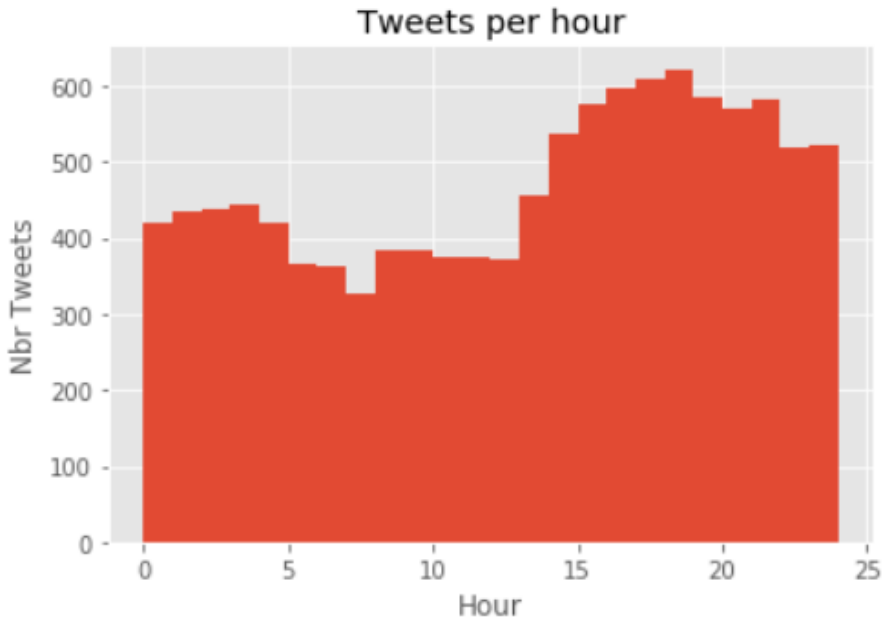






Overall Sentiment: If the values are more concentrated in the right side than the left side, the tweets have more positive sentiments than negative sentiments.

HOUR TIME



In this case, the tweets are posted mainly after 3 pm in the afternoon.

Price Stock Coca Cola