**CHEERIO CONSULTING GROUP** 

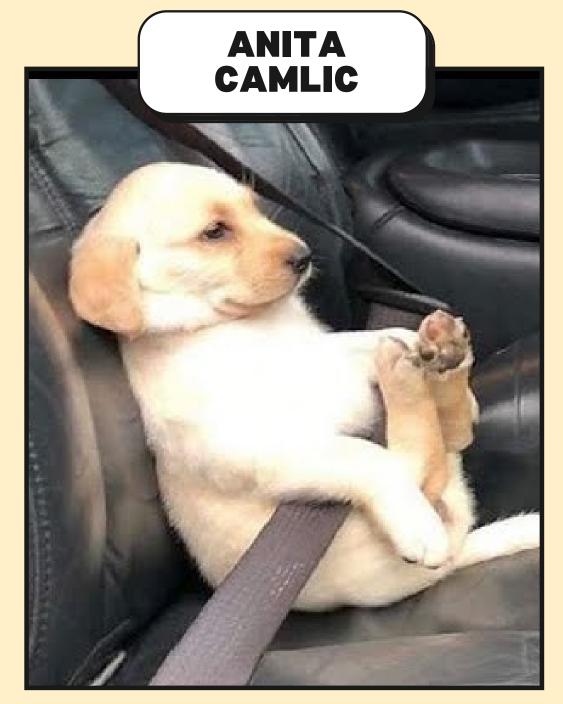
# TWITTER SENTIMENT ANALYSIS

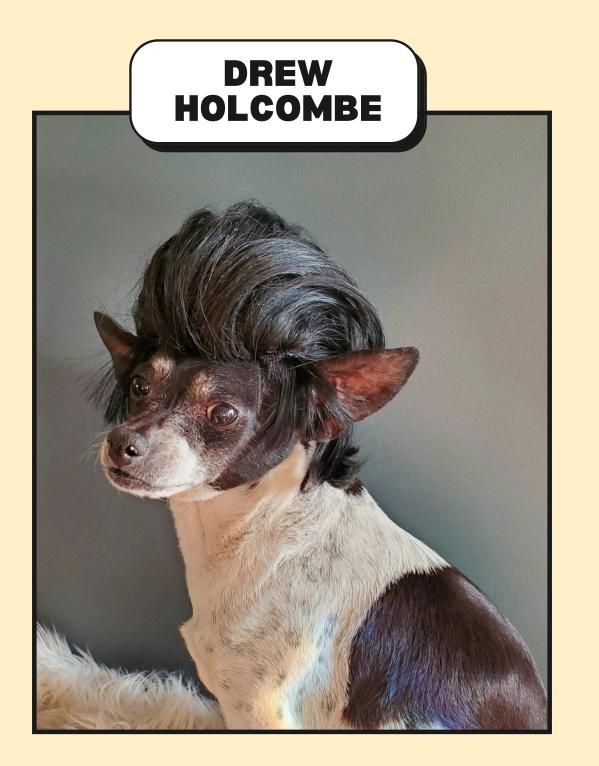
**By:** Anita Camlic, Drew Holcombe, Dermot O'Brien





#### MEET THE CHEERIOS





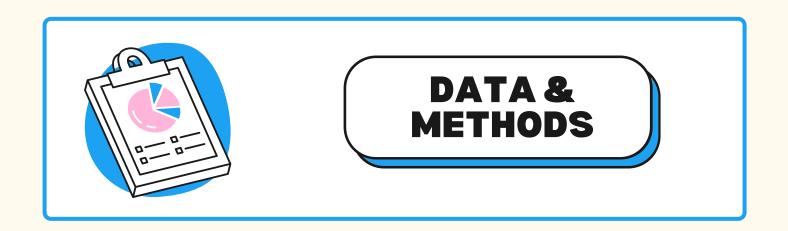




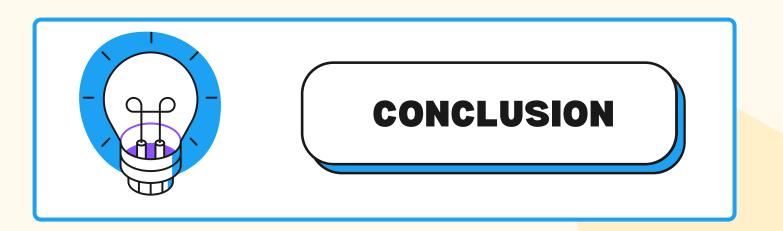


## AGENDA





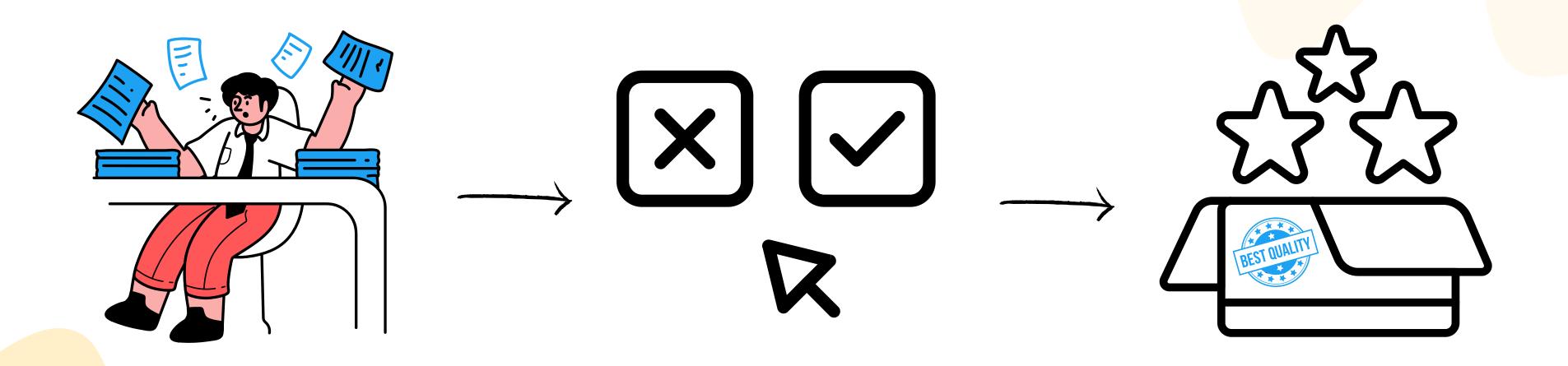








#### **BUSINESS PROBLEM**



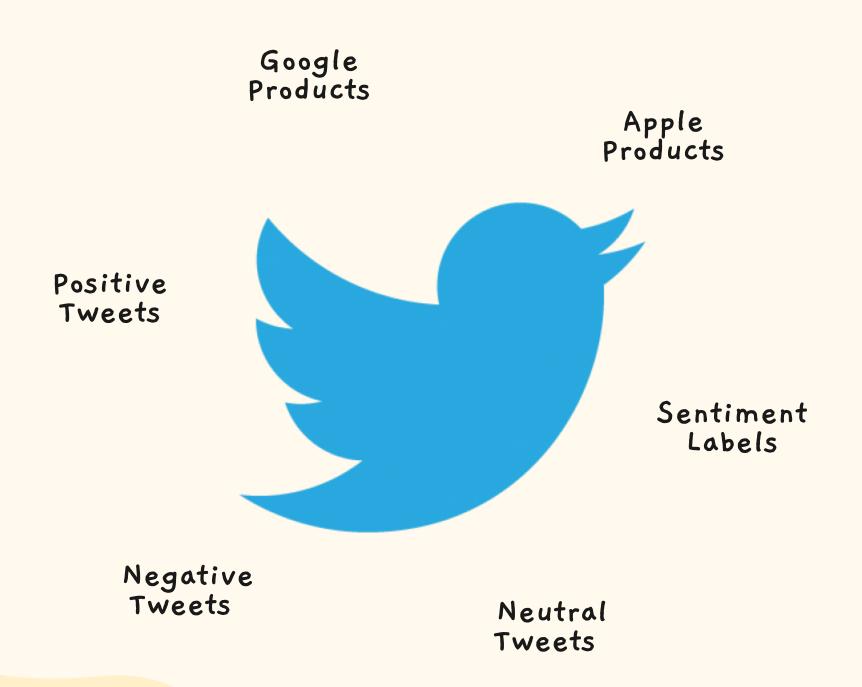




## DATA

### 8

## **METHODS**





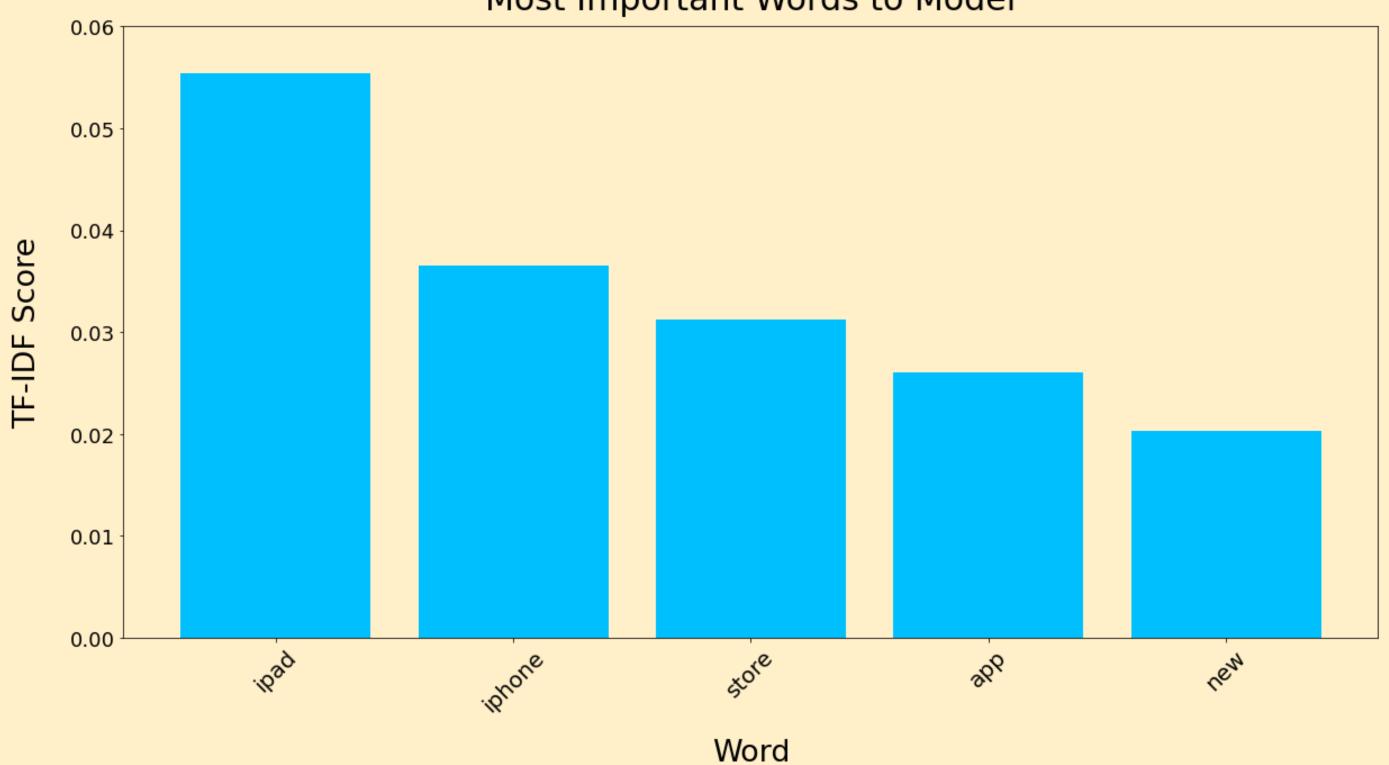




## MODEL RESULTS



Most Important Words to Model







## POSITIVE TWEETS

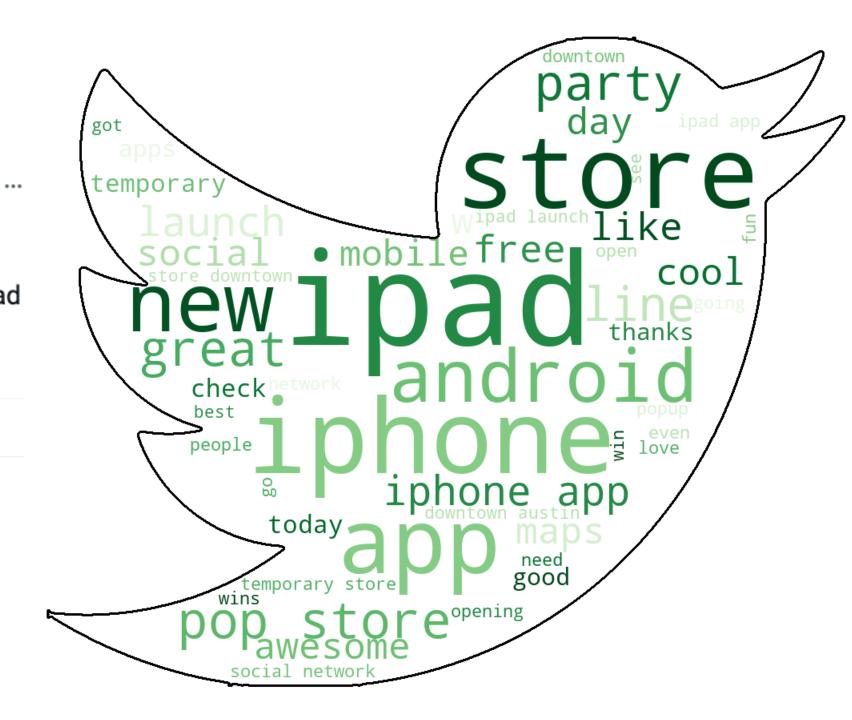
#### CORRECTLY



even the security guard at the popup apple store in austin loves the new ipad #sxsw

3:17 PM · Mar 12, 2011 · Twitter for iPhone

38 Retweets	23 Quote Tweets	<b>189</b> Likes	
$\Diamond$	$\Box$	$\bigcirc$	$\triangle$







rt @mention nyt app for ipad: not "here's an amazing way to serve our readership," more, "here's a market opportunity we can't ignore." #sxsw #newsapps

5:01 PM · Mar 16, 2011 · Twitter for iPhone

2 Retweets	8 Quote Tweets	40 Likes	
$\Diamond$	$\Box$	$\bigcirc$	$\triangle$





## NEGATIVE TWEETS

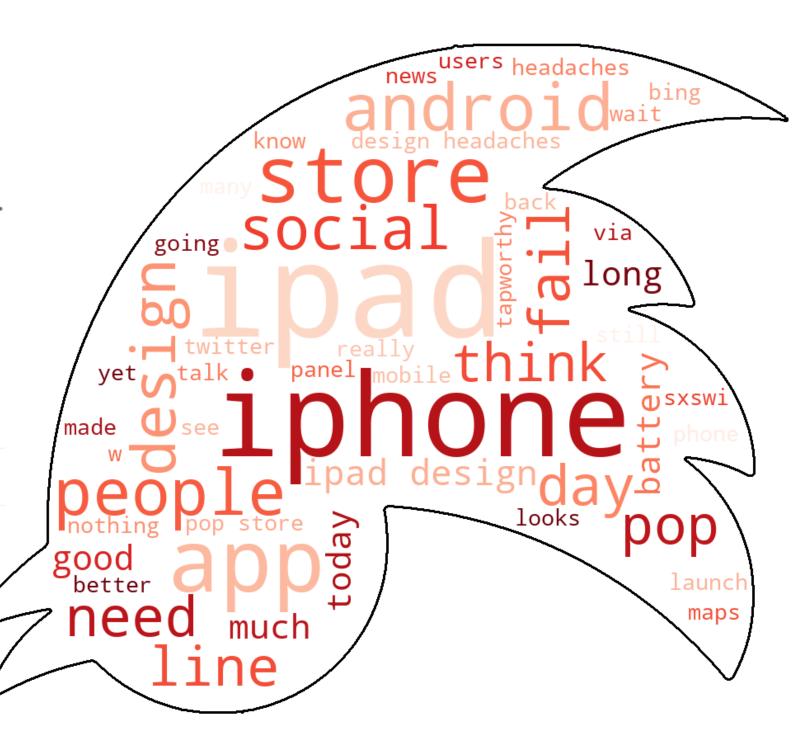
#### CORRECTLY



i think my effing hubby is in line for an #ipad 2. can someone point him towards the line-up for wife number #2. #sxswi #sxsw

4:40 PM · Mar 15, 2011 · Twitter for iPhone

ţ	51 Retweets	10 Quote Tweets	<b>250</b> Likes	
	Ω	↑¬	M	, <b>↑</b>



#### INCORRECTLY IDENTIFIED



pretty excited for my iphone to stop working #sxsw

4:40 PM · Mar 18, 2011 · Twitter for iPhone

52 Retweets	12 Quote Tweets	<b>382</b> Likes	
Q	<b>€</b> ⊋	$\bigcirc$	









- ➤ Imbalanced classes for positive and negative tweets
- ➤ Small dataset





- ➤ Incorporate neutral tweets
- ➤ Run model on more tweets
- Expand to analyze more social media platforms





## RECOMMENDATIONS

UTILIZE OUR MODEL TO FLAG NEGATIVE TWEETS

2

MODIFY PRODUCTS BASED ON FEEDBACK





#### 000

## THANK YOU

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