



Twitter Sentiment Analysis/ Modeling

Overview and Recommendations



Summary

Analysis and predictive modeling of customer satisfaction with Apple, Google, and their respective products

Word Association

Strongest Indicators of Customer Satisfaction

Sentiment with each company

Recommendations



Content

Business Problem

Data Analysis

Model Evaluation

Results

Conclusions

Next Steps

Contact





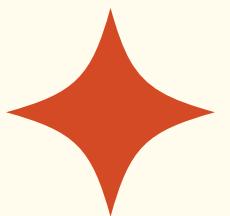
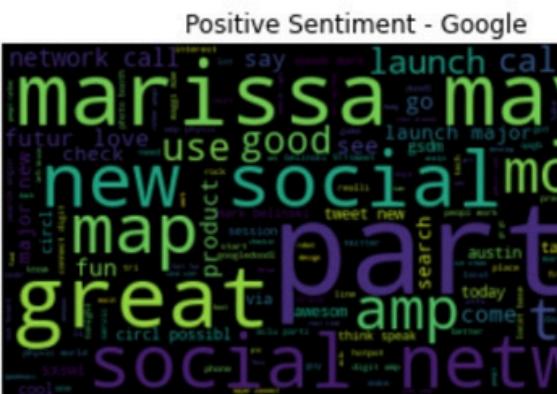
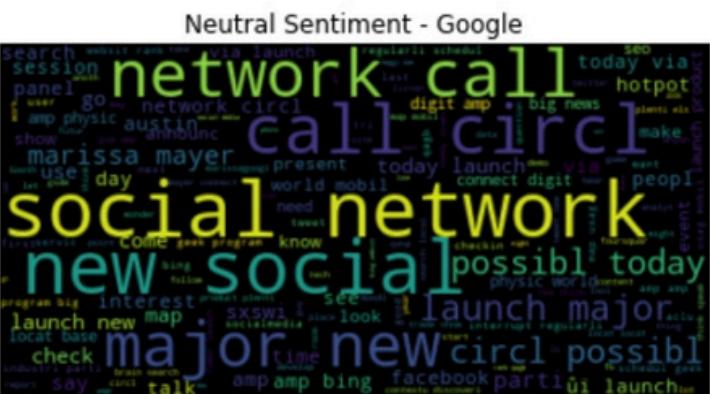
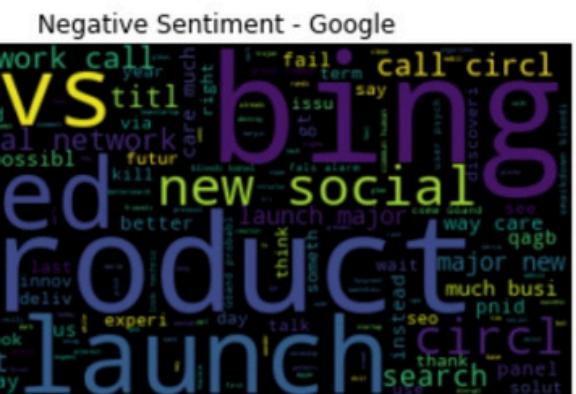
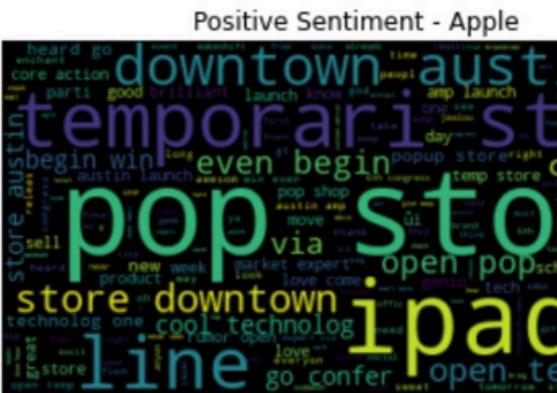
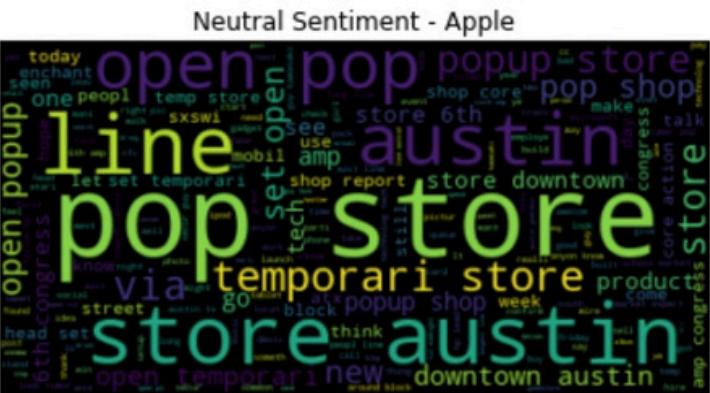
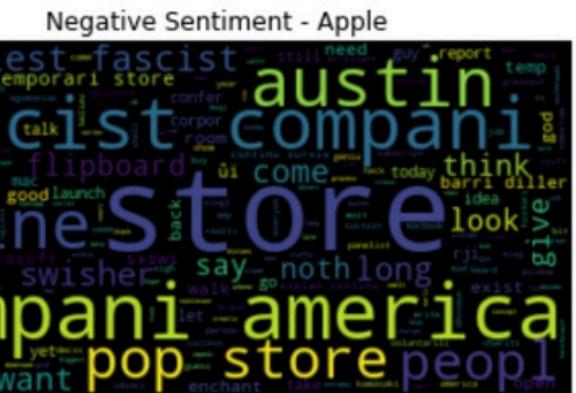
Business Problem

- ◆ Predict whether a convention attendee's tweet indicates a positive or negative sentiment about Apple, Google, and their respective products
- ◆ Identify features that serve as the strongest indicators and areas to improve customer sentiment

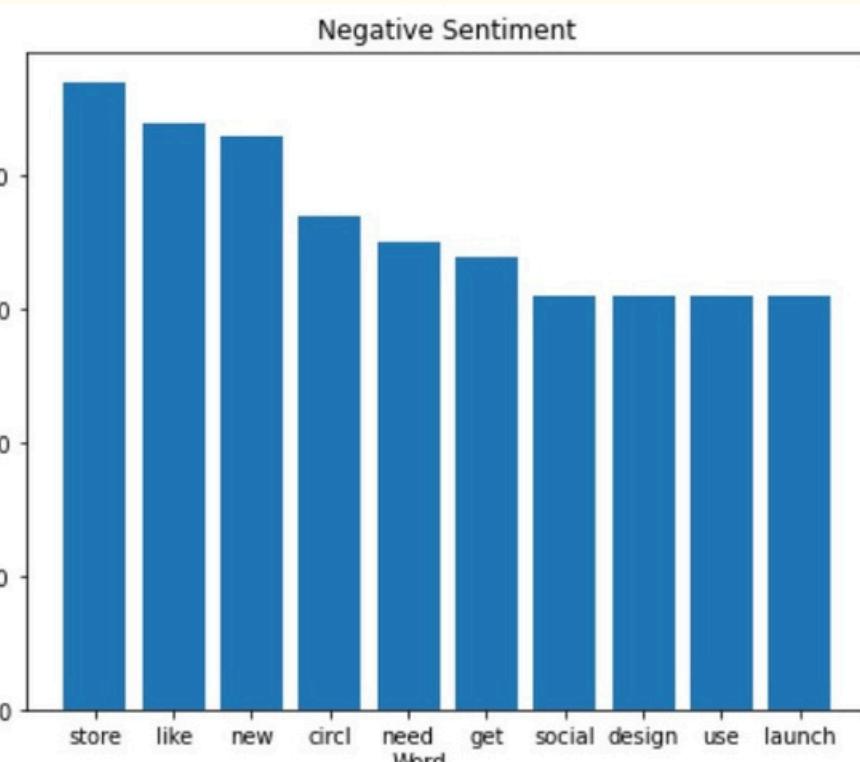
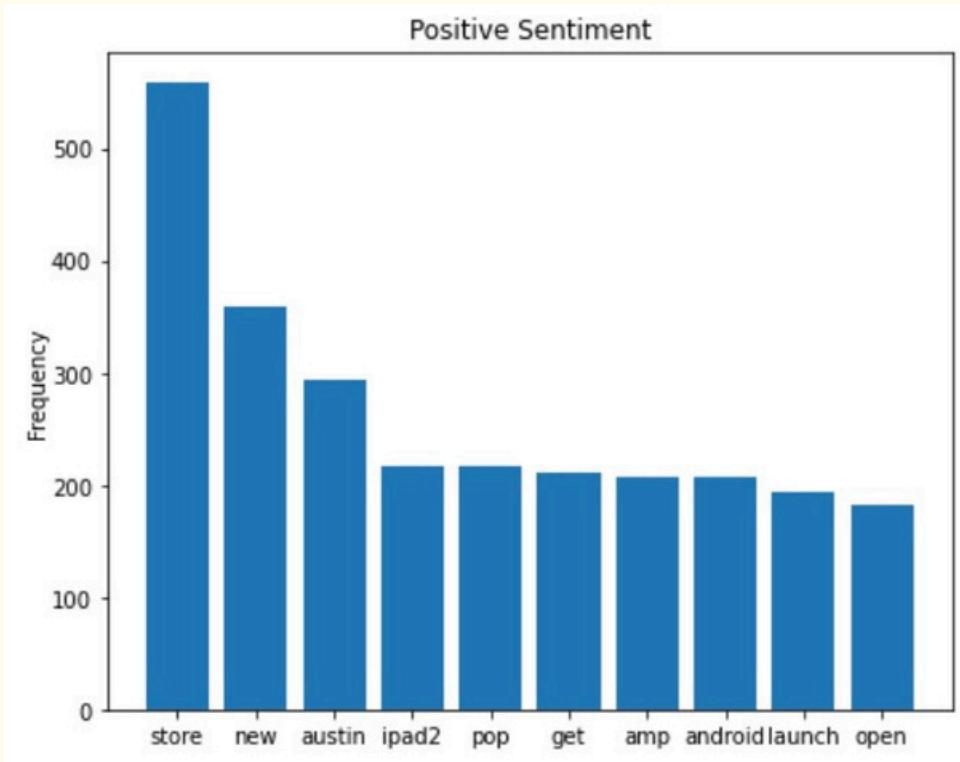
Data & Methods



Dataset includes attendees' tweets, the brand/product they directed at, and their sentiment.

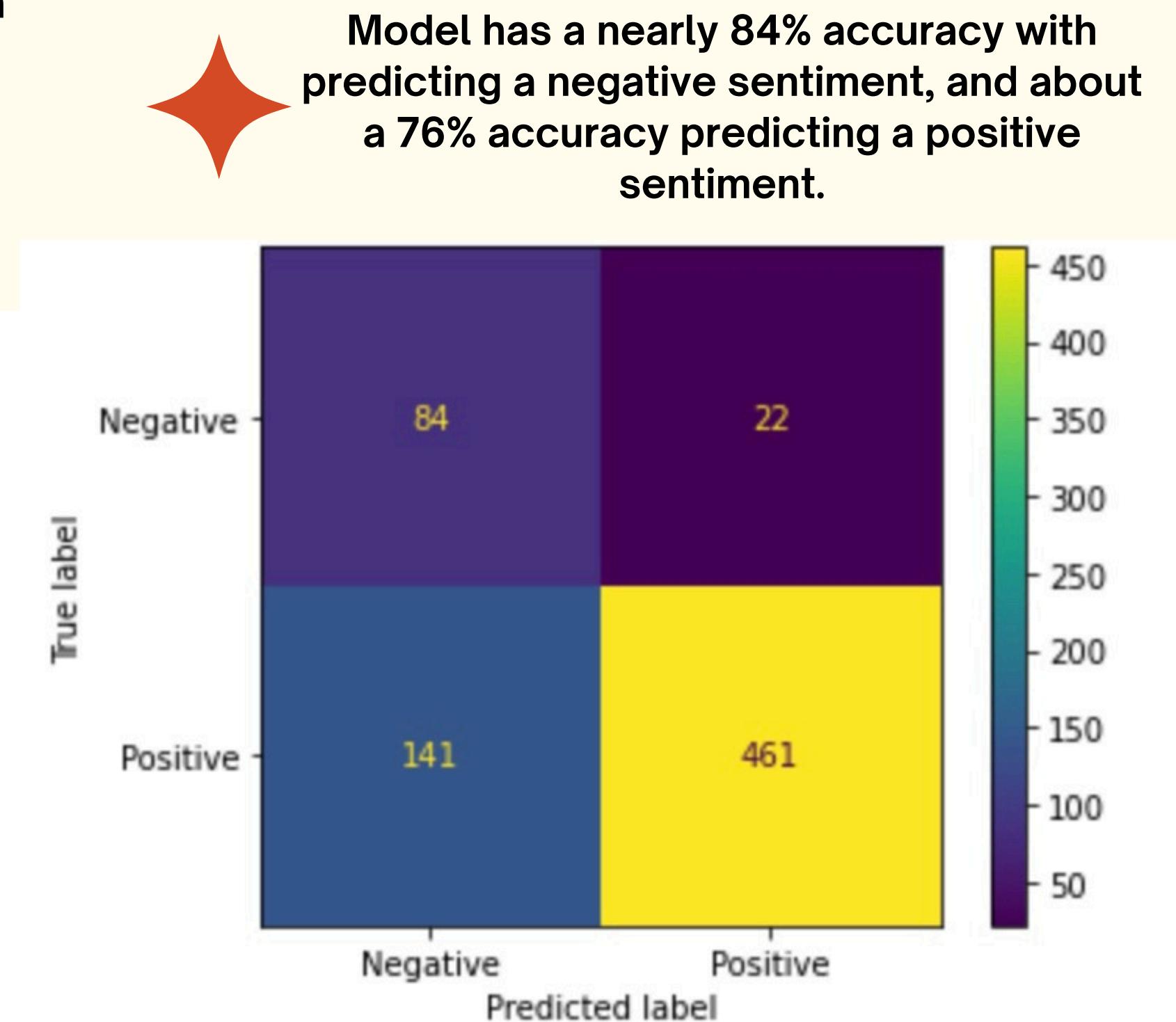
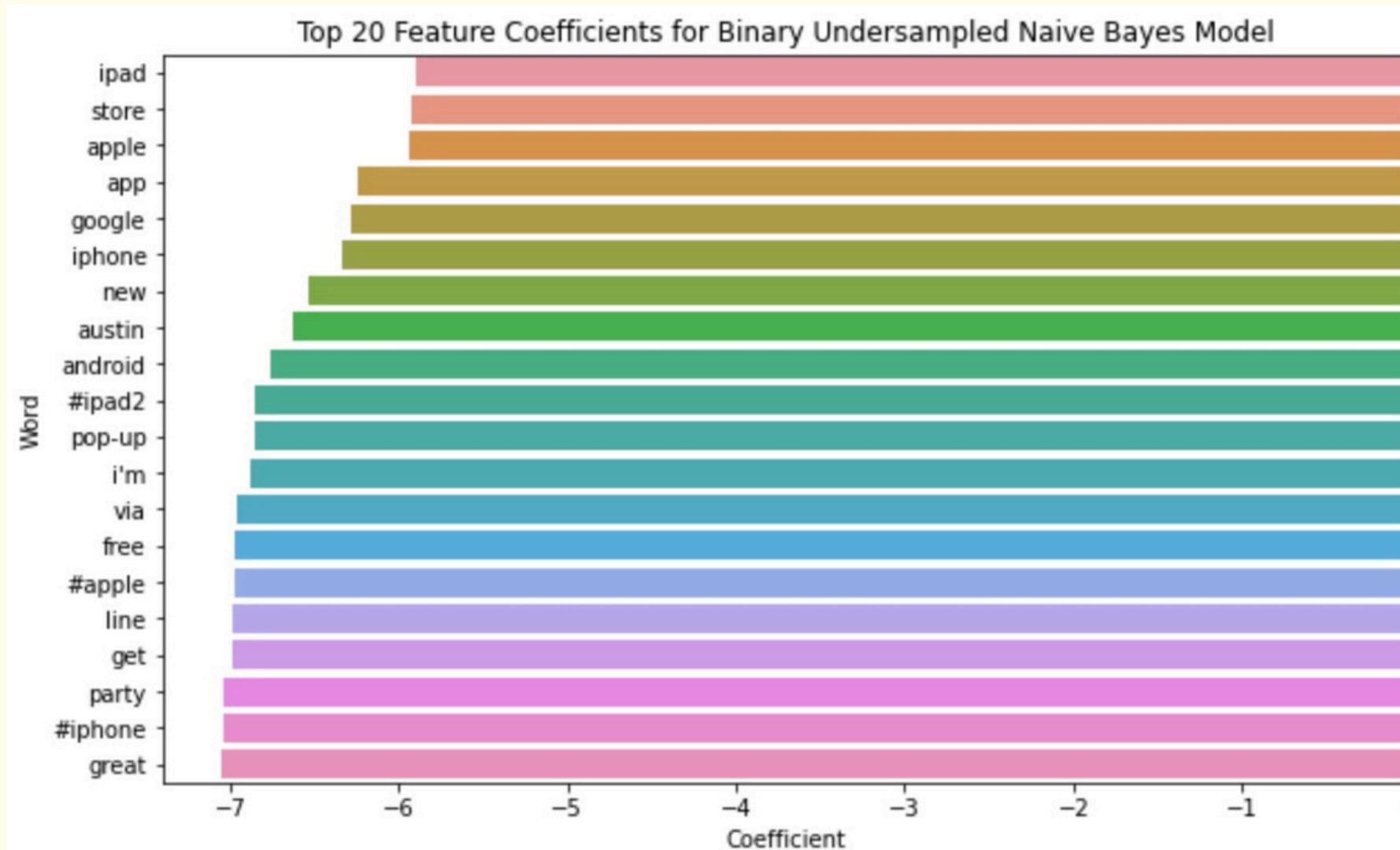


Model looked at strongest words to predict a tweet's sentiment.



Results

Tweets about Apple's pop-up store and iPad2 launch indicated a positive sentiment, while tweets about long lines and product designs were more negative. Google's executive (Marissa Mayer) received more positive traction, whereas Apple's leadership were sometimes referred to as "fascist".



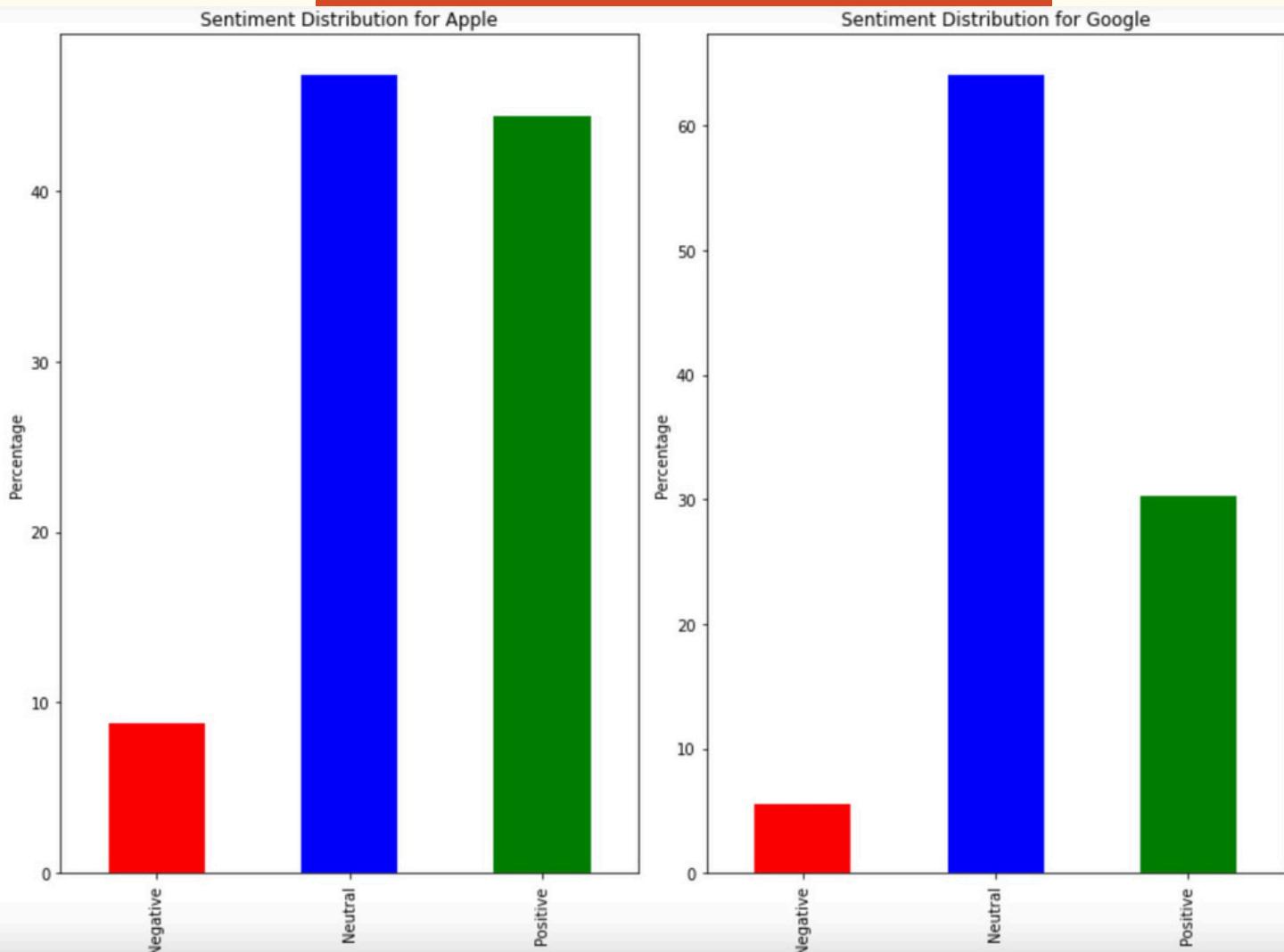
Conclusions

Apple is more polarizing than Google, as it has a higher percentage of negative tweets, but also a higher percentage of positive tweets

1

2

3!



Apple shoud highlight the iPad2, while working on the design of the iPhone

Google should feature Marissa Mayer in more public events, while looking to reduce prices of higher end products like Google TV.

Next Steps

- Gather more data. We only had about 9,000 tweets in total, with a large chunk of them being marked neutral and making for a smaller sample size for our model.
- Harness more negative tweets. The imbalance in which there are thousands more neutral tweets than negative tweets really don't help us with making assessments.
- Continue to tweak the models and explore different types of models not used here.



Thank you!

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