Twitter Sentiment Analysis

Brenda De Leon

Business Problem

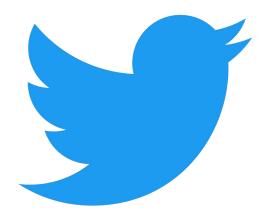


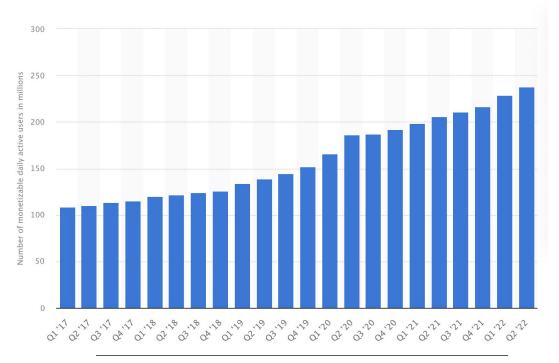






Why Twitter?

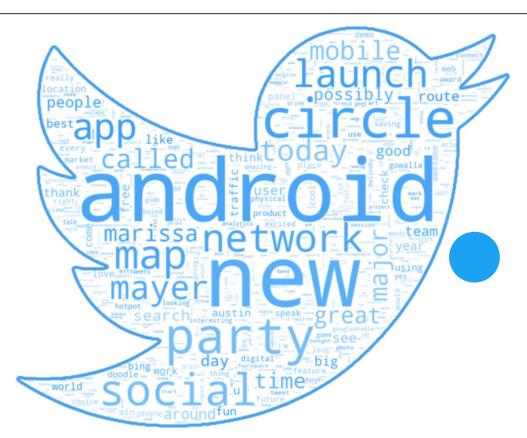




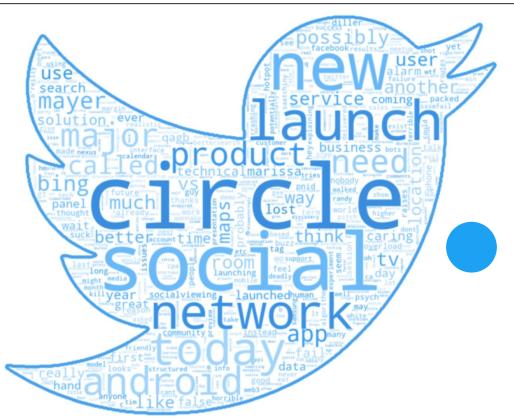
Number of monetizable daily active Twitter users worldwide



Top Google Positive Words



Top Google Negative Words





Positive

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[(('new', 'social', 'network'), 0.010031177985631015),
  (('social', 'network', 'called'), 0.0077267181781211875),
  (('network', 'called', 'circles'), 0.0074556052595906195),
  (('launch', 'major', 'new'), 0.0073200488003253355),
  (('major', 'new', 'social'), 0.0073200488003253355),
  (('google', 'launch', 'major'), 0.0067778229632641995),
  (('circles', 'possibly', 'today'), 0.005422258370611359),
  (('called', 'circles', 'possibly'), 0.005286701911346075),
  (('marissa', 'mayer', 'google'), 0.0027111291853056797),
  (('google', 'marissa', 'mayer'), 0.0021689033482445437),
  (('google', 'maps', 'mobile'), 0.0018977904297139759),
  (('android', 'choice', 'awards'), 0.0017622339704486919),
  (('route', 'around', 'traffic'), 0.0017622339704486919),
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Google Positive Hashtags Google Negative Hashtags #startupbus #comments #bizzy #sxswfail #geek #leanstartup #mobile #diller #checkins #android #austin #saatchiny #agileagency #web3 #androidsxsw #bettersearch #bavcid #psych #marissagoogle #pnid #gsdm #social #googledoodle #socialviewing #qagb #fail #circles #qagb #android #circles

10

0

20

30

2

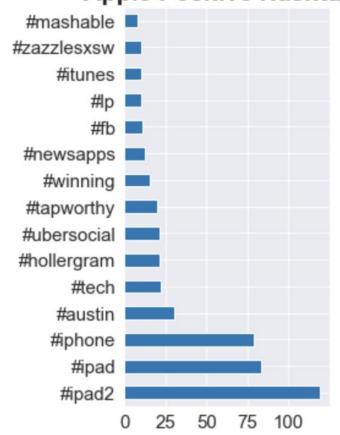
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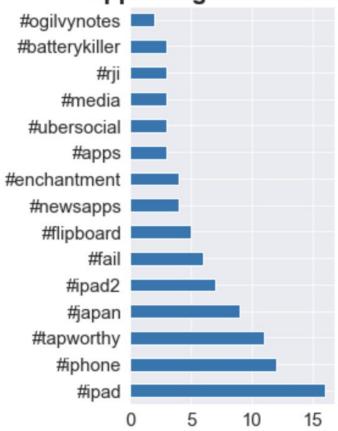
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6

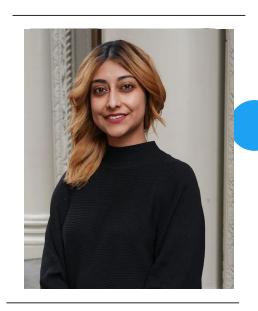
Apple Positive Hashtags

Apple Negative Hashtags





THANK YOU!



BRENDA DE LEON





