

# Twitter Business

# Scenario



## Startup Fintech Company

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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

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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

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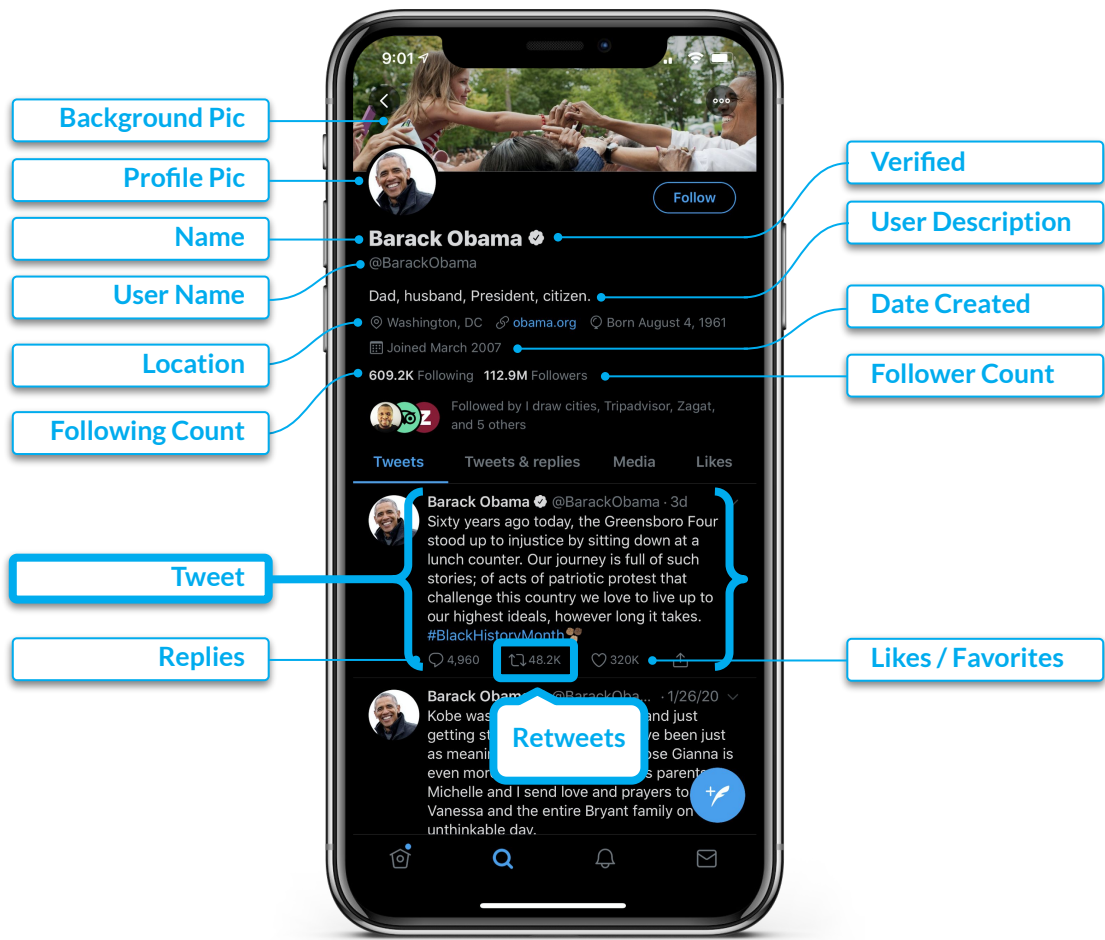
Startup companies tend to have a follower count between 1,000 and 10,000. So, our dataset filters tweets by users that have between 1,000 and 10,000 followers, like our fintech startup.

## Grouping

Low Group | 0-100 Retweets

Mid Group | 100-1000 Retweets

**High Group | 100-1000 Retweets**



# Model



## Performance

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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”

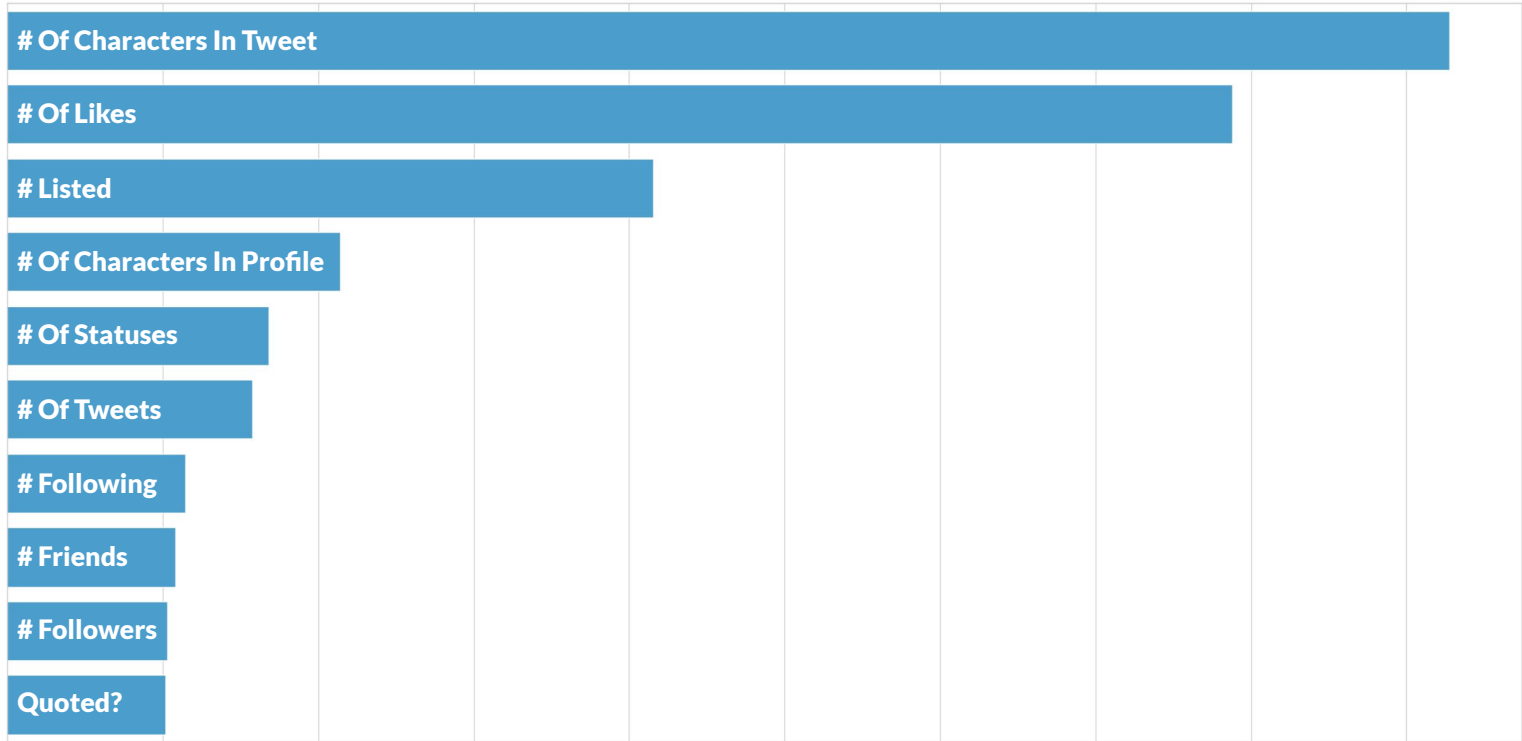
“User Length”

“# 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

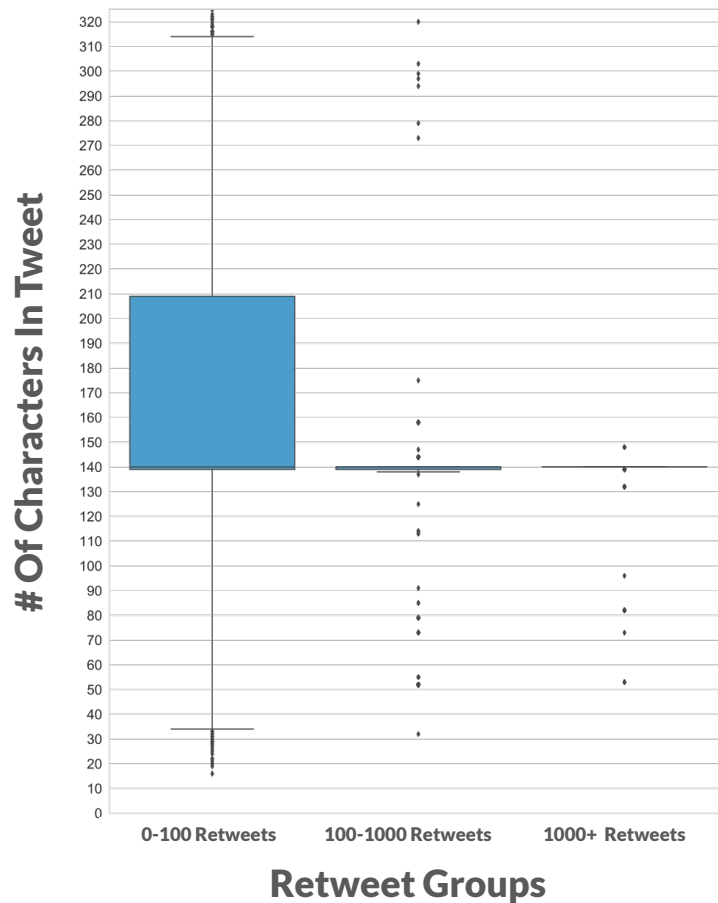


# Tweet Text



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

## Tweet Character Length

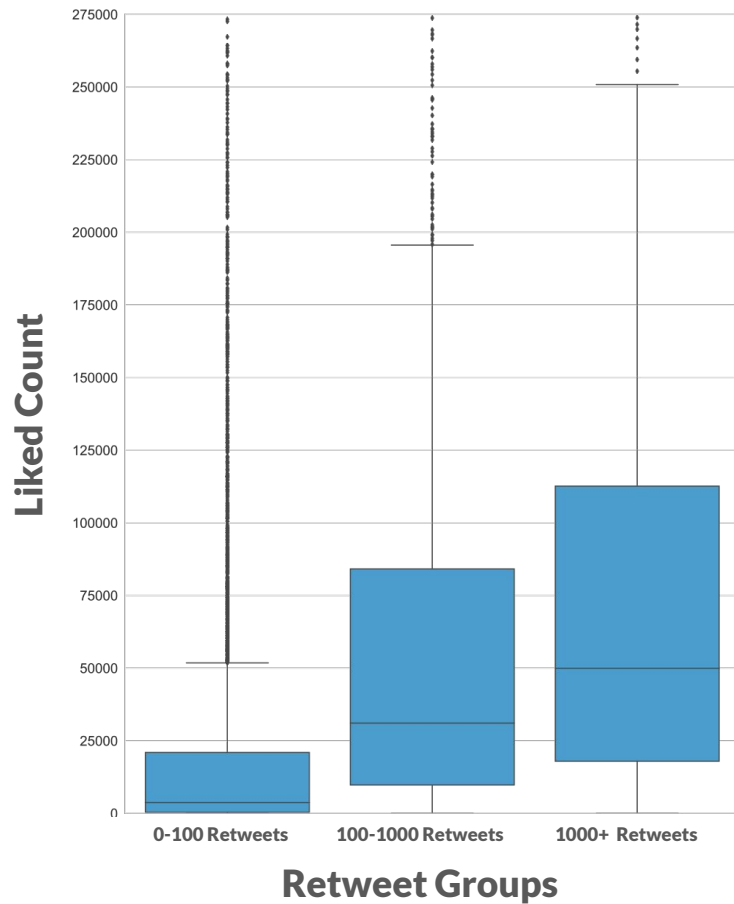


# Likes



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

## Tweet Likes

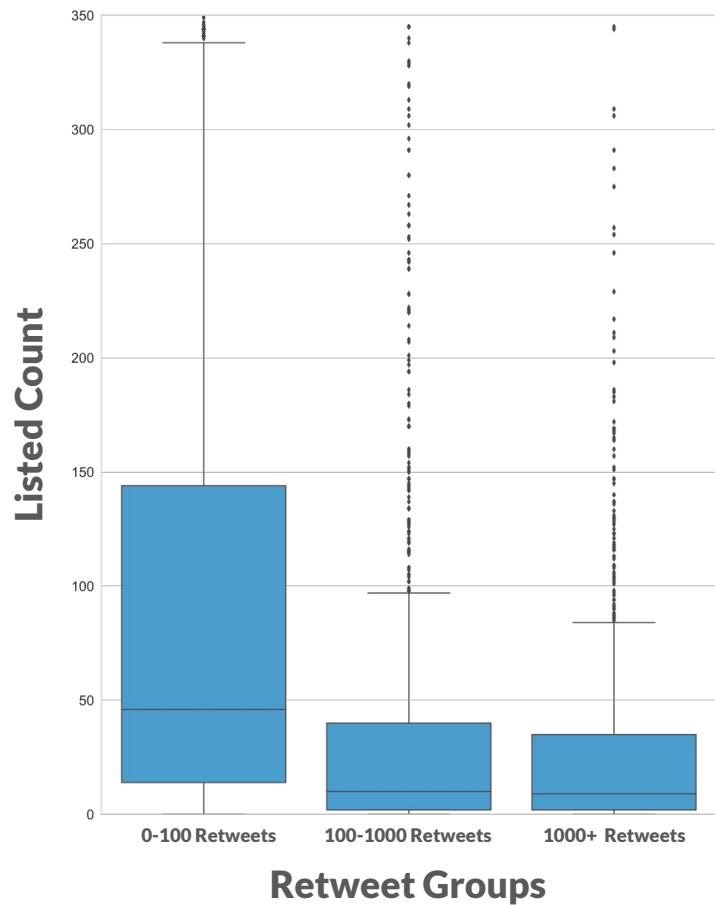


# Listed

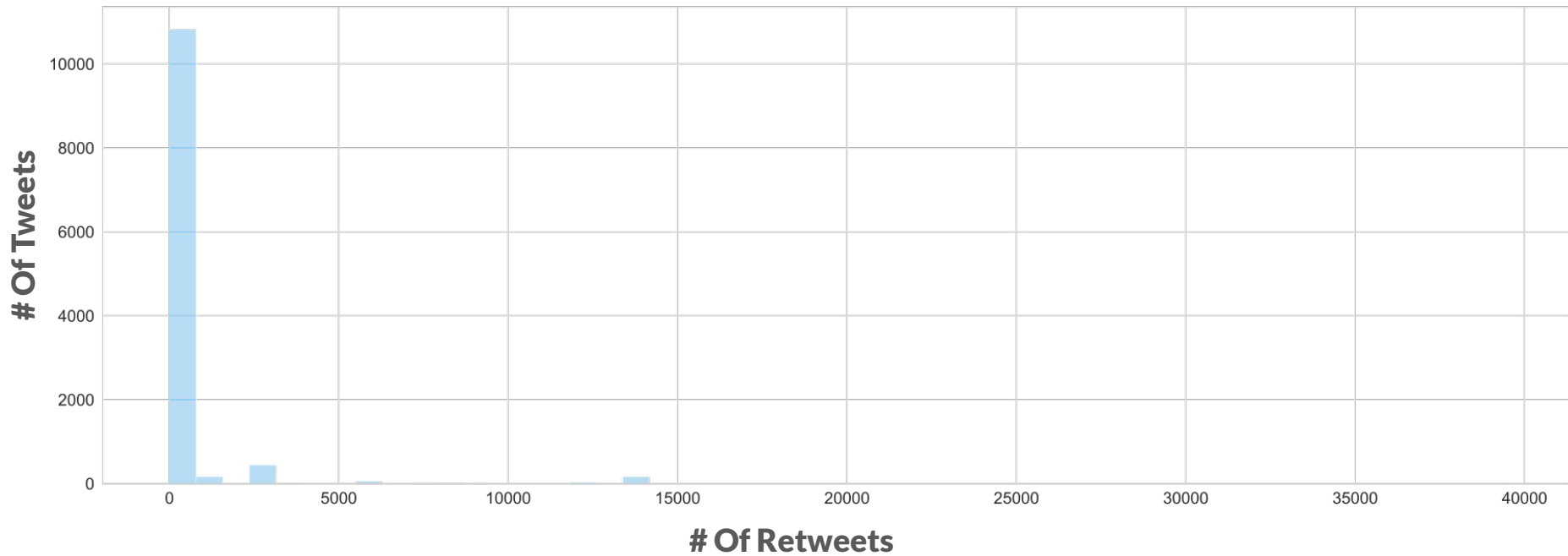


A Twitter “**List**” groups the accounts you follow on Twitter, like organizing music into playlists. Being “Listed” means you were put in someones list.

## Users Listed

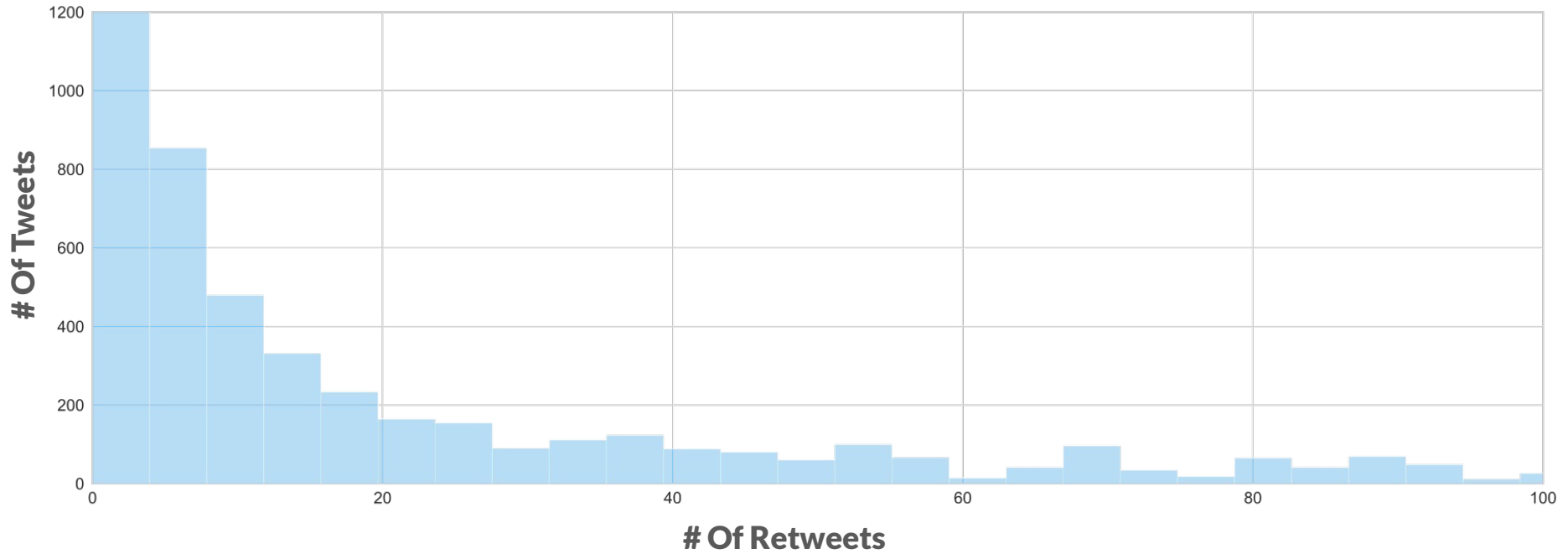


# Retweet Histogram

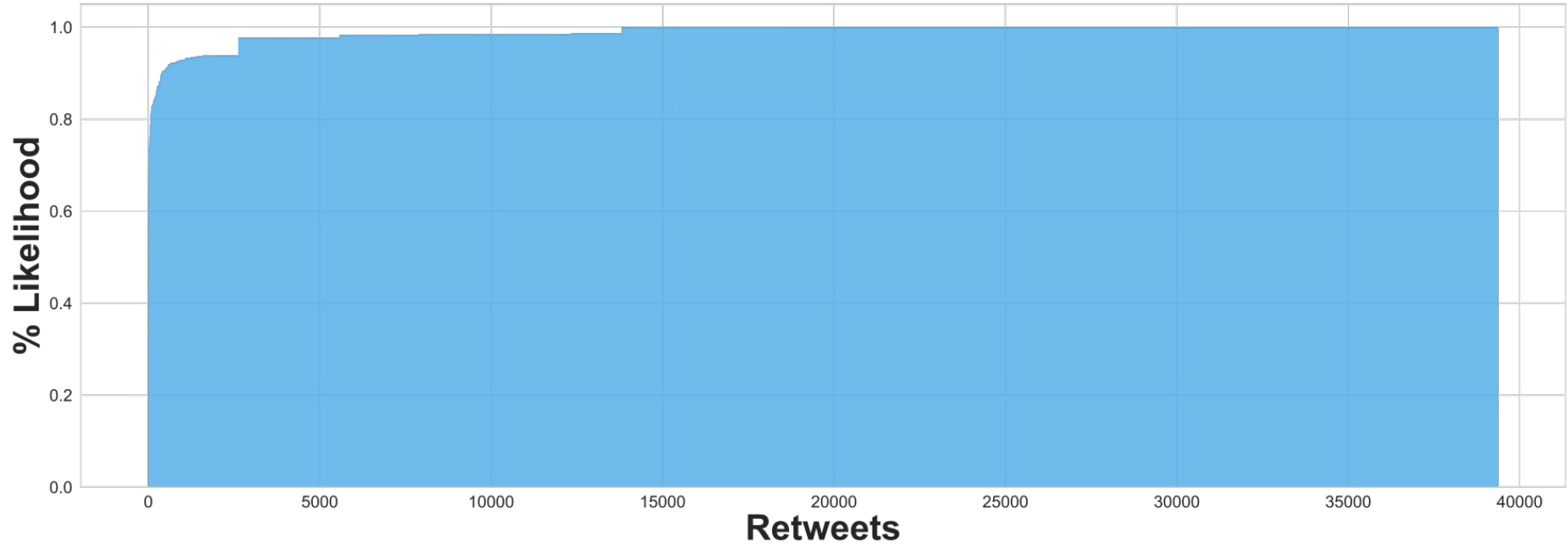




## Retweet Histogram (Zoomed In)



## Retweet Cumulative Probability



# Retweet Cumulative Probability (Zoomed In)

