

# HYPE CHECK

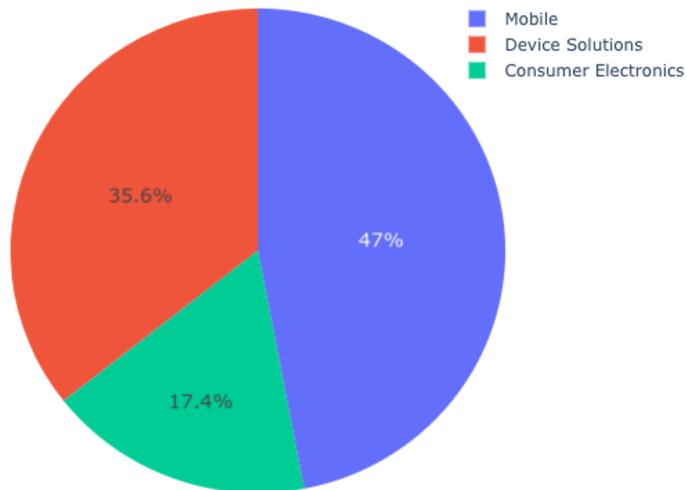
Twitter Sentiment Analysis

Alex Brooks

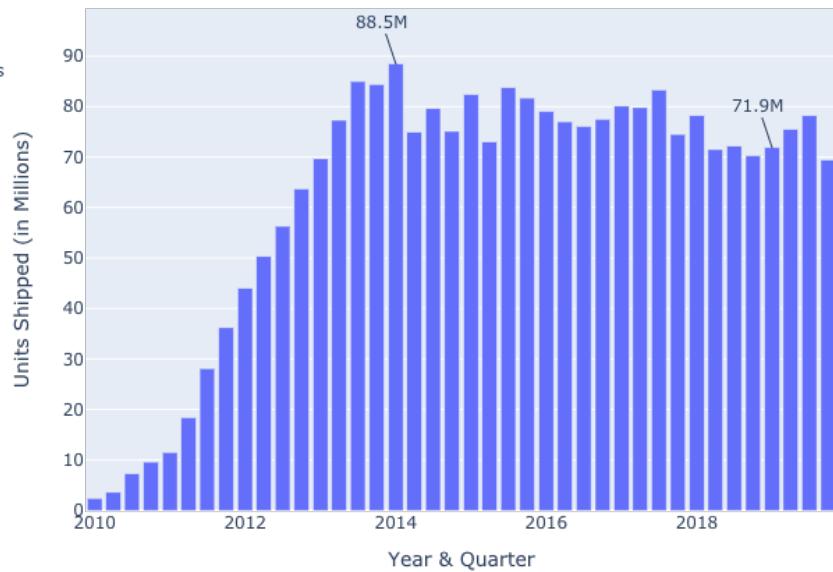




Percent of Profits - Q1 2019



Samsung Galaxy Phones - Units Shipped Per Quarter



Q1 Galaxy sales have decreased almost 20% over the last six years.

**How do you create the  
phone your  
customers will love?**

# How do you create the phone your customers will love?

By listening to them



## The data

100K total tweets

2018 - 2020

30 media brands &  
influencers in tech

10 hashtags

W I R E D



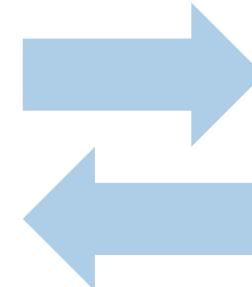
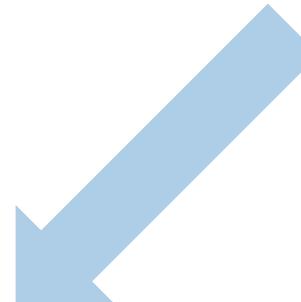
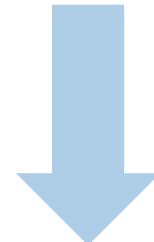
SAMSUNG

engadget

# Workflow

- Remove usernames and links
- Remove repeating characters
- Remove elongated words
- Remove punctuation
- Remove stop words and brand mentions
- Tokenization & lemmatization

Tweepy & twitterscraper

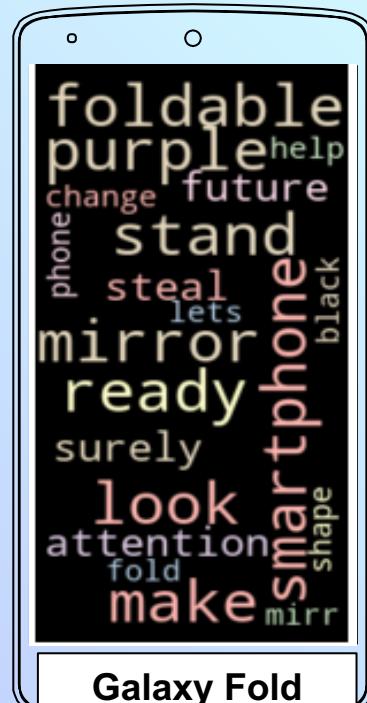


Vader & TextBlob



NMF & LSA

# Topic Modeling



Galaxy Fold  
Descriptions



Availability  
Info

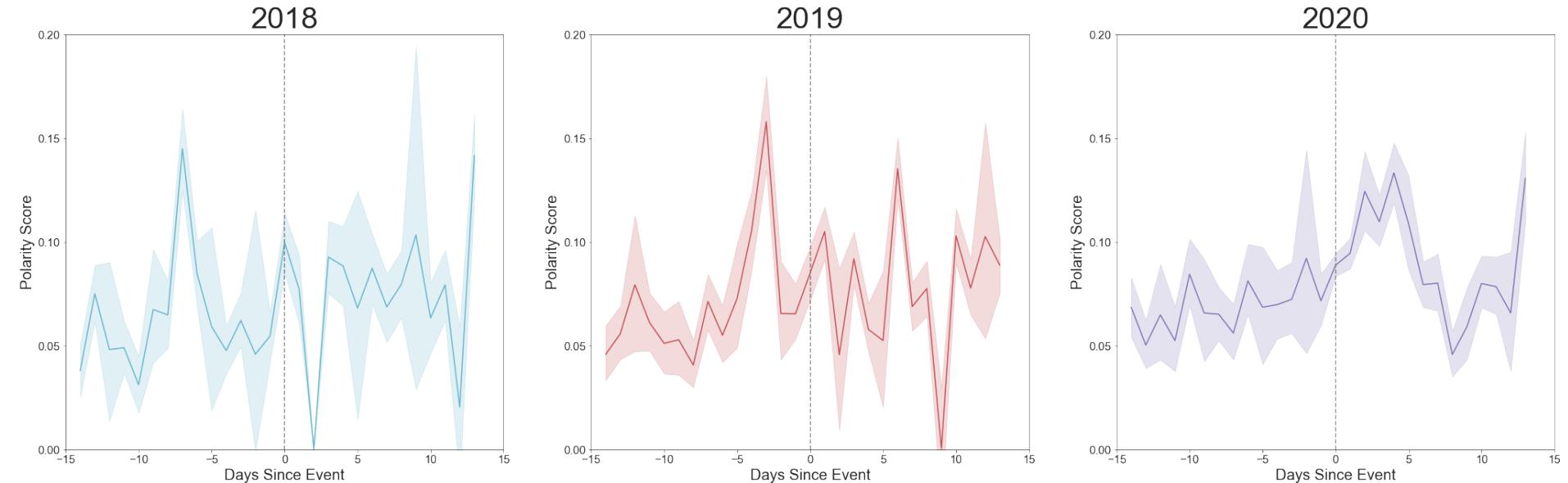


Camera  
Features



Features  
HYPE!

# Year-Over-Year Sentiment Analysis





Samsung Mobile @SamsungMobile · Feb 11

Introducing Galaxy Z Flip. A smartphone that stands out, stands up, and stands alone. Change the shape of the future.

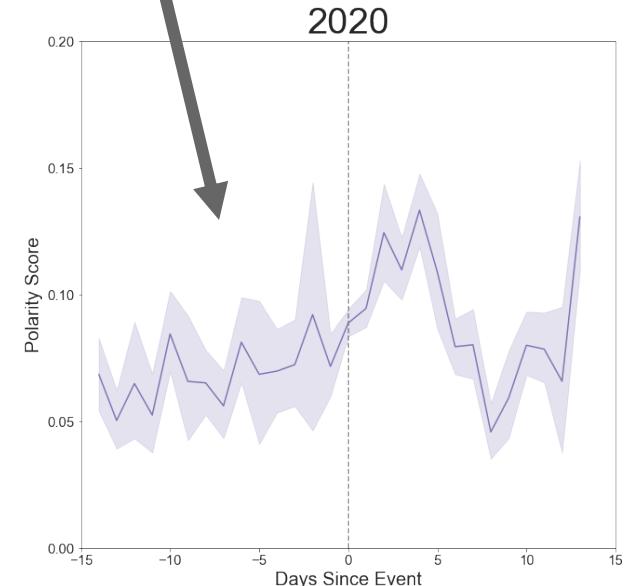
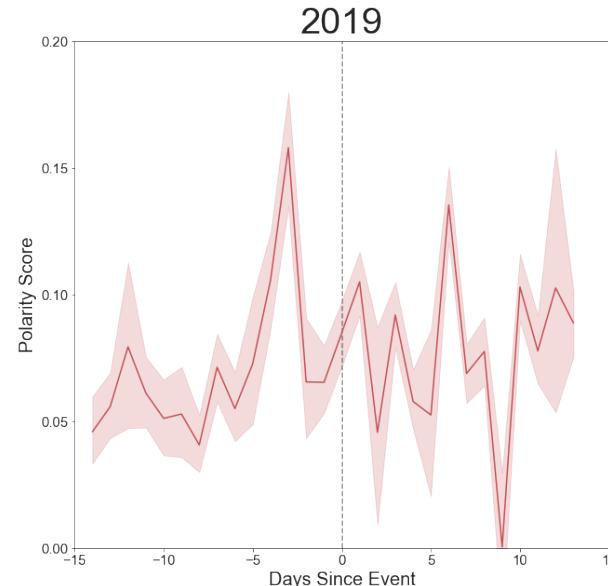
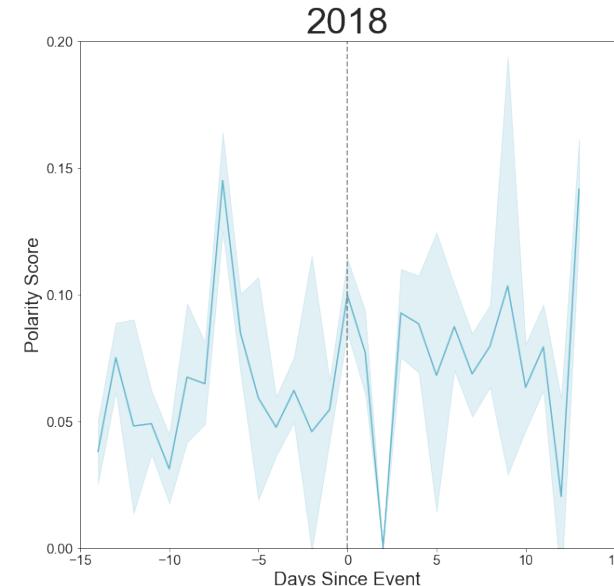
Learn more: [smsng.co/Z\\_Flip\\_intro\\_tw](https://smsng.co/Z_Flip_intro_tw)



Samsung Mobile @SamsungMobile · Feb 6

The history of photography has a new chapter. Unpacked - Feb 11, 2020. Visit [samsung.com/galaxy](https://samsung.com/galaxy) to watch the #SamsungEvent

- Engagement increase 50% on Z Flip content
- Marketing doubled down on camera features



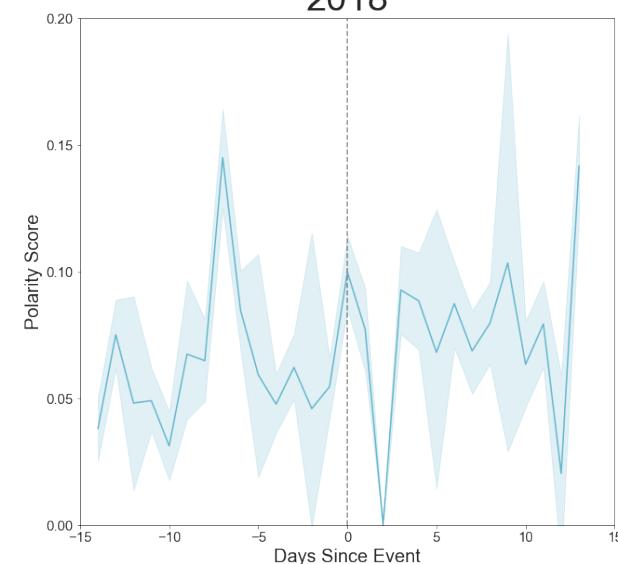


The Verge ✅ @verge · Feb 21

Samsung Galaxy Z Flip review: temper your expectations  
[theverge.com/2020/2/21/2114...](https://theverge.com/2020/2/21/2114...)

## Questionable phone durability

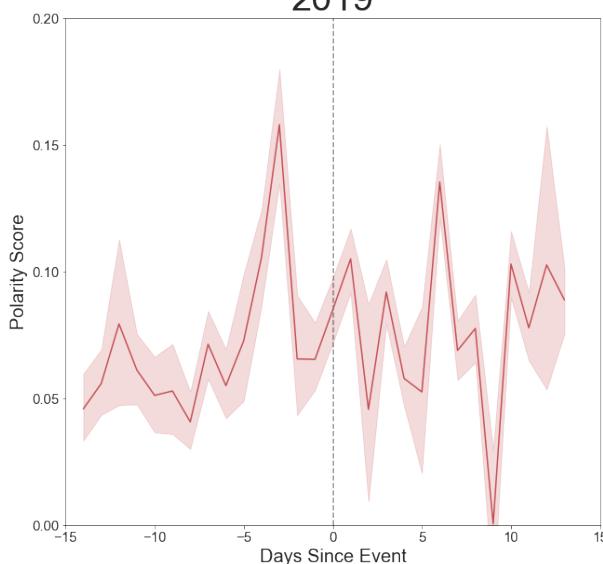
2018



Ars Technica ✅ @arstechnica · Feb 18

Ugh, here we go again: Testing shows the Galaxy Z Flip isn't scratch-resistant or puncture-proof. 🙄

2019

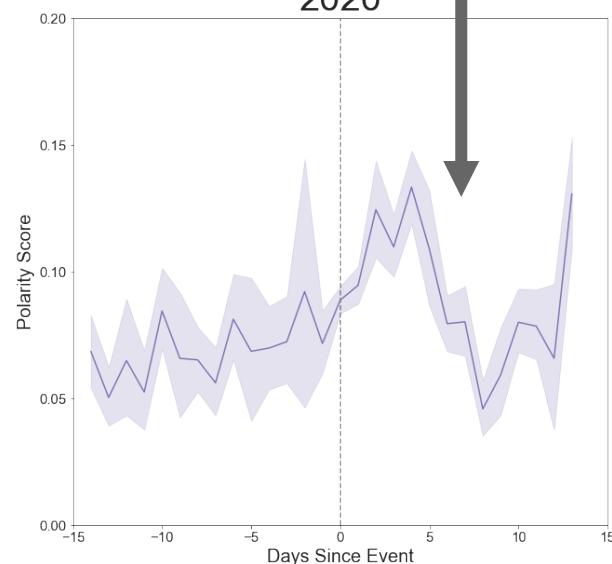


CNET ✅ @CNET · Feb 23

You might want to invest in a good case.



2020





Engadget ✅ @engadget · Feb 25

Samsung Galaxy S20 is the first phone certified for USB fast charging  
[engt.co/2SWCVRC](http://engt.co/2SWCVRC)



Marques Brownlee ✅ @MKBHD · Feb 22

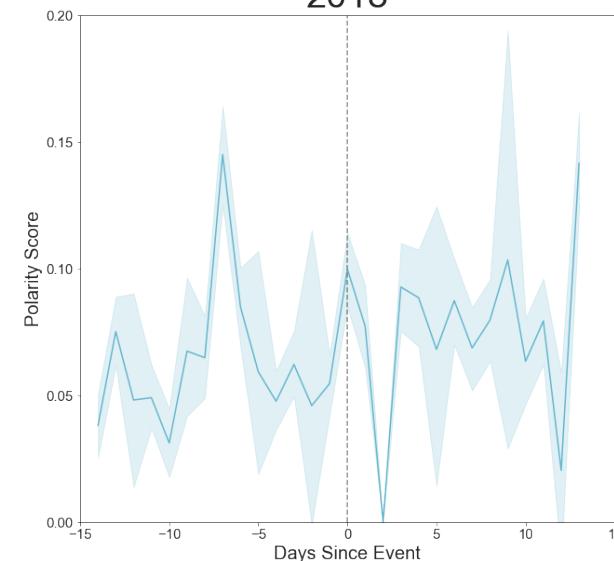
For anyone wondering, my S20 Ultra battery at 120Hz has been absolutely top notch through heavy use so far. 5 hours of screen on time today with 40% left



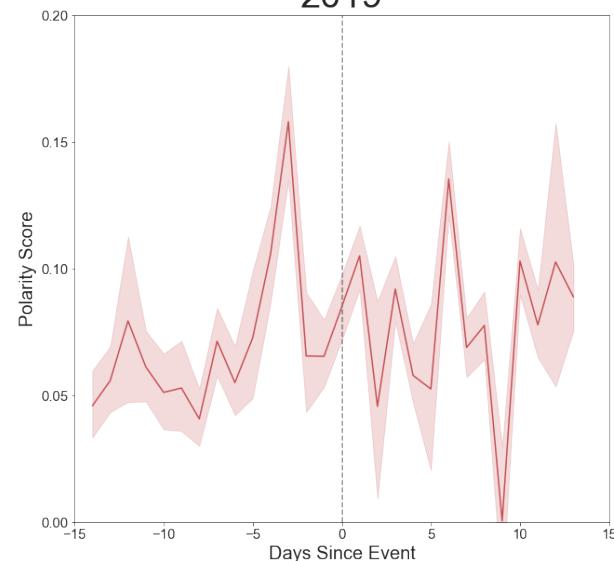
S20 line well received for spec bumps



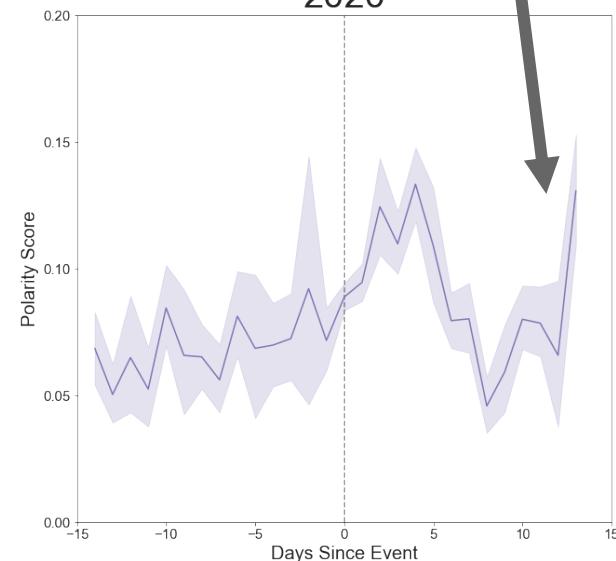
2018



2019



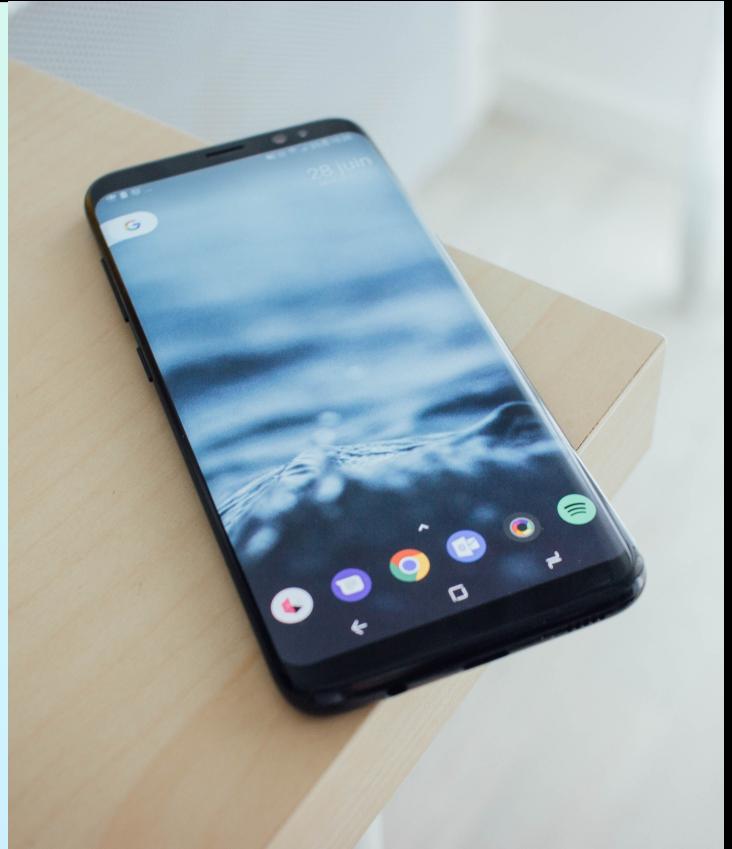
2020



# Takeaways & Future Work

- New product released with increased R&D budget for upgrade
- Focus marketing on camera features

- 
- Include other channels
  - Monitor competitors



# References

Samsung earnings call

<https://news.samsung.com/global/samsung-electronics-announces-first-quarter-2019-results>

Samsung earnings report (pdf)

[https://images.samsung.com/is/content/samsung/p5/global/ir/docs/2019\\_1Q\\_conference\\_eng.pdf](https://images.samsung.com/is/content/samsung/p5/global/ir/docs/2019_1Q_conference_eng.pdf)

Samsung units shipped

<https://www.statista.com/statistics/299144/samsung-smartphone-shipments-worldwide/>

