



NEXUS
ANALYTIX

DO YOU BELIEVE IN
CLIMATE CHANGE?



MEET THE TEAM



VUYO
Dila



HLAKANIPHILE
Zwane



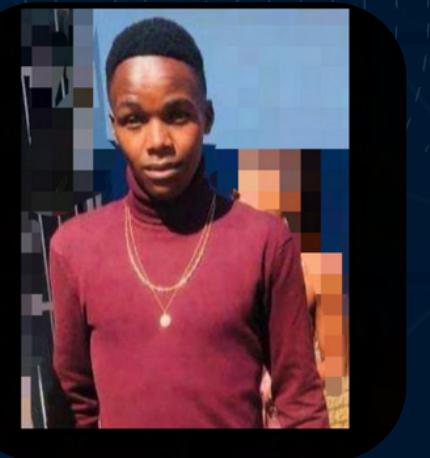
NOLWAZI
Ngubo



NEO
Motaung



SIYAMTHANDA
Buthelezi

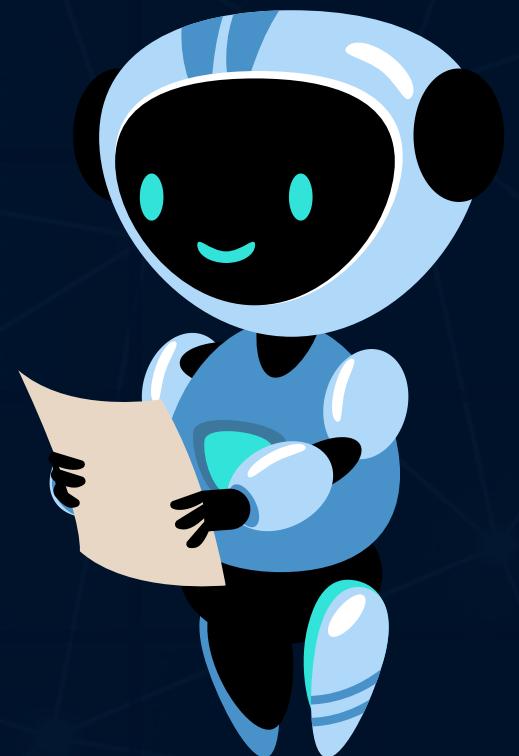


ZITHULELE
Manyathi



ABOUT US

Nexus Analytix offers its clients data-driven insights and solutions, utilising a range of technologies, methods, and tools to collect, process, analyze, and present data from diverse sources.





CURRENT MARKET TRENDS

Companies are transitioning to environmentally friendly products and need to understand how consumers will receive their products.

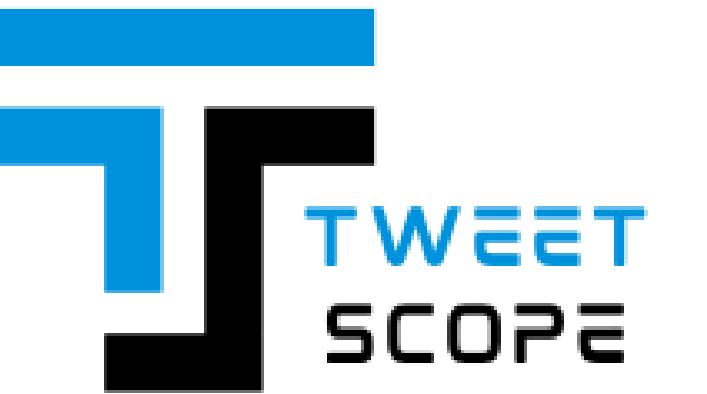


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OUR PRODUCT

MACHINE LEARNING CLASSIFICATION APPLICATION

Predict and individuals' beliefs
on climate change by analyzing
their recent tweets.



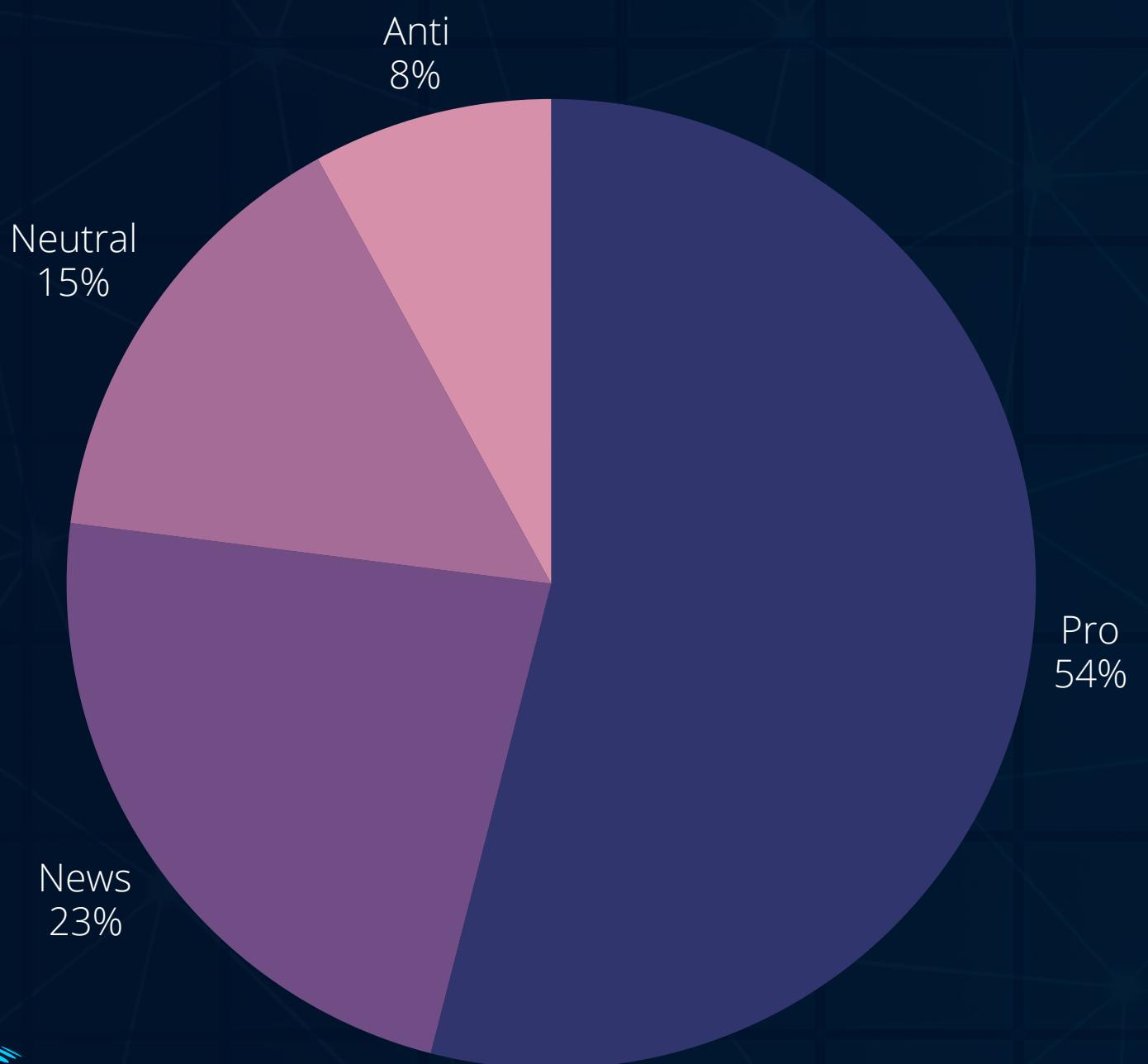
- CLASSES
- Pro
- Anti
- Neutral
- News



THE DATA

- Chris Bauch
- 27 April 2015 to 21 February 2018
- Train Dataset
- Test Dataset





SENTIMENTS

- **Pro:** support the belief of man-made climate change.
- **News:** factual news about climate change.
- **Neutral:** neutral on man-made climate change.
- **Anti:** refuting man-made climate change.



DATA EXPLORATION

- Null Values
- Noisy Entities
- Hashtag Extraction
- Word Frequency
- Buzzwords



WHAT'S BUZZING?

Pro climate change



A word cloud visualization showing terms associated with pro climate change. The words are primarily green and light green, with some white text. The most prominent words include "global", "climate", "change", "believe", "warm", "warmer", "real", "people", "think", "rt", "amp", "don", "make", "fight", "trump", "husband", "world", "diedenier", "president", and "deny". The size of the text indicates its frequency or importance.

Anti climate change



A word cloud visualization showing terms associated with anti climate change. The words are primarily red and orange, with some white text. The most prominent words include "warming", "rtmake", "amp", "climate", "change", "hoax", "say", "global", "scientist", "cause", "people", "believe", "fake", "science", "tax", "scam", "liberal", "year", "many", "trump", "data", and "real". The size of the text indicates its frequency or importance.



WHAT'S BUZZING?

Neutral



A word cloud visualization showing the most frequently used words in a neutral context. The words are primarily in orange and brown tones. The most prominent words include "say", "global", "change", "climate", "warm", "think", "Trump", "make", "cause", "believe", "people", and "real". Other visible words include "penguin", "talk", "tell", "warming", "amp", "come", "hot", "know", and "ask".

say make
penguin global cause
Trump talk change amp
don tell warming come
rt believe climate hot
people real warm think

News

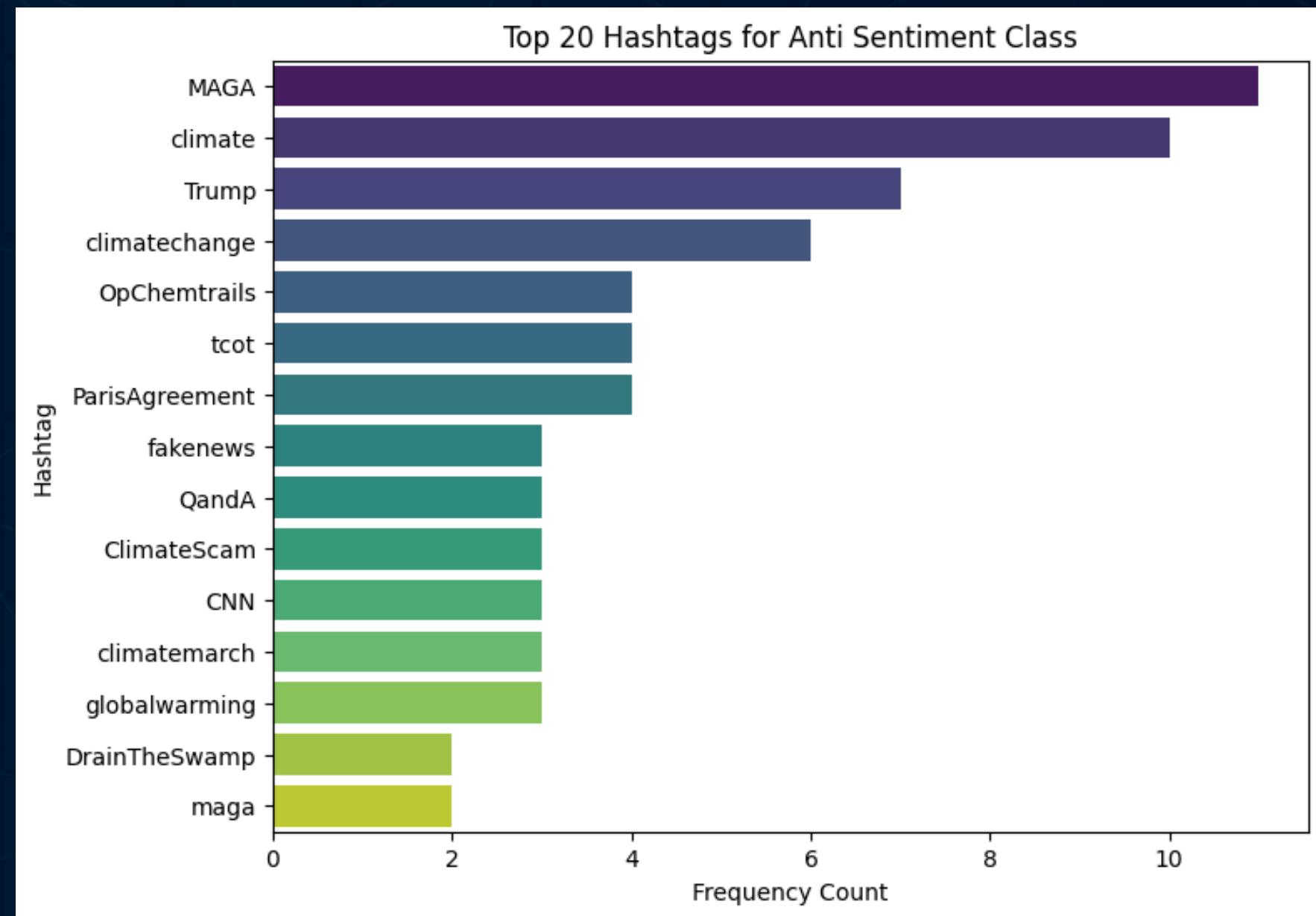
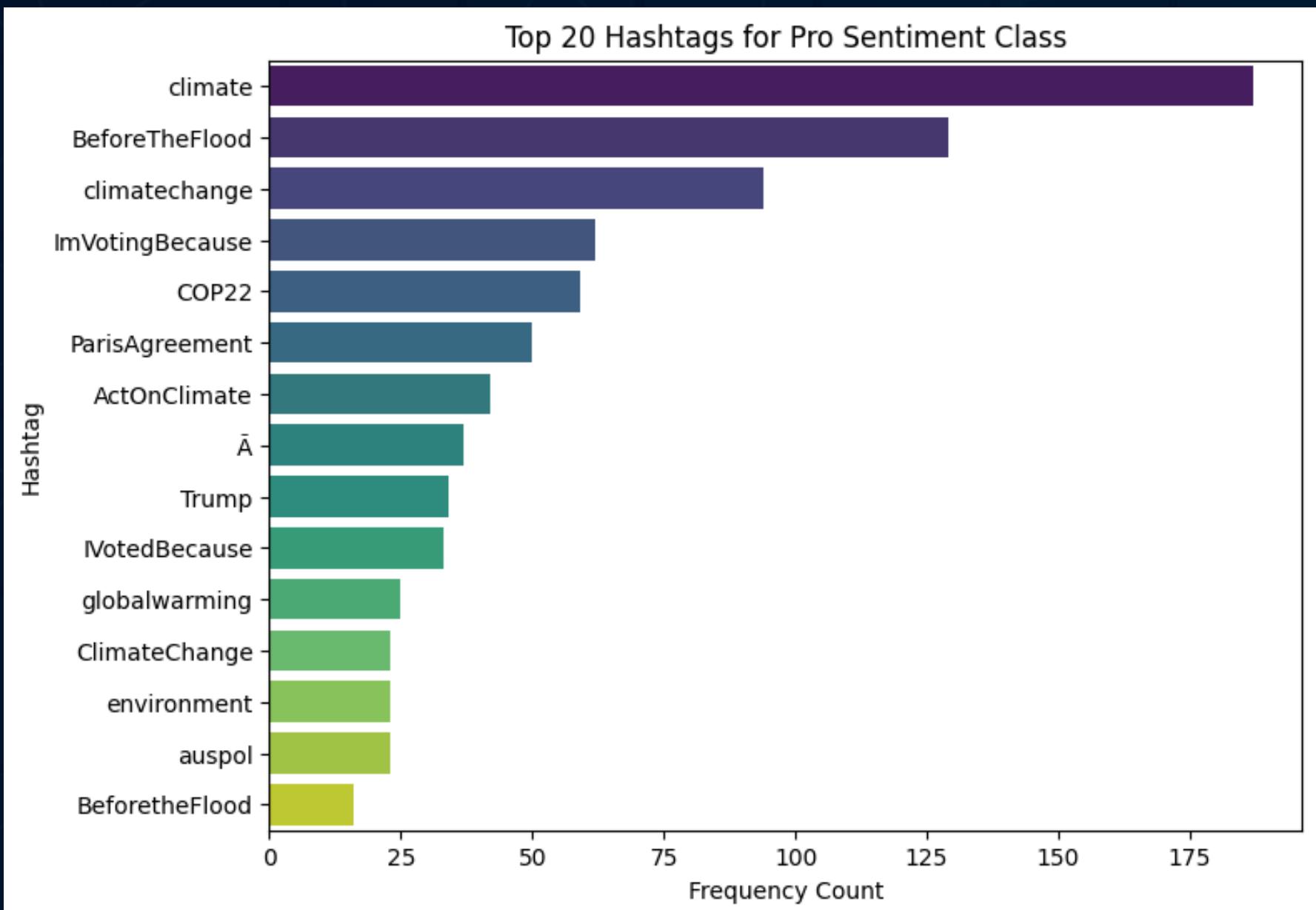


A word cloud visualization showing the most frequently used words in a news context. The words are primarily in blue and light blue tones. The most prominent words include "obama", "trump", "world", "warming", "energy", "use", "epa", "change", "president", "new", "scientist", and "say". Other visible words include "fight", "pruit", "plan", "study", "rt", "paris", "chief", "global", "donald", "china", "scott", and "t".

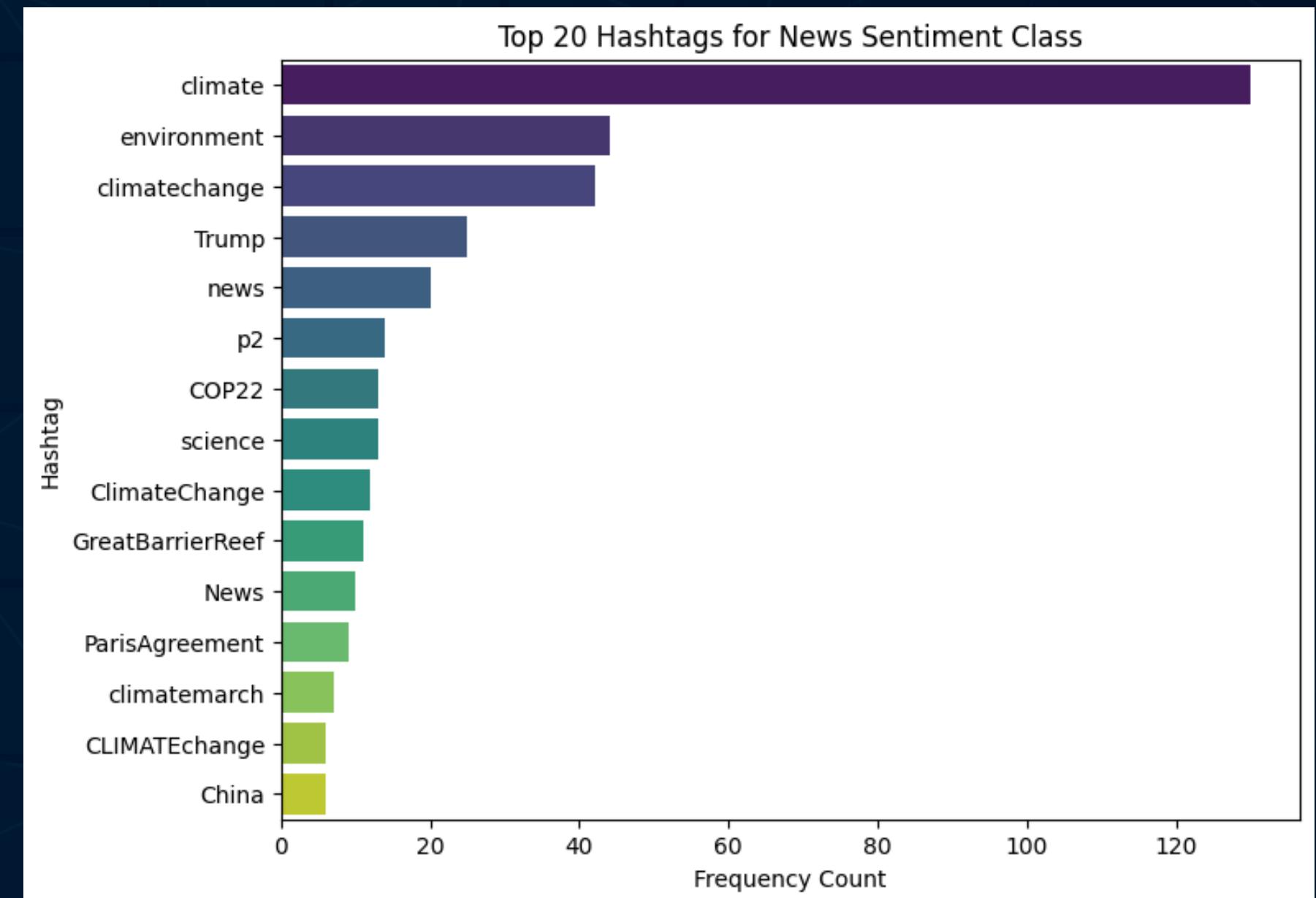
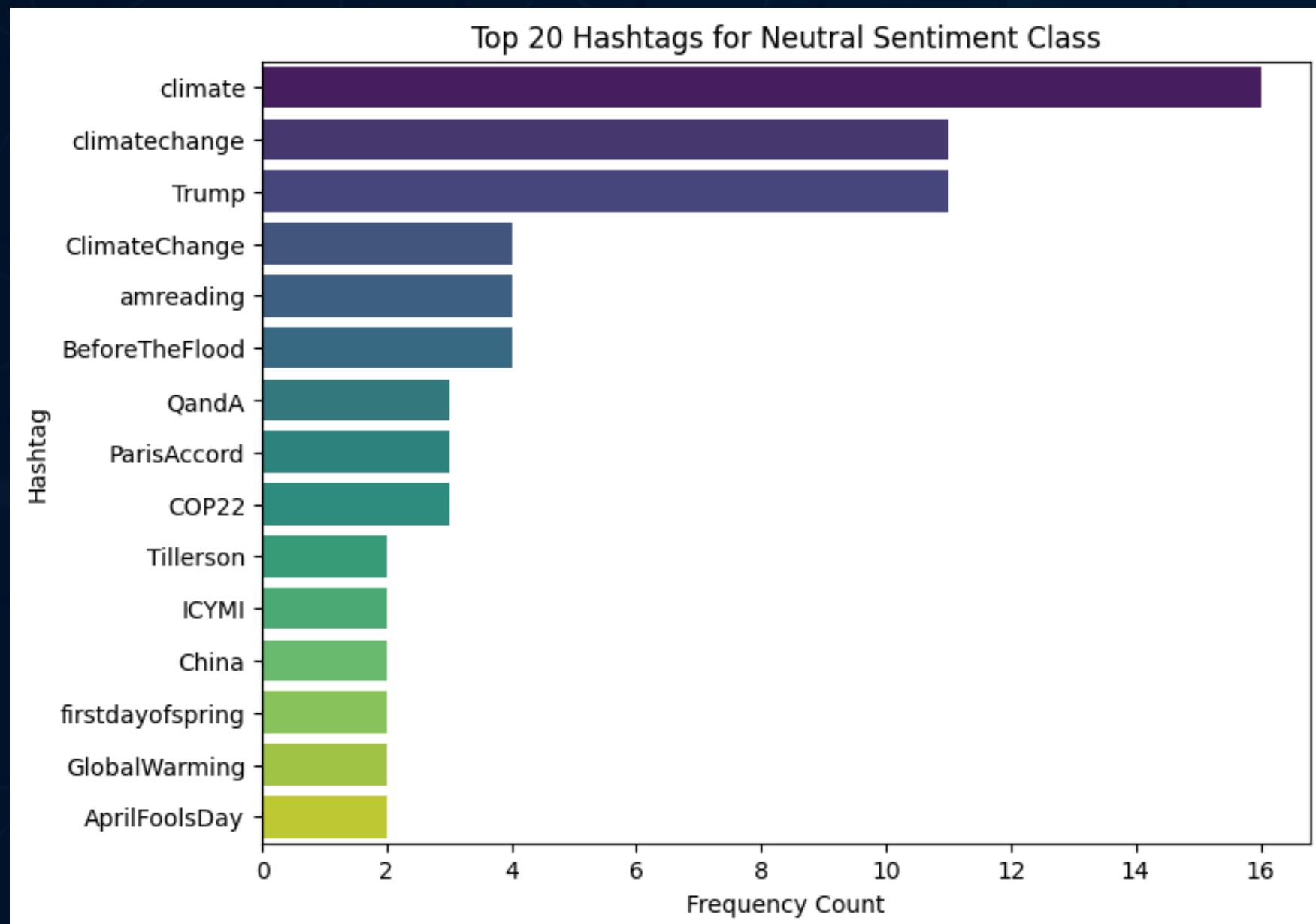
obama
trump
world
warming
energy
use
epa
change
president
new
scientist
say



HASHTAGGED



HASHTAGGED



MODELLING AGENCY



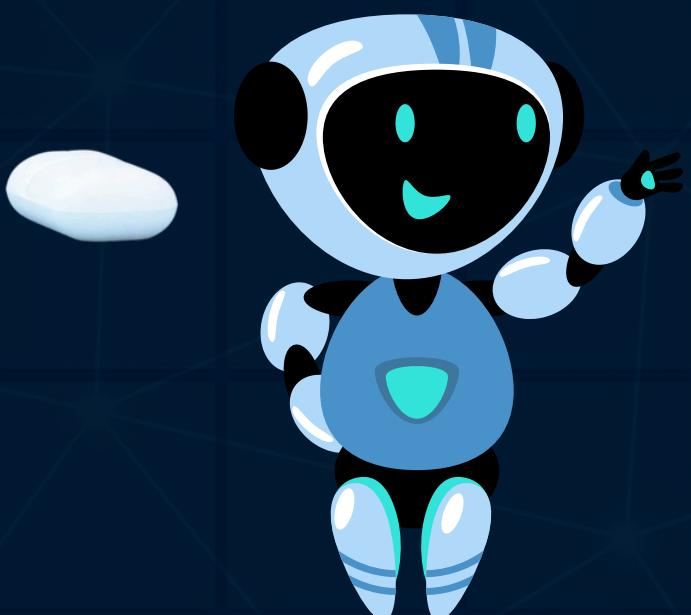
RANDOM FOREST

K - NEAREST NEIGHBORS

LOGISTIC REGRESSION

NAIVE BAYES

LINEAR SVC



PRECISION

RECALL

F1 SCORE

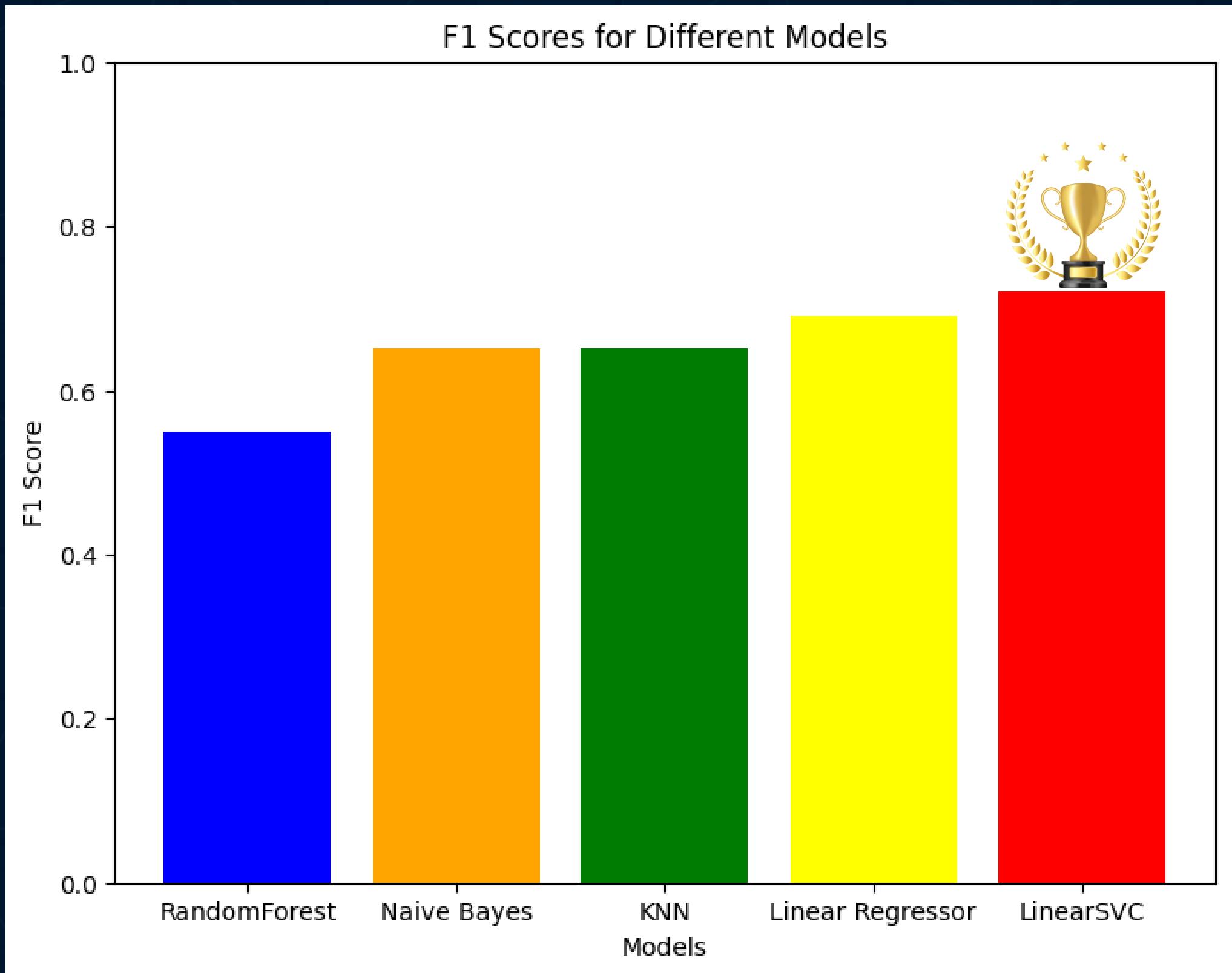
SUPPORT

THE
METRICS



AND THE AWARD GOES TO...

... LINEAR SVC
CLASSIFICATION.



DEMO

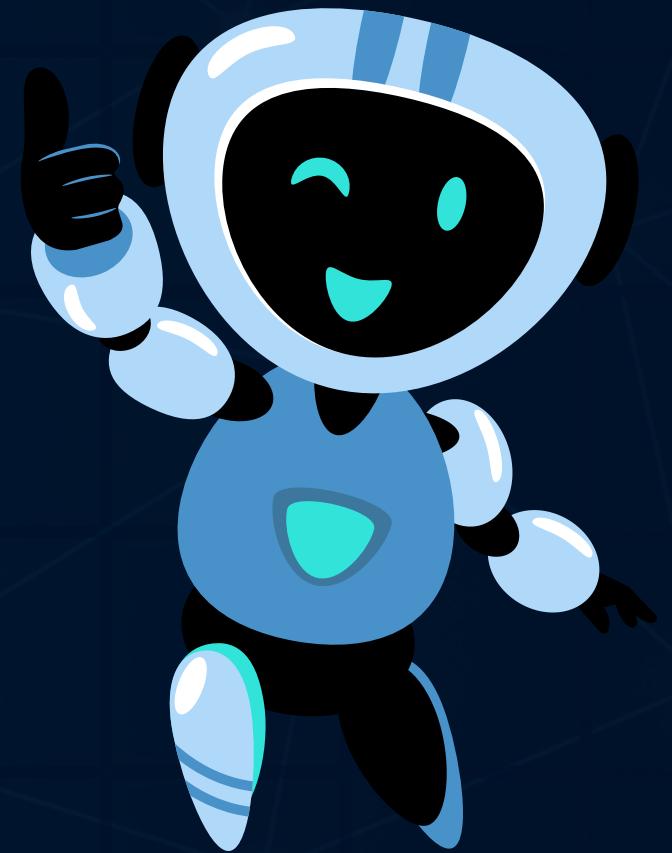
LIVE DEMONSTRATION



LIVE NOW

CONCLUSION

- DATA-DRIVEN INSIGHTS
- STRATEGIC INTELLIGENCE
- INNOVATION AND EXCELLENCE



THANK YOU!



CONTACT US

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Q&A

