

Twitter Business

Scenario



Startup Fintech Company

A startup financial tech company just deployed a new mobile app and wants to get the word out worldwide. They want to **maximize retweets** of their "launch" tweet about their new app.

Question

What makes a tweet more “retweetable” ?

Data



Tweets + Deets + Users

We pulled **50,000 tweets** from the past 7 days on Twitter using the query terms below. For each tweet, we retrieved tweet “deets” and user information.

Query Terms

“investing”

“mobile payment”

“mobile wallet”

“mobile banking”

“trading”

“fintech”

“financial”

“money management”

“stocks”

“transaction”

Criteria



Filtering

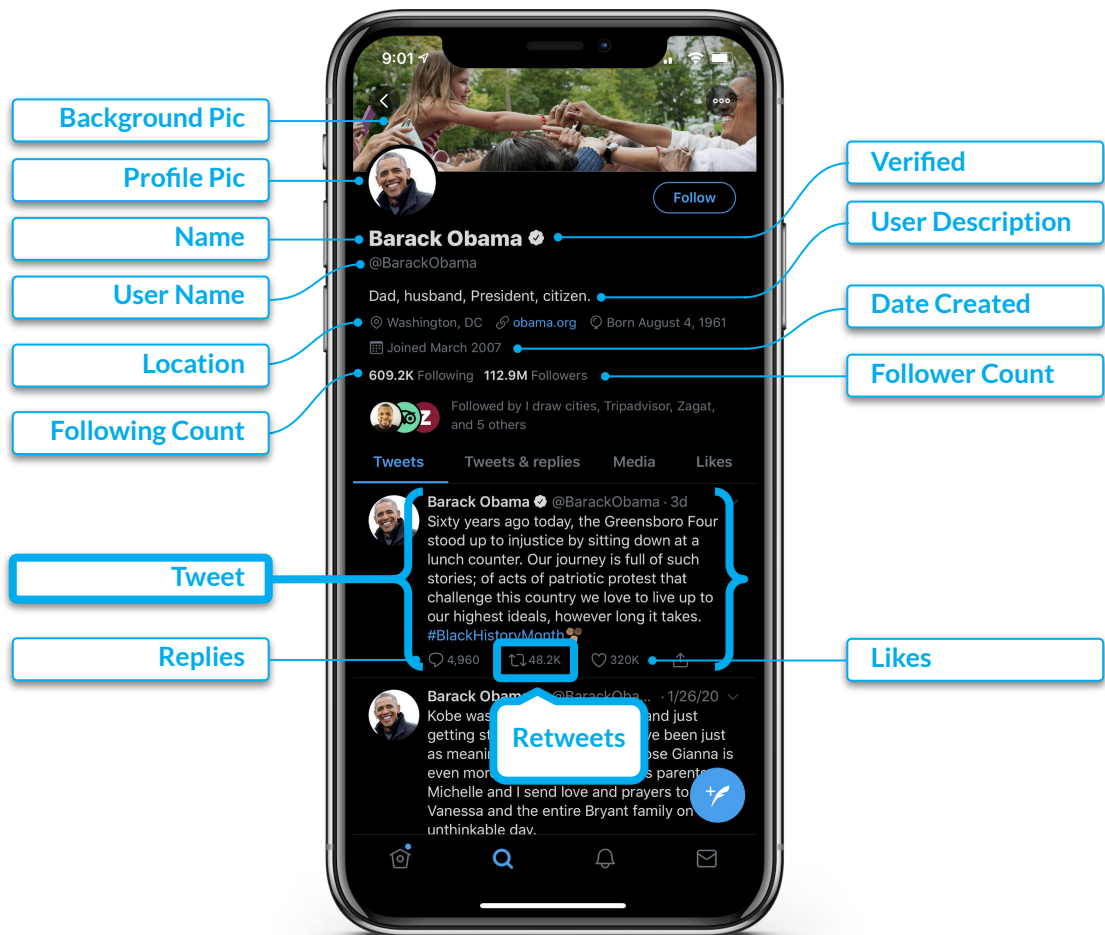
Startup companies tend to have a follower count between 1,000 and 10,000. So, our dataset filters tweets by users that have between 1,000 and 10,000 followers, like our fintech startup.

Grouping

Low Group | 0-100 Retweets

Mid Group | 100-1000 Retweets

High Group | 100-1000 Retweets



Model



Performance

Our model was able to correctly predict the correct retweet group **4 out of every 5 times**. However, it performed much better in predicting Low Retweets, than predicting Mid or High Retweets.

$$\text{Precision} = \frac{\# \text{ Correct Predictions}}{\# \text{ Actual Results}}$$

$$\text{Precision} = 82 \%$$



Retweets

“Tweet Length”

“# Of Likes”

“Listed”

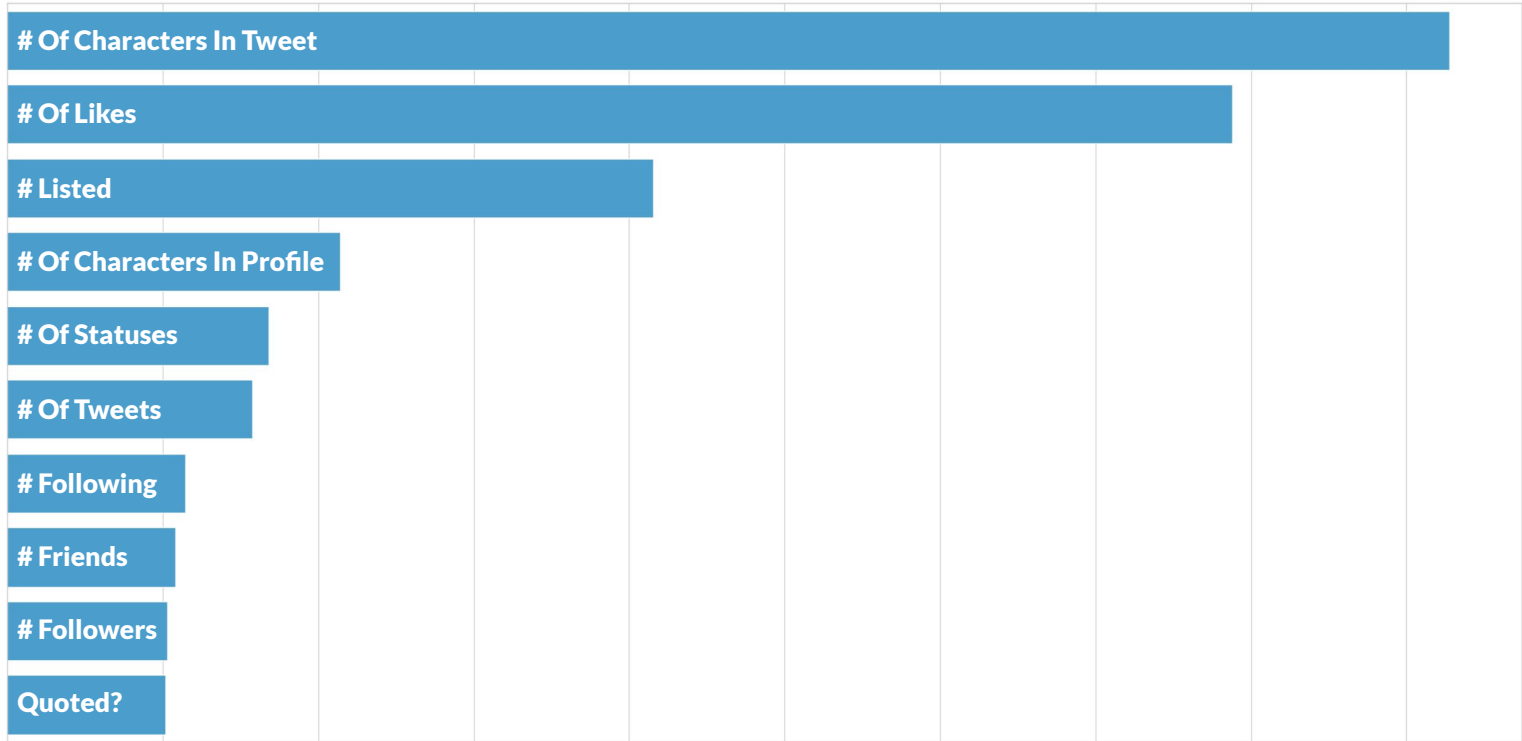
“User Length”

“# Of Statuses”

“# Of Tweets”

Feature Importance

Features



Importance

Improvements



Collect more tweets controlling for time posted. (Older than 1 day, but less than 7.)

Try splitting “retweet classes” in different ways to improve predictions.

Analyze tweets by users with a different range of followers (Ex: 100K - 200K)

Account for UNICODE character counting algorithm on Twitter. = **U+1F923**

Engineer other possible predicting features from Twitter data. (Emojis, etc...)

Questions?

Garage

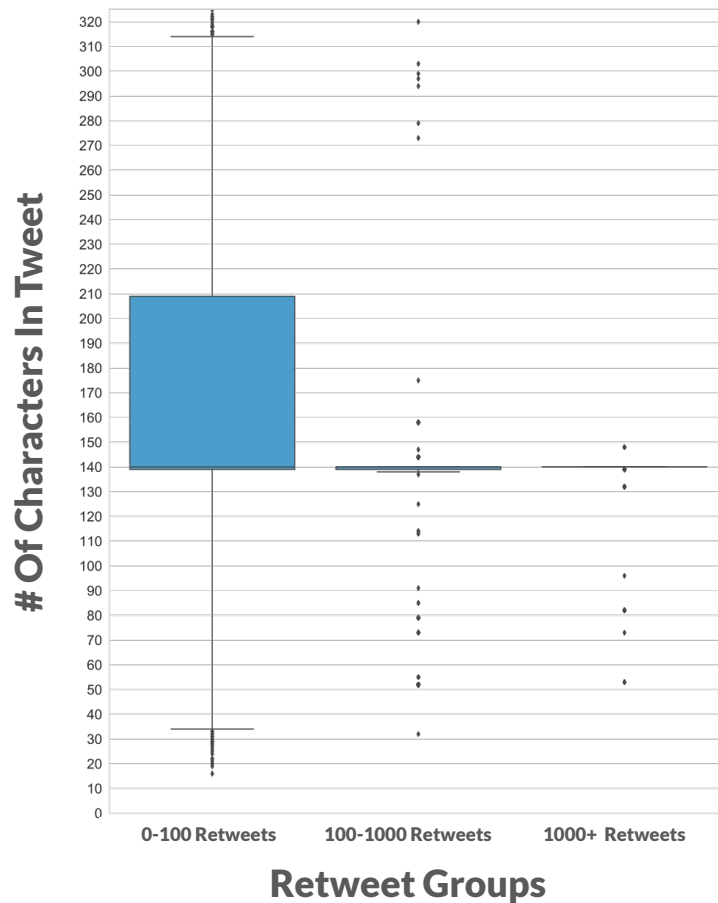


Tweet Text



Tweet Text is limited to 280 characters. Tweet text can include emojis, URLs, hashtags, mentions, etc...

Tweet Character Length

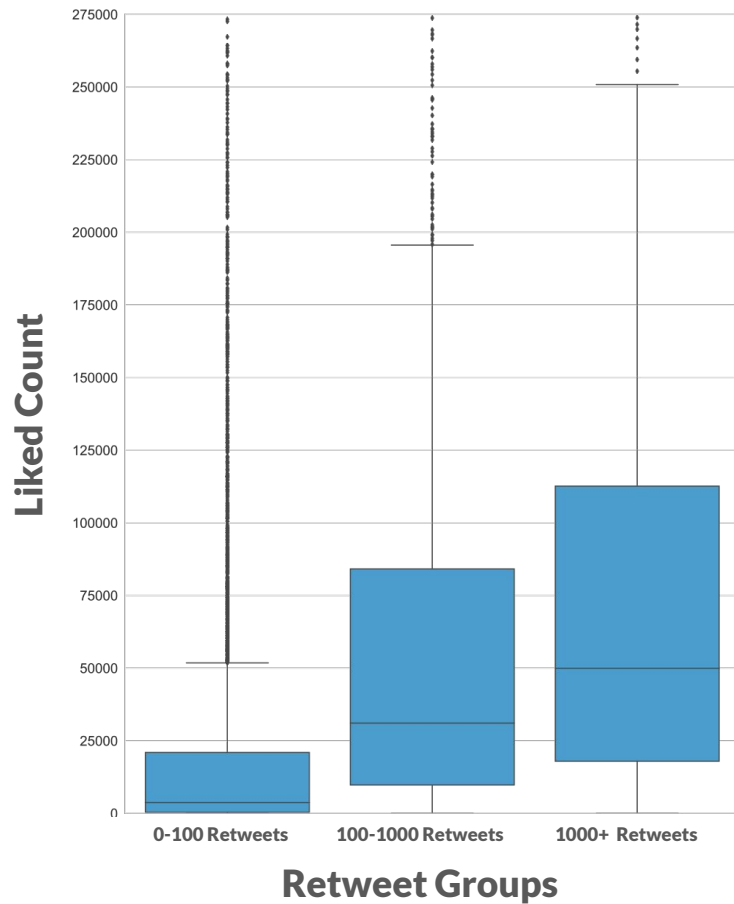


Likes



Likes are used to show appreciation for a Tweet.
Likes are represented by a small heart icon.

Tweet Likes

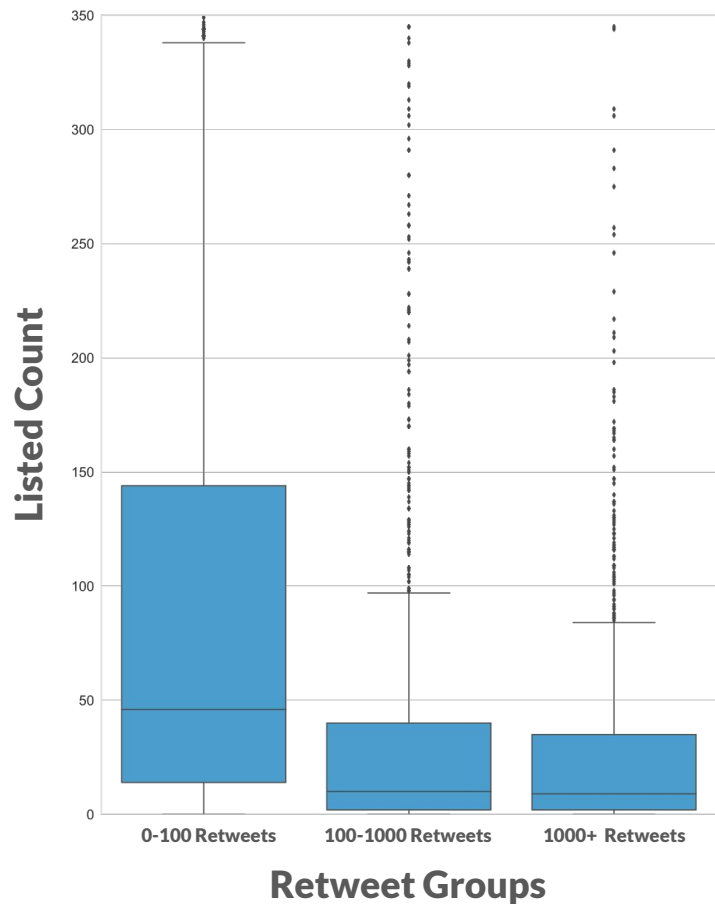


Listed

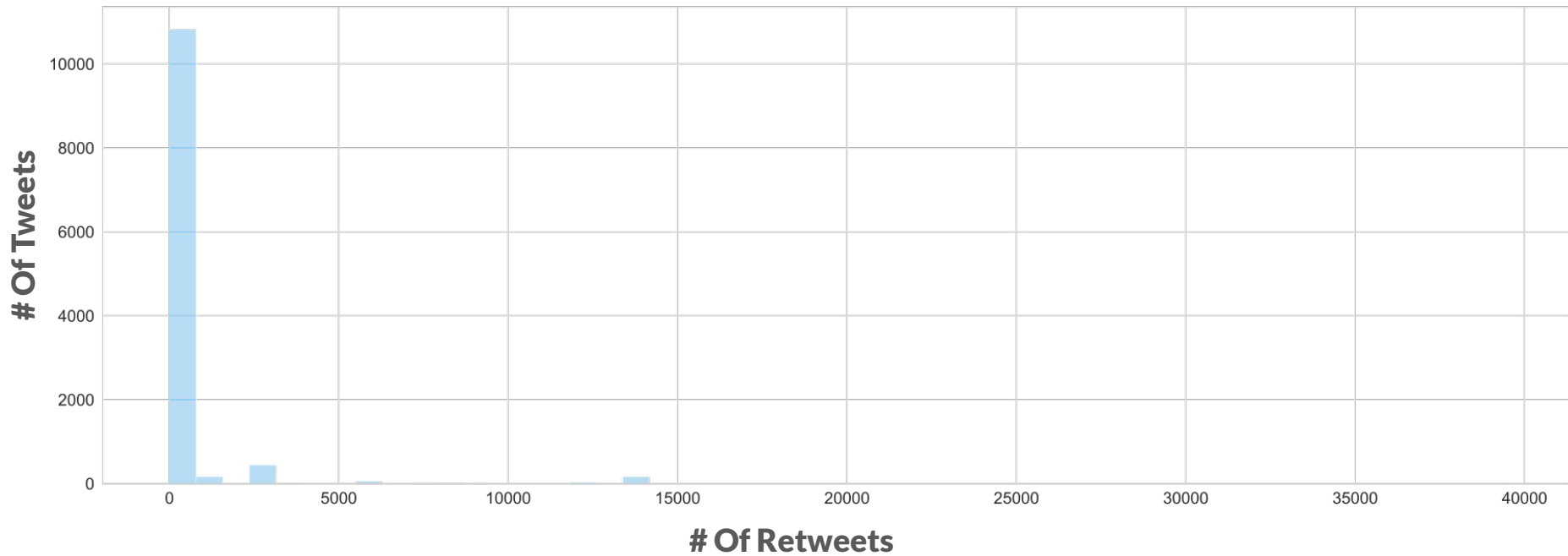


A Twitter “**List**” groups the accounts you follow on Twitter, like organizing music into playlists. Being “Listed” means you were put in someones list.

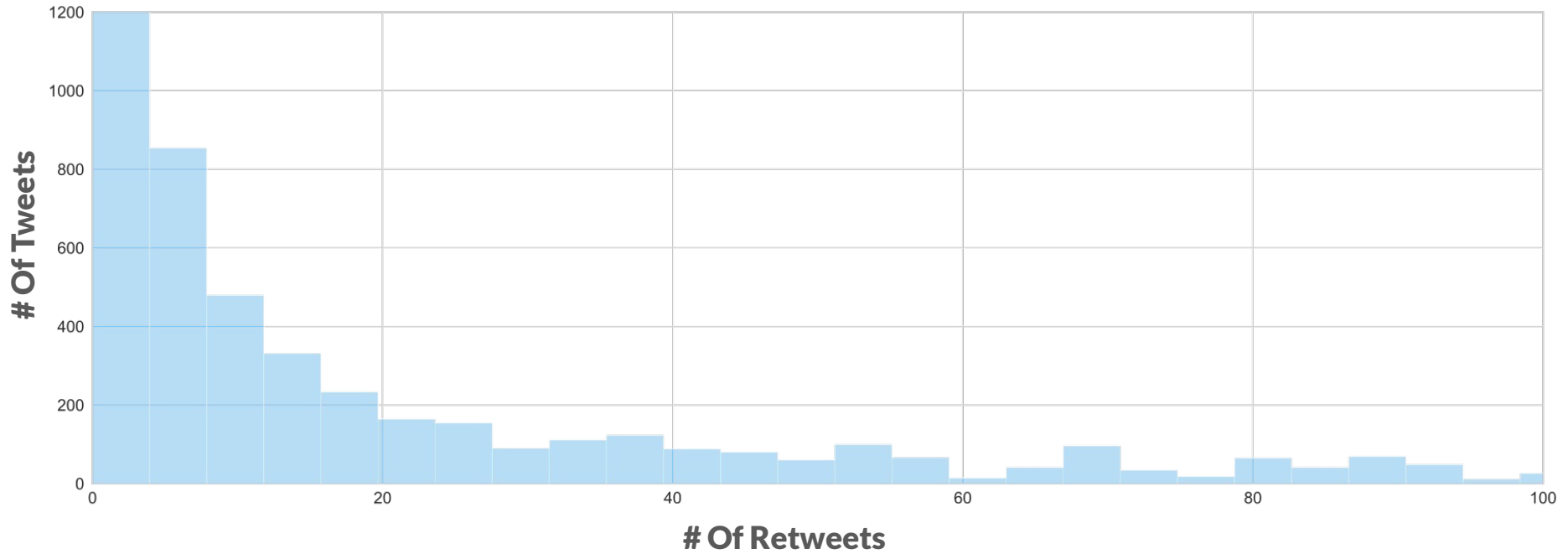
Users Listed



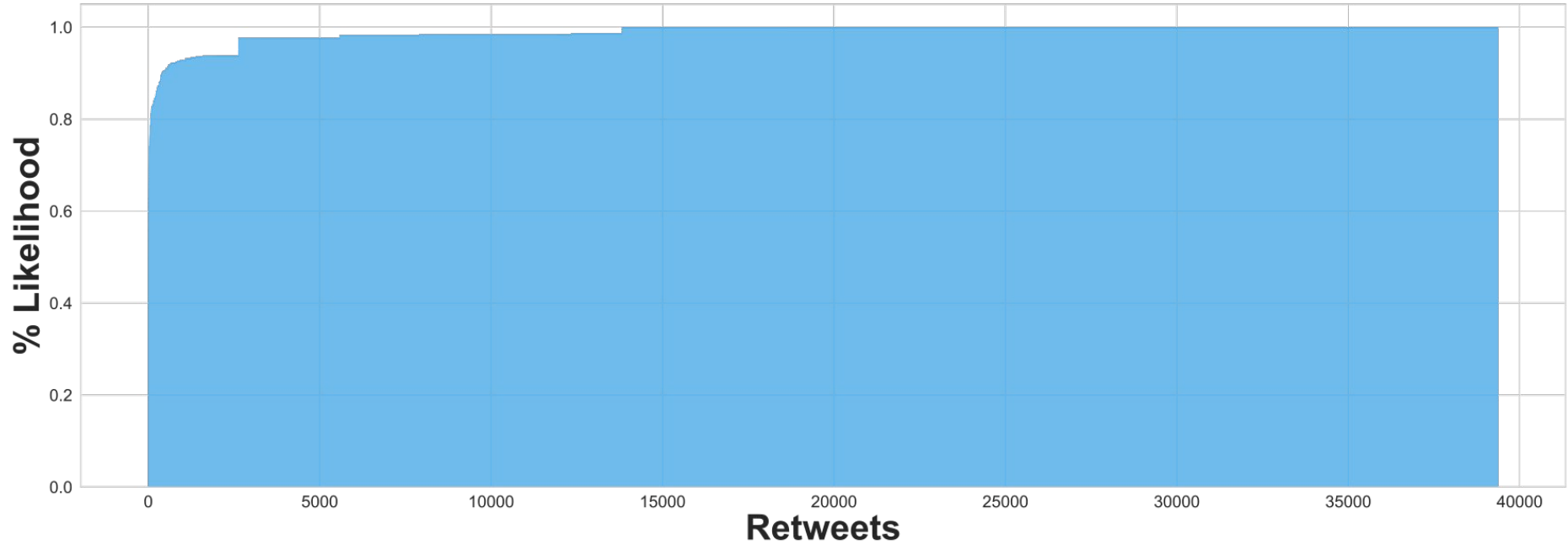
Retweet Histogram



Retweet Histogram (Zoomed In)



Retweet Cumulative Probability



Retweet Cumulative Probability (Zoomed In)

