

Tweet Sentiment Classifier

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Business Problem: Brand Reputation Management

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



[Source](#)



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PRODUCT DESIGN

Analyze negative feedback for insights into product weaknesses.

MARKETING CAMPAIGNS

Identify accounts with consistent positive sentiment and offer to collaborate.

LAUNCH STRATEGY

Launch new products during periods of high positive sentiment.

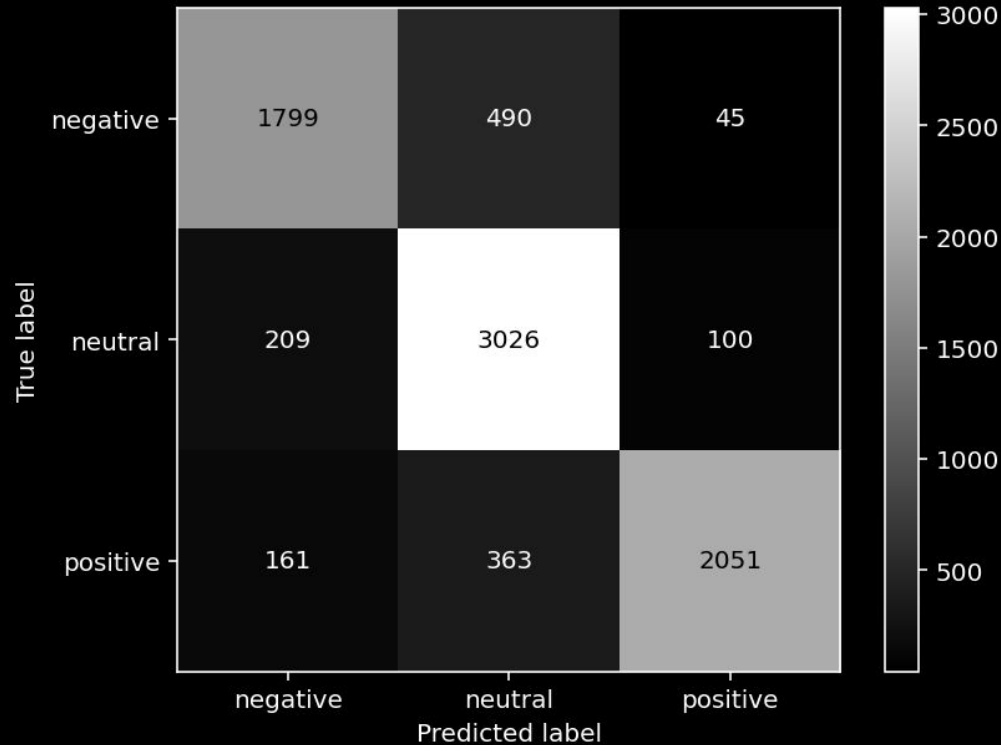
Most frequent words in tweets labeled positive



Most frequent words in tweets labeled negative



Best model: SVC



83% test accuracy

Precision

negative	83%
neutral	78%
positive	93%

Next steps

- Try Word2Vec semantic embedding instead of TF-IDF.
- Investigate dimensionality reduction with UMAP or t-SNE.
- Deploy to a web service to classify new tweets in real time.

