

# Apple: What You Can Learn From Social Media

May 10, 2024



# Team Members



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# Agenda

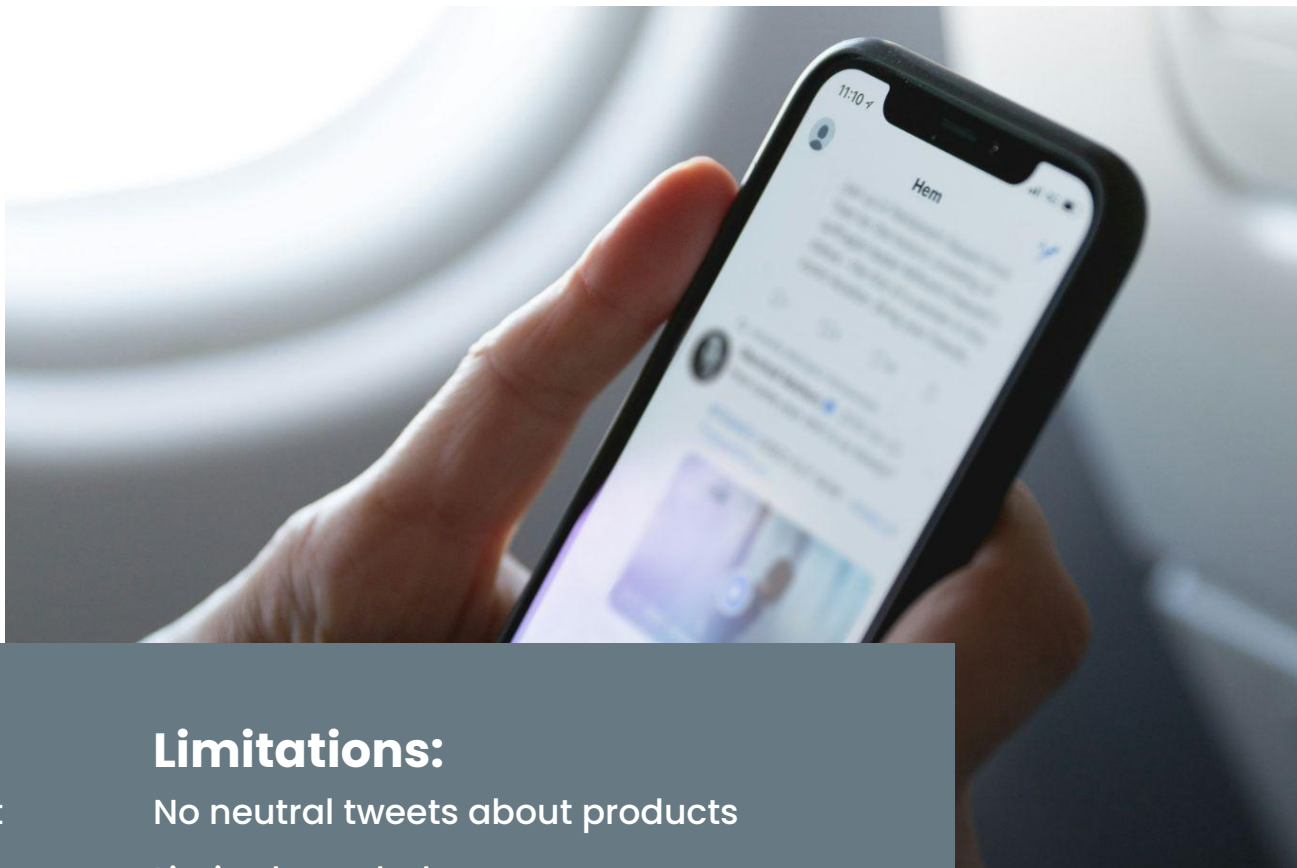
- Generate feedback
- The data
- 2013 SXSW sentiments
- Next steps

# Generating Feedback

- Direct engagement
- Customers need to see your products for themselves



# The Data



## **Data Source:**

2013: SXSW 2013 dataset

## **Limitations:**

No neutral tweets about products

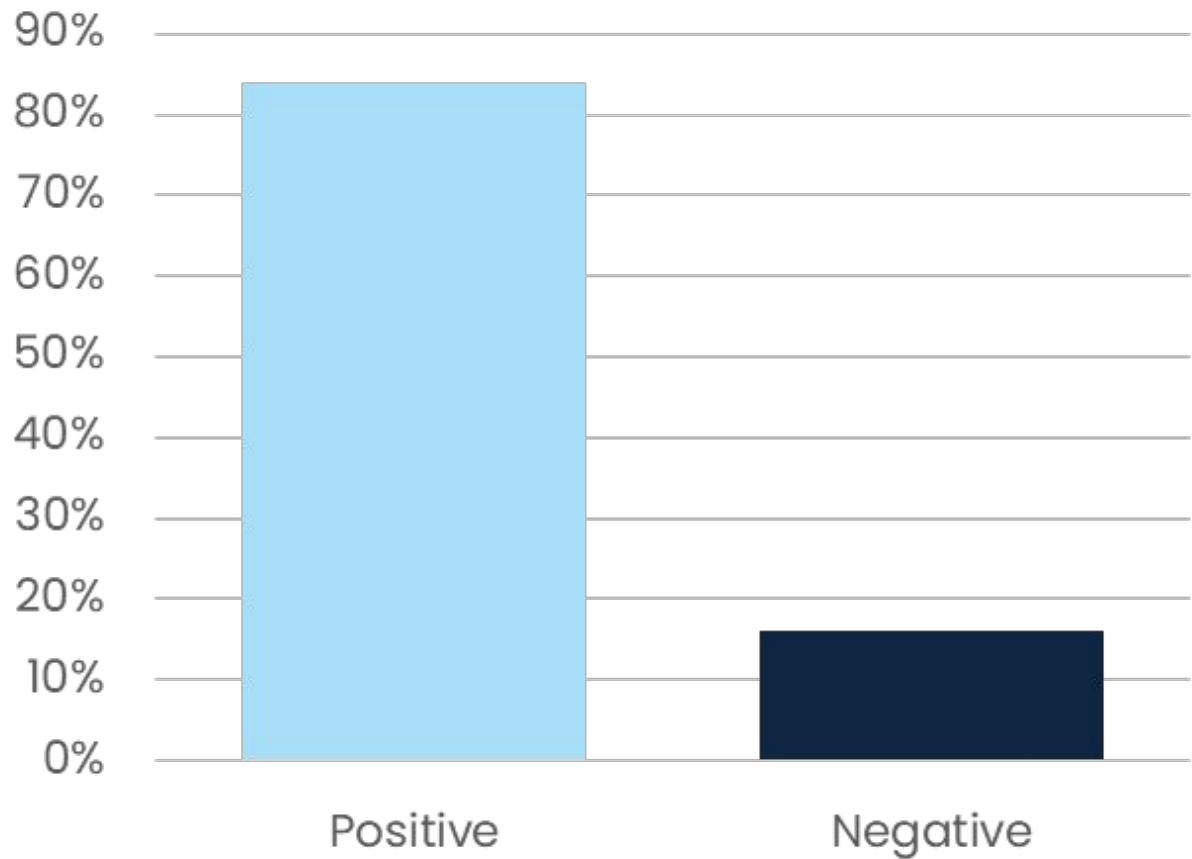
Limited vocabulary

Data imbalance

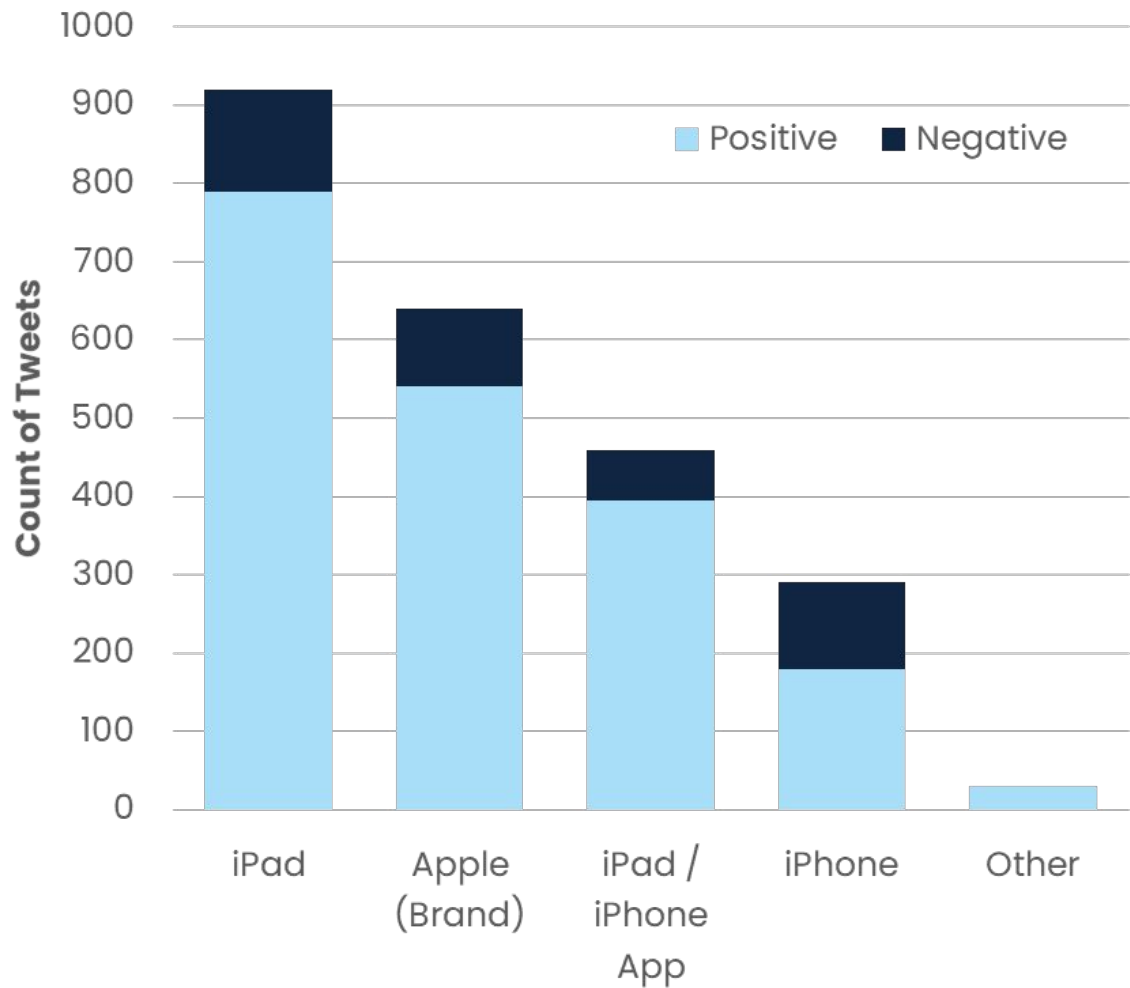


# Analysis





**Sentiment  
towards  
Apple  
products  
was  
positive**



**iPad  
sentiment  
was  
especially  
high**





# In-person engagement is key



Pop-up store in downtown Austin drew positive attention

- **Find innovative retail pathways to create excitement**



# Form and function still reign



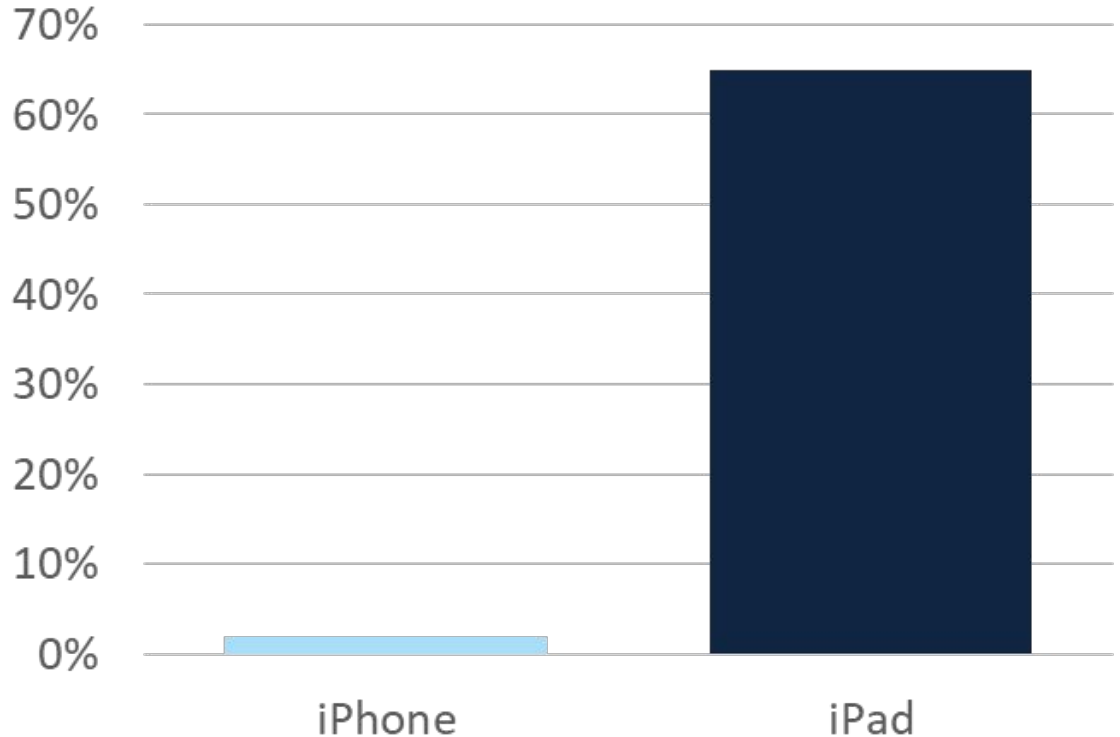
Attendees disliked short battery life

- **Improve function and design of products**

# Sentiment = Sales

In the earnings report after the conference, Apple reported sales of...

- iPhones → 2% **increase**
- iPads → 65% **increase**





# Conclusion



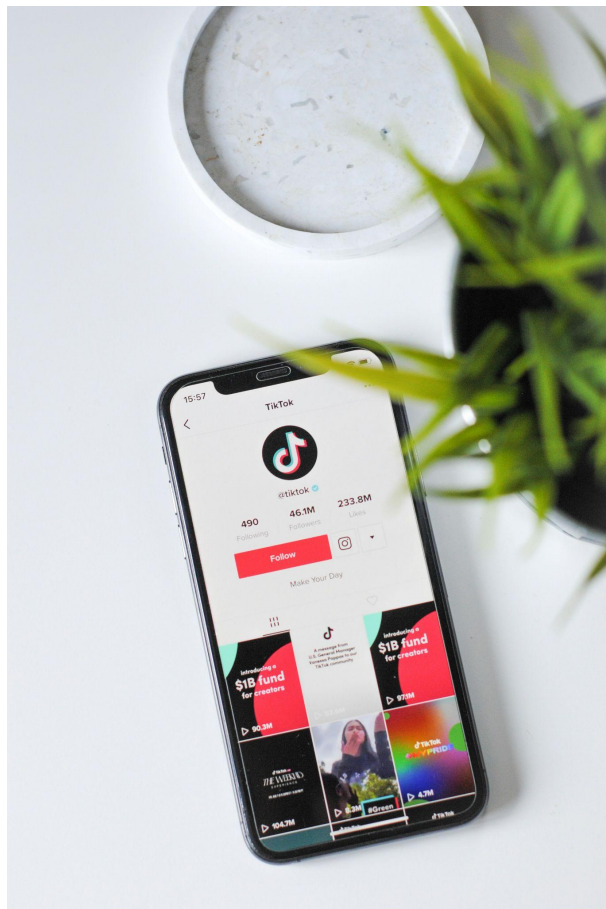
# Key Takeaways

1. Excite customers with **innovative marketing**
2. Customers dislike **short battery life**
3. **Positive sentiment** leads to positive sales



# Next steps

- Not all sentiment created equal
  - Social media influencers, tech and cultural elites
- Learn to filter for empty social content
- Time series for long-term impact of sentiment



# Questions?



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