#SXSW Tech Review

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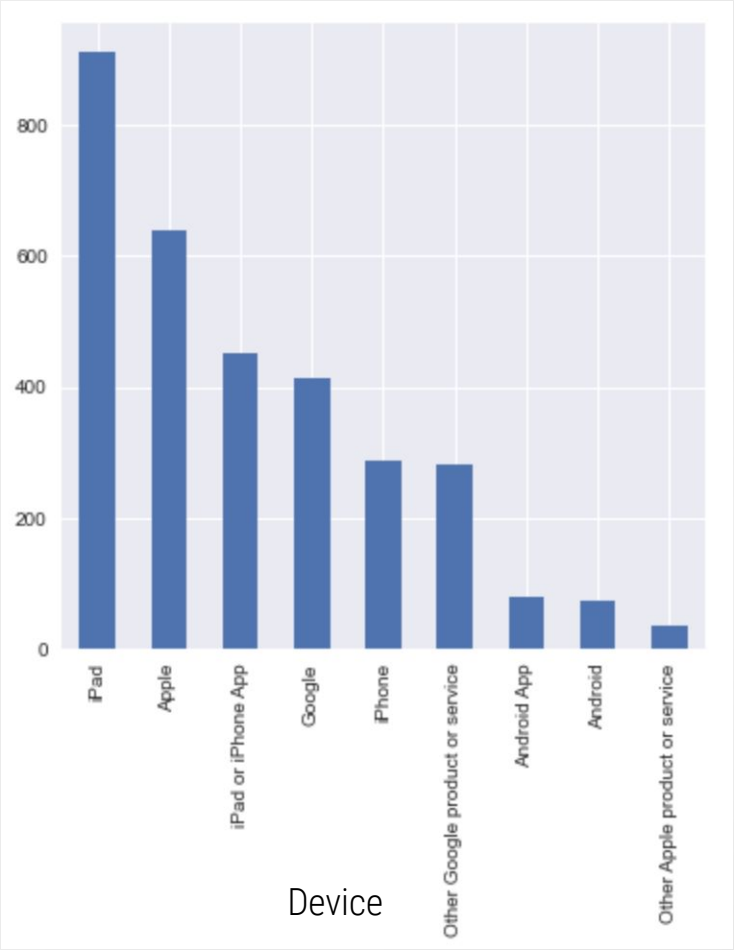
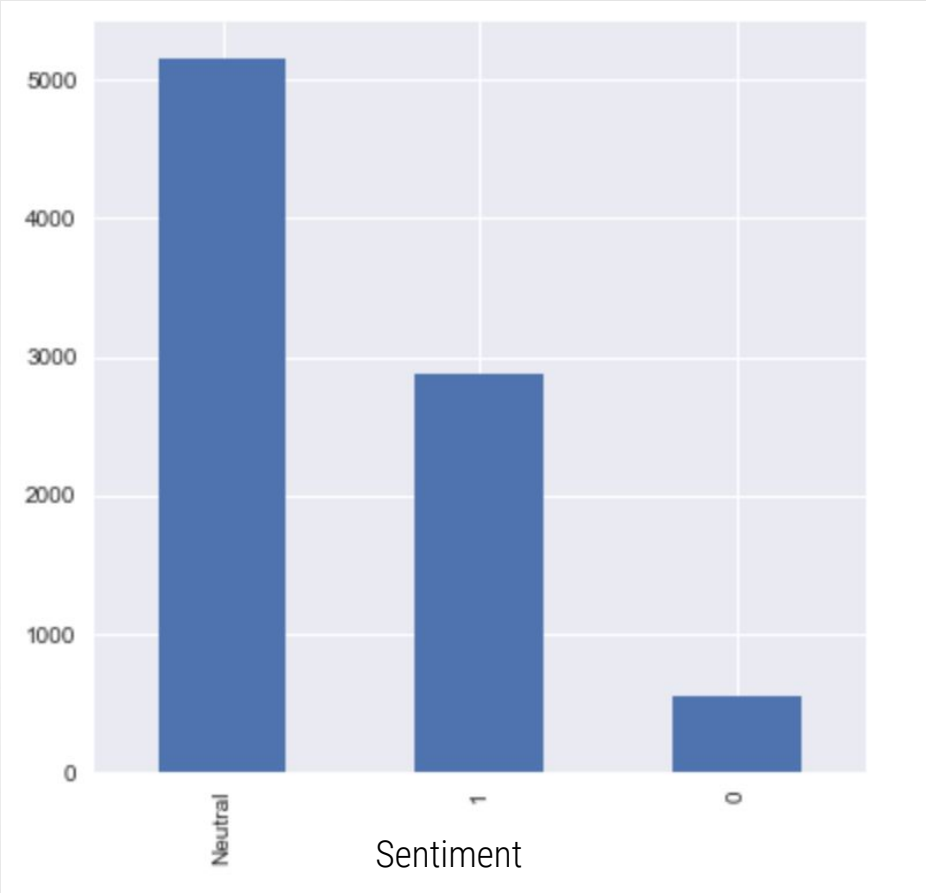
#SXSW Twitter Sentiment Analysis

- 8721 tweets relating to sxsw
- Devices mentioned in these tweets
- The sentiment of the tweet


800
600
400
200
0
iPad
Apple
iPad or iPhone App
Google
iPhone
Other Google product or service
Android App
Android
Other Apple product or service
Device


5000
4000
3000
2000
1000
0
Neutral
1
0
Sentiment

Wordcloud Visualization for All Tweets

```
Most Informative Features
                headaches = True                0 : 1      =     26.8 : 1.0
                    money = True                0 : 1      =     24.6 : 1.0
                   stupid = True                0 : 1      =     19.6 : 1.0
                   caring = True                0 : 1      =     19.6 : 1.0
                     lost = True                0 : 1      =     18.2 : 1.0
                  tmobile = True                0 : 1      =     16.1 : 1.0
                     suck = True                0 : 1      =     16.1 : 1.0
                  fucking = True                0 : 1      =     16.1 : 1.0
                    alarm = True                0 : 1      =     16.1 : 1.0
                      fix = True                0 : 1      =     16.1 : 1.0
             geolocation = True                0 : 1      =     16.1 : 1.0
                    uses = True                0 : 1      =     13.9 : 1.0
                  button = True                0 : 1      =     13.9 : 1.0
                  enough = True                0 : 1      =     13.9 : 1.0
                   wont = True                 0 : 1      =     13.0 : 1.0
              experiment = True                0 : 1      =     12.5 : 1.0
                   psych = True                0 : 1      =     12.5 : 1.0
                   trend = True                0 : 1      =     12.5 : 1.0
                  happen = True                0 : 1      =     12.5 : 1.0
                      la = True                0 : 1      =     12.5 : 1.0
                  circle = True                0 : 1      =     12.5 : 1.0
                    fuck = True                0 : 1      =     12.5 : 1.0
                  unless = True                0 : 1      =     12.5 : 1.0
                 tablets = True                0 : 1      =     12.5 : 1.0
                struggle = True                0 : 1      =     12.5 : 1.0
                  issues = True                0 : 1      =     12.5 : 1.0
                     nyt = True                0 : 1      =     12.5 : 1.0
                    film = True                0 : 1      =     12.5 : 1.0
                   clark = True                0 : 1      =     12.5 : 1.0
                    dead = True                0 : 1      =     12.5 : 1.0
                  raises = True                0 : 1      =     12.5 : 1.0
                  switch = True                0 : 1      =     12.5 : 1.0
                 elegant = True                0 : 1      =     11.8 : 1.0
                 iphones = True                0 : 1      =     11.5 : 1.0
```

Vocabulary in negative tweets is more weighted than in positive tweets.

Testing the model

```
1  #Let's test the model!
2  random_tweet = "I had a fun time yesterday at sxsw"
3
4  custom_tokens = (tk.tokenize(random_tweet))
5
6  print(classifier.classify(dict([token, True] for token in custom_tokens)))
```

```
1
```

Conclusions and Moving Forward

Thank you