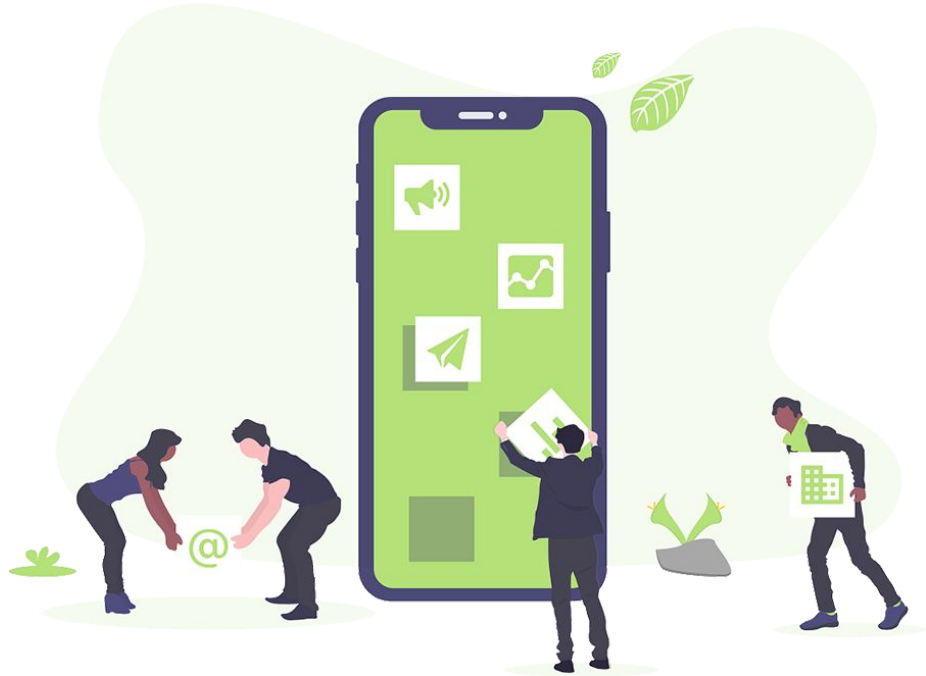


# Apple and Google Sentiment Analysis For AT&T



# Team Presentation



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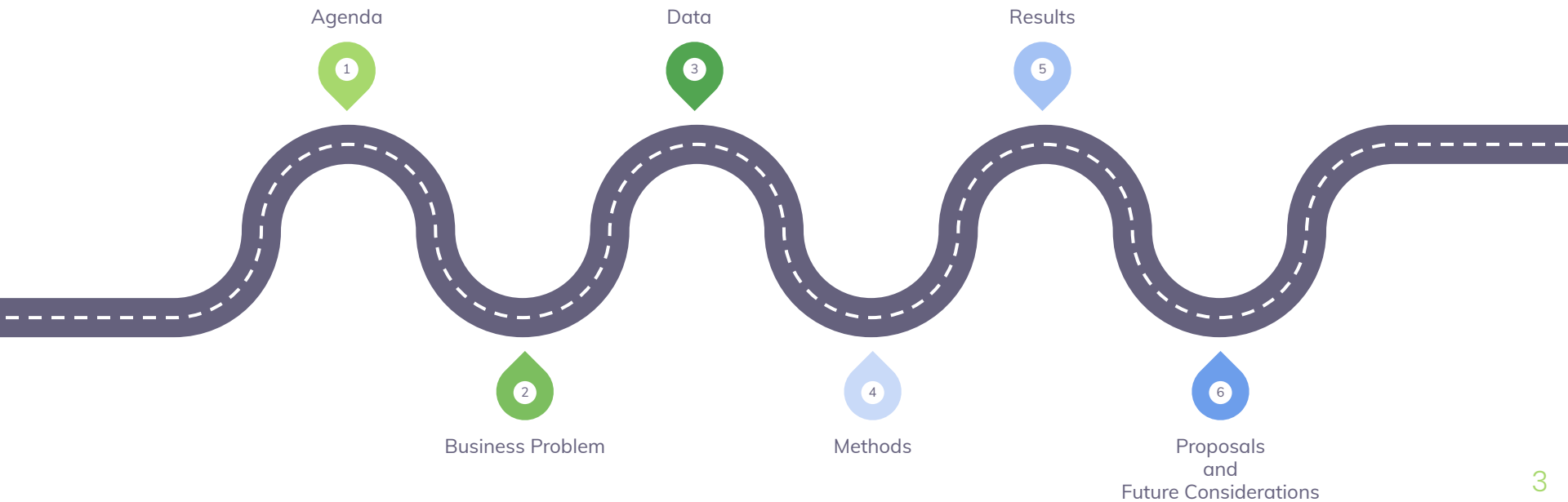
**Peter Vuong**

Aspiring Data Scientist

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# Agenda



“

There is only one boss. The customer. And he can fire everybody in the company from the chairman on down, simply by spending his money somewhere else.

–Sam Walton  
Founder of Walmart



**What phones  
should  
stock?**



**AT&T**





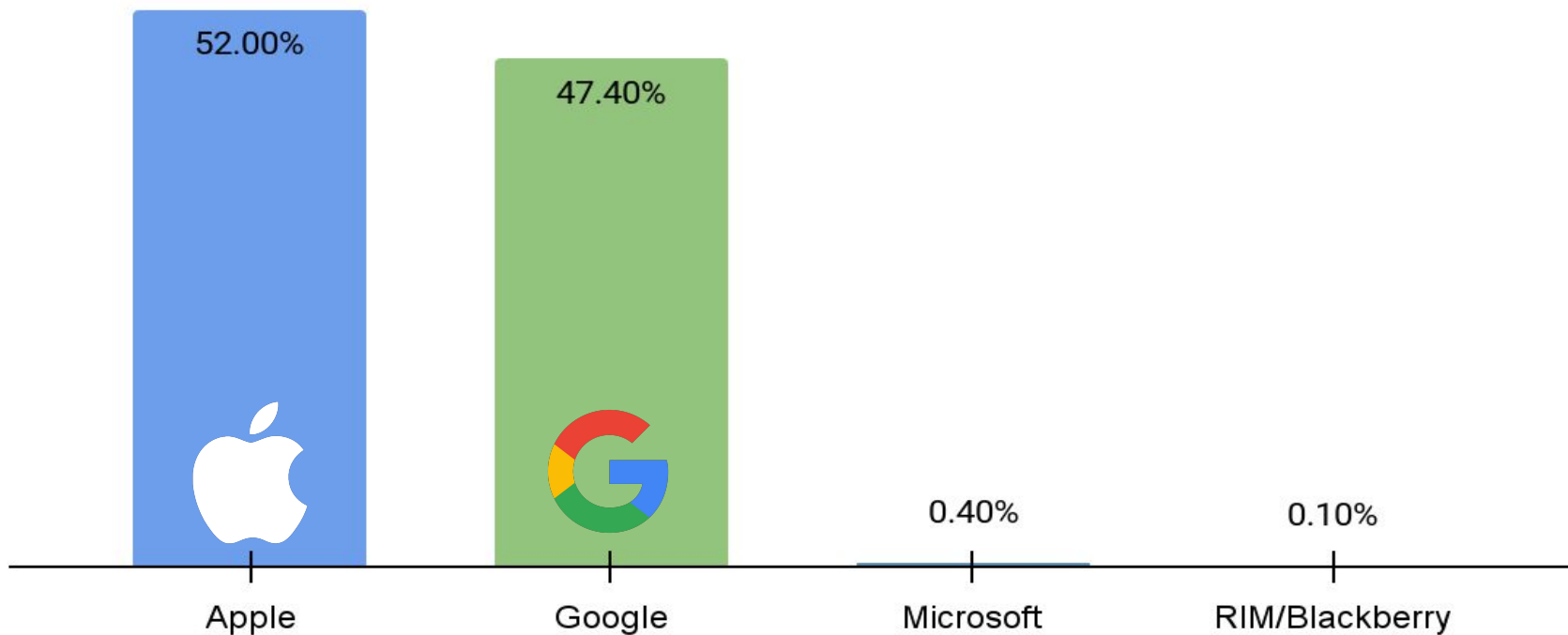
**STOCK MORE APPLES**

# Data



# Smartphone Market May '21

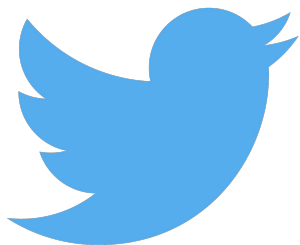
Based on Smartphone Operating System







**data.world**

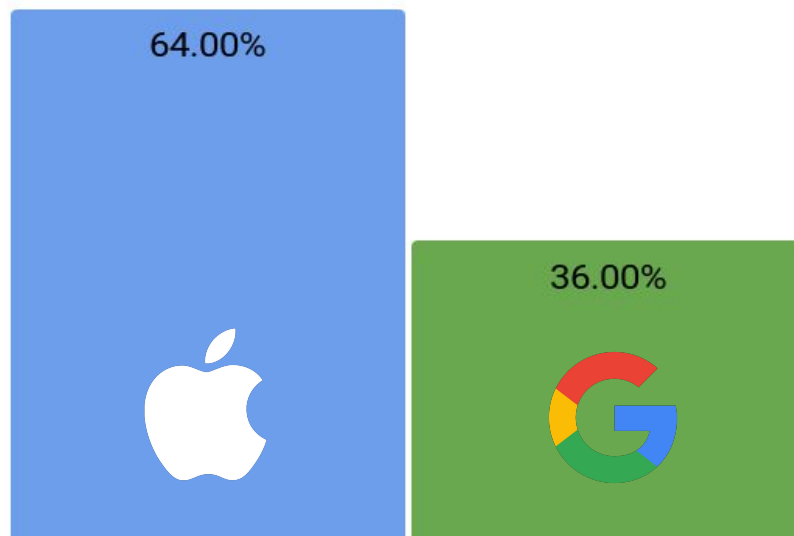


**SXSW**  <sup>®</sup>

# Apple vs. Google Tweets

Percentage of Tweets (8161 Total Tweets)

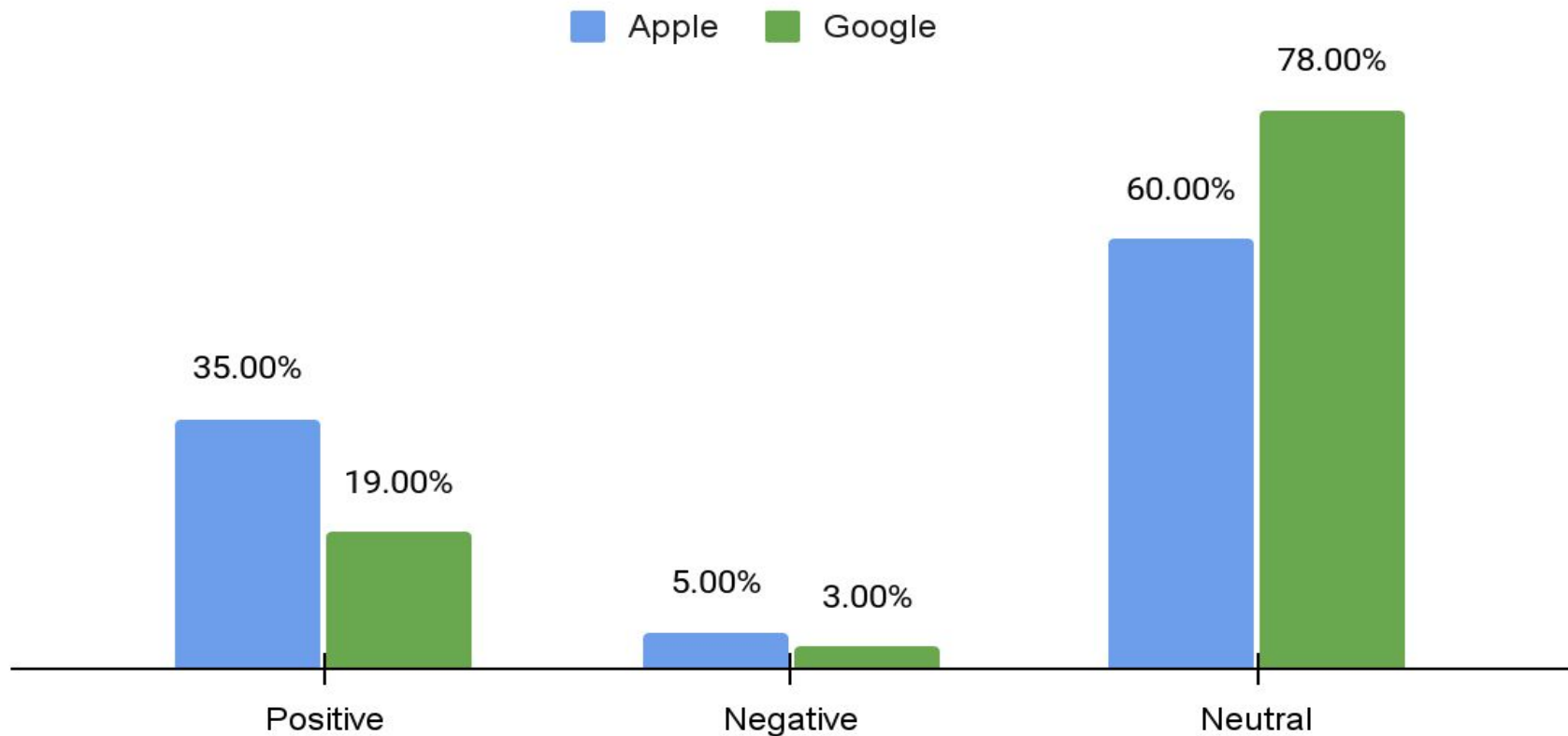
■ Apple ■ Google



health2dev' offer  
ipad upgrad attend  
yorker new  
design app oper  
complain weekend  
know tweet check  
fda never  
quot give yet  
awesom back  
googl reli  
verizon sale hour  
station zeiger austin test  
data w time  
dead SXSW free  
need appreci wait  
ae  
rise custom  
physician potentioreport  
ts  
fell

# Apple vs. Google

Tweet Sentiment Division

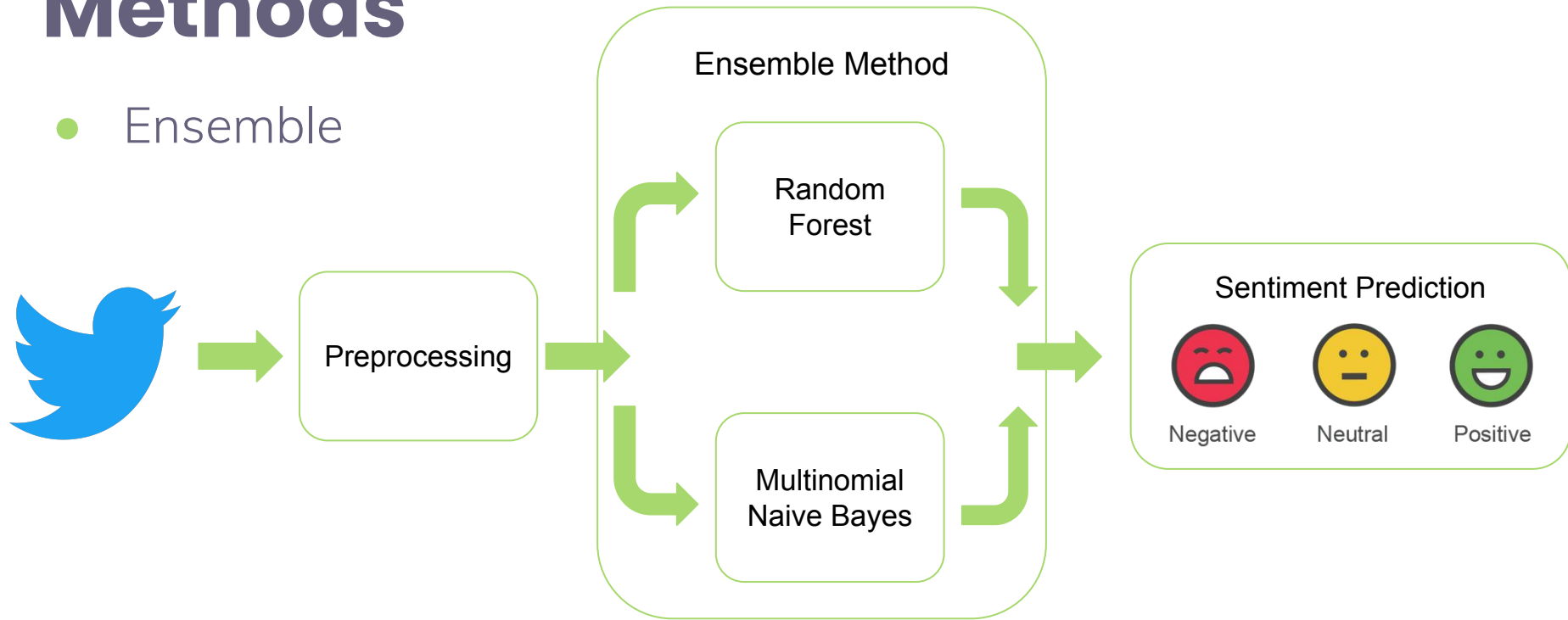


# Methods



# Methods

- Ensemble



# Results



# Overall Positive and Neutral

Sentiment for both Apple and Google

65%

Model Accuracy Score

63%

Model Precision Score

**I went to #sxswi and all I won was  
this lousy #iPad #sxsw :-) :-) {link}**

 Everyone can reply



145

**Tweet**



# Proposals



# Proposals

- Stock a combination of both Apple and Google
- More Apple Products
- Closely monitor what people say



# Future Considerations

# Future Considerations

- Develop program for monitoring sentiment
- Research sentiment for lesser known brands
- Expand data collection to different platforms

reddit



# Thank you!



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# Questions?





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