

Tweet Sentiment Classifier

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Flatiron School 7/12/24

Business Problem: Brand Reputation Management

Monitor brand perception by classifying new tweets as positive, negative or neutral.



[Source](#)



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Analyze negative feedback for insights into product weaknesses.

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MARKETING CAMPAIGNS

Identify accounts with consistent positive sentiment and offer to collaborate.

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LAUNCH STRATEGY

Launch new products during periods of high positive sentiment.

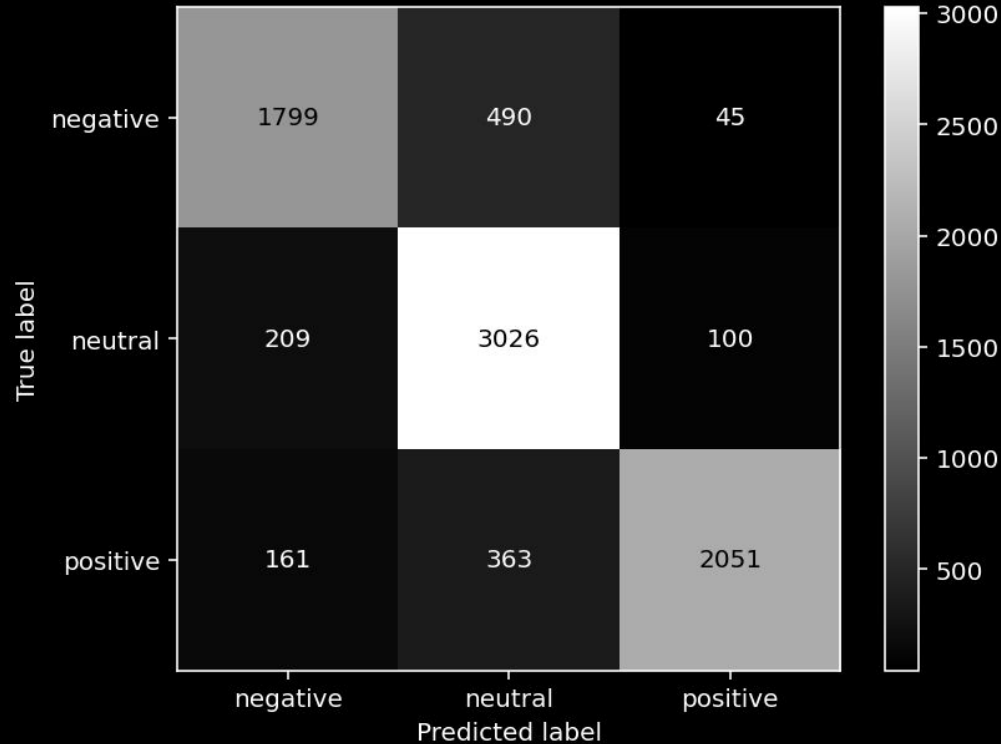
Most frequent words in tweets labeled positive



Most frequent words in tweets labeled negative



Best model: SVC



83% test accuracy

Precision

negative	83%
neutral	78%
positive	93%

Next steps

- Investigate dimensionality reduction with UMAP or t-SNE.
- Deploy to a web service to classify new tweets in real time.

