

# DOGECOIN

A coin of the people



# The Team

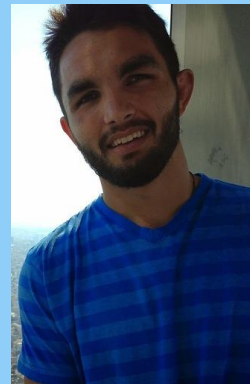
Andy Schmeck



Lenore Perconti



Evan Johnson



# The Agenda

Business  
Problem

Overview of  
Data

Modeling

Suggestions

Next  
Steps

# Business Problem



# Marketing Challenge

- **Understanding Dogecoin Sentiment**
- **Words and phrases to use**



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# Data Understanding



# Data Understanding



- Twitter's API
- Tweet's from this week
- No Retweets

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# Sentiments



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# Sentiments



Do yourself a favor download Coinbase and buy shiba and dogecoin. You'll thank yourself a year from now!

11:03 AM · Nov 17, 2021 · Twitter for iPhone



what's next? [#dogecoin](#) jerseys??

10:52 AM · Nov 17, 2021 from Duarte, CA · Twitter for iPhone

Dogecoin sucks man. I've got money it but it doesn't do shit. Never have, never will

2:36 PM · Nov 16, 2021 · Twitter for Android

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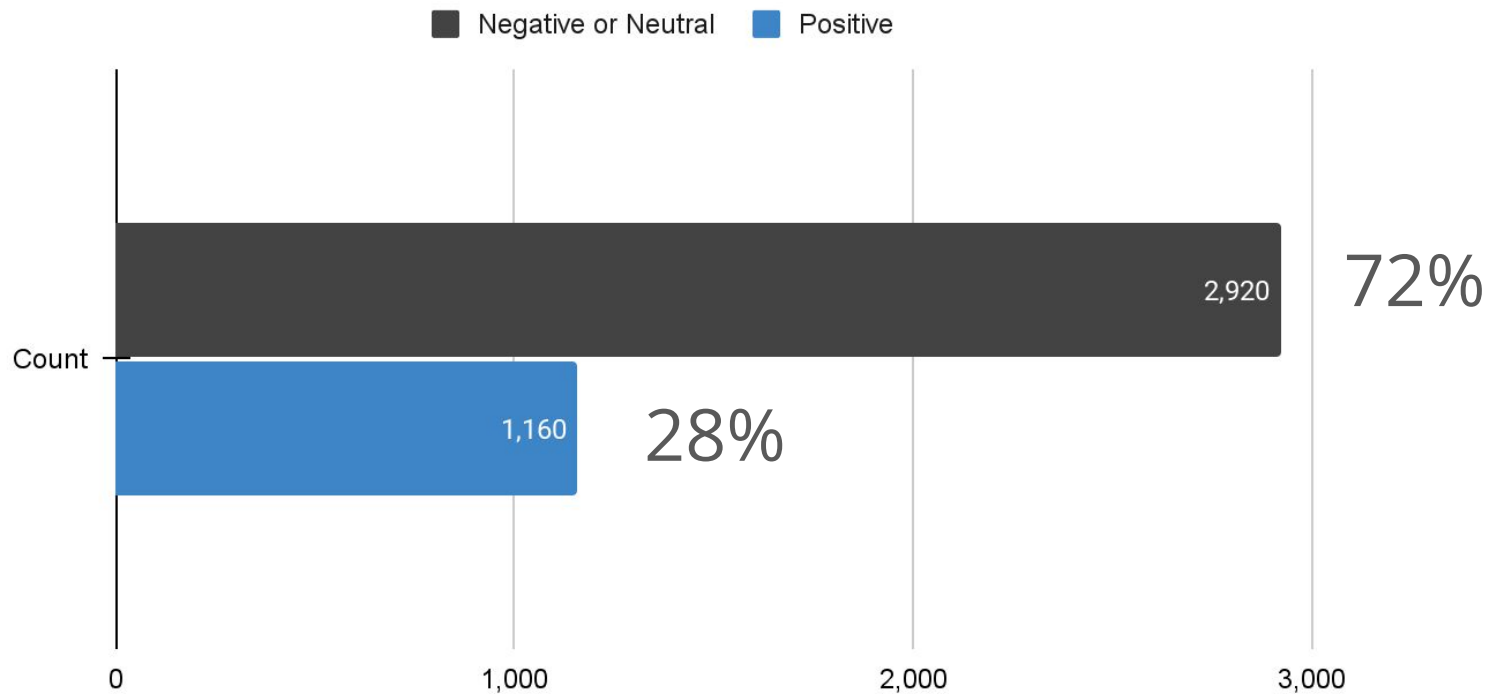
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## Tweet Sentiment Breakdown



# Methods



# Positive Reinforced Model



**dogecoin whale**

**shiba inu killer**

**dogearmy**

**dogecoin moon**

**king meme**



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# Evaluation



# Recommendations



# Recommendations

- Use model to monitor dogecoin sentiment
- Track positive sentiment buzz words



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# Next Steps



# Next Steps

- **More model reinforcement**
- **Forecast coin price using sentiment**



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# Thank You!

Andy Schmeck



Lenore



Evan Johnson



# Questions?

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# Appendix