

Twitter Sentiment Analysis

Christopher Varghese



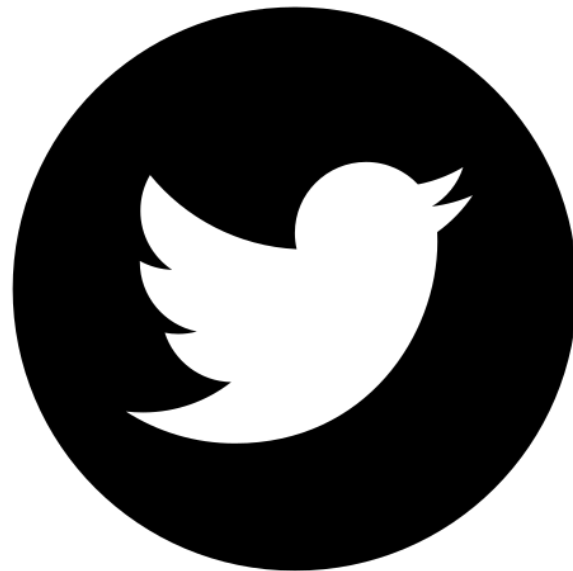


Overview

What's Twitter?

What is Sentiment?

What is the Goal of this Project?





Business Understanding

Market Advantage

Politics

Predictors





Data Understanding

Credit: Data.world

Facts:

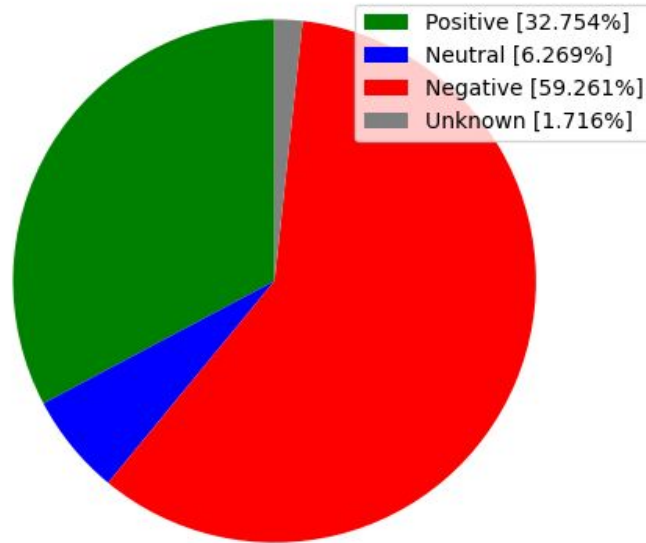
- 9,092 tweets
- 106,471 total words
- 7,796 unique words (Lemmatization)





Data Analysis

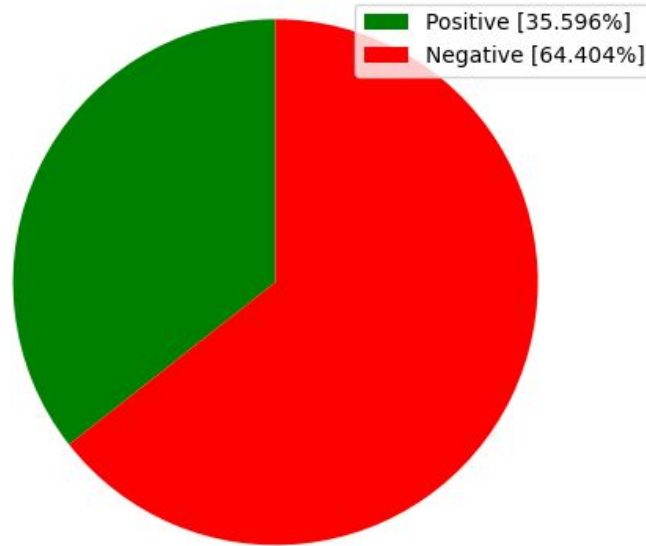
Twitter Sentiment Distribution(All Classes)



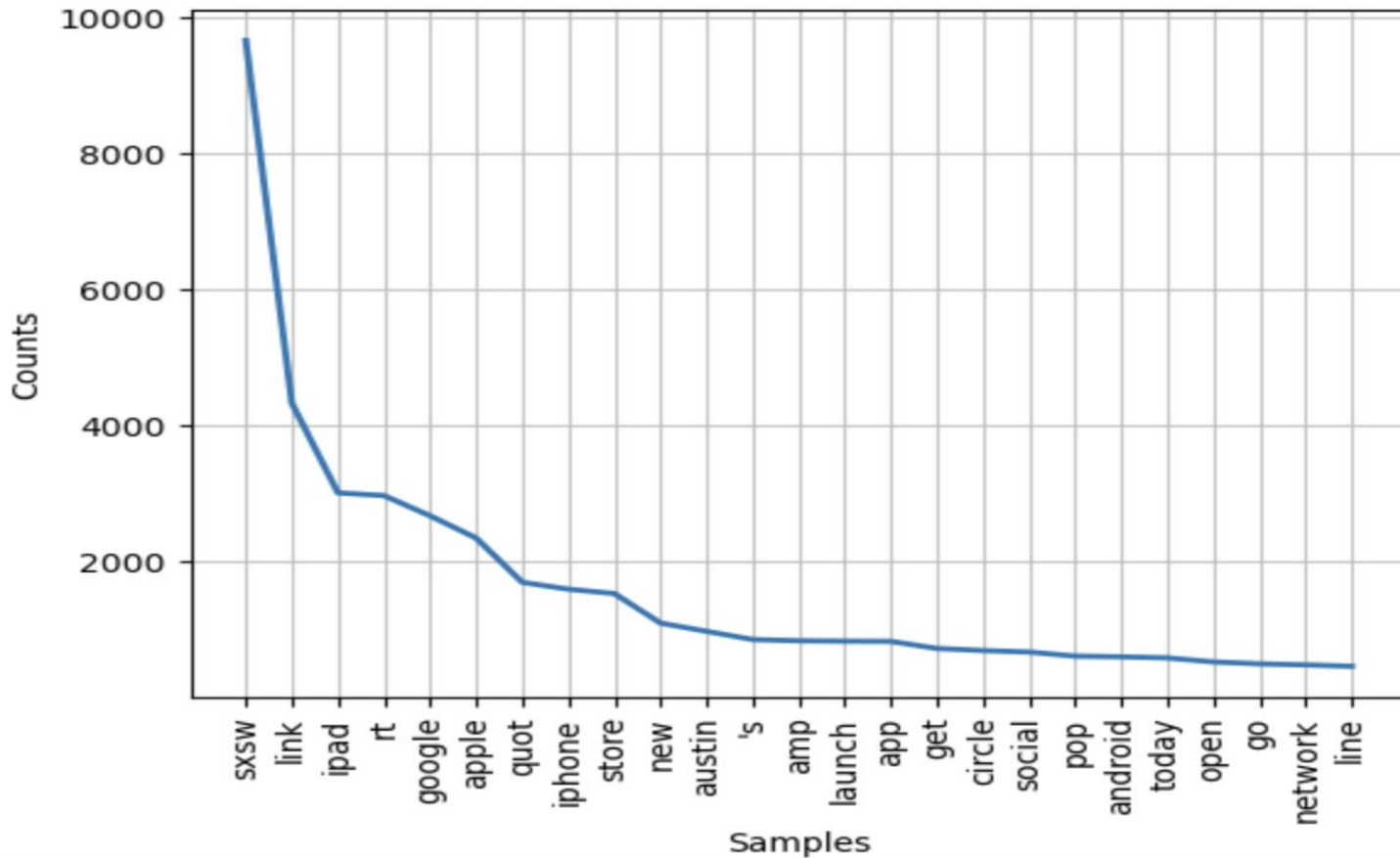


Data Analysis

Twitter Sentiment Distribution(Positive & Negative)



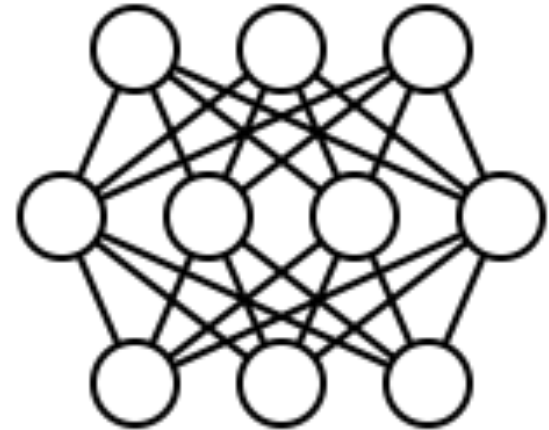
Data Analysis



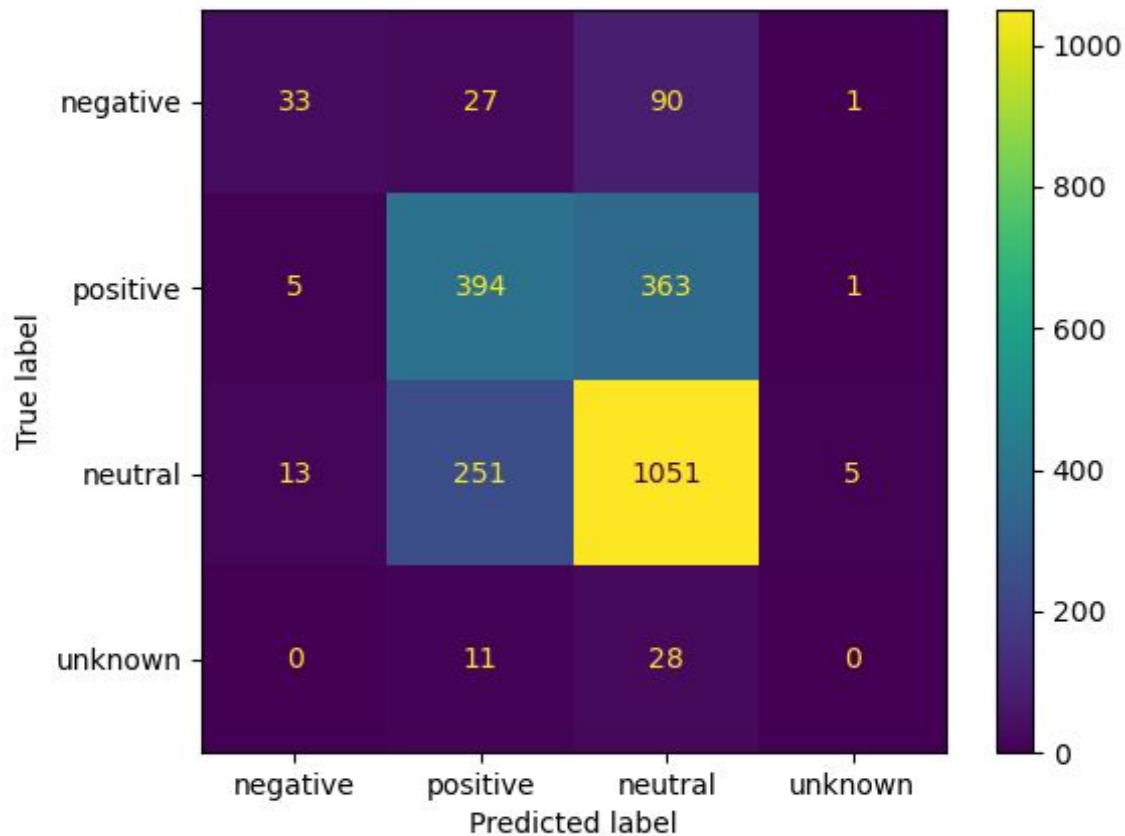


Data Modelling

- Logistic Regression
- Multinomial Naive Bayes
- Random Forest
- Oversampling



Conclusion: Random Forest





Next Steps

- Data Size
- Data Topic
- Tuning
- Advanced NLP Strategies

