Tweets on Google and Apple Products NLP Classifier

By: Konnor Clark

- Google wishes to **classify Twitter sentiment** about both **their own products** as well as **Apple products**.

- **Gauging the negative or positive feedback** on Twitter opinion about Google and Apple products can assist Google with future product development by informing **what aspects of a product were well or ill-received**.
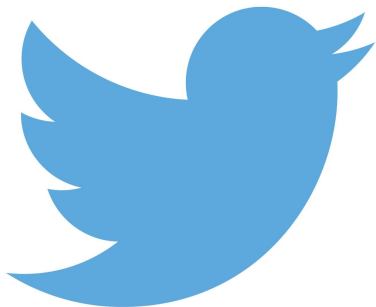
Business Questions

- How can we **categorize** tweets as **positive or negative**?
- What kind of **terms and hashtags** are more likely to surround or embody **positive or negative sentiment**?
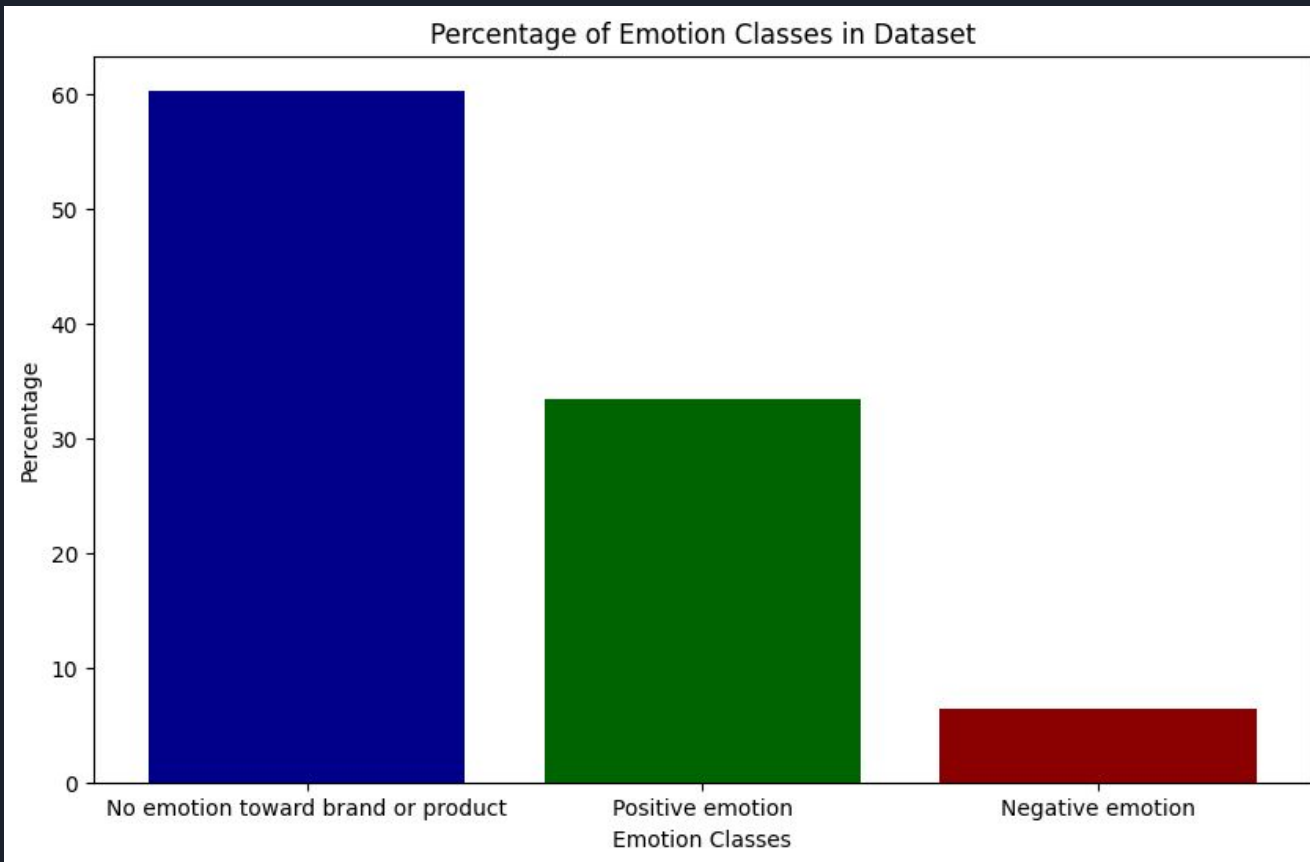
Data Understanding and Analysis: 3 Features

is_there_an_**emotion**_directed_at_a_brand_or_product
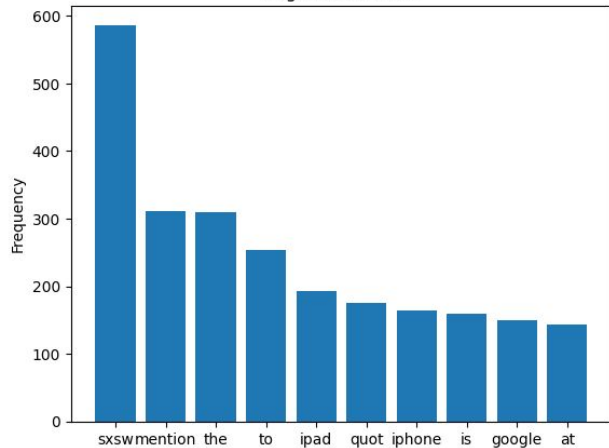
tweet_**text**

emotion_in_tweet_is_**directed_at**
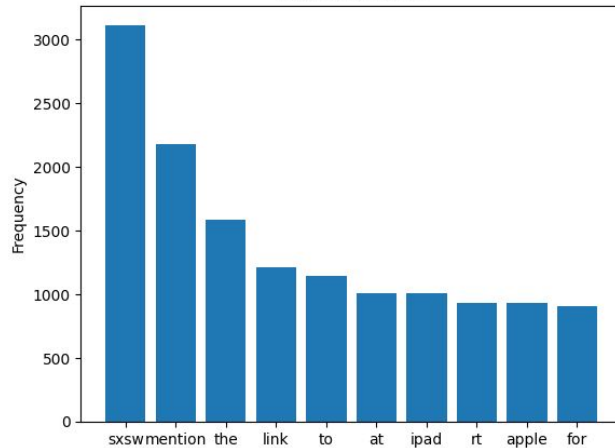
Data Understanding and Analysis: Emotion Distribution

Percentage of Emotion Classes in Dataset

Data Understanding and Analysis

Data Understanding and Analysis

Top 10 Words by Emotion Category

Model Accuracy

Confusion Matrix for Final Model
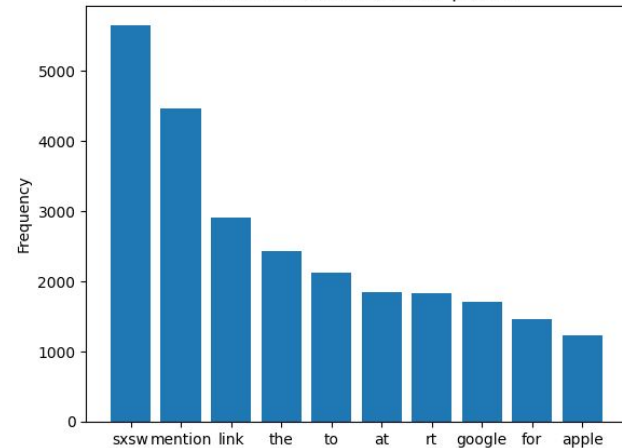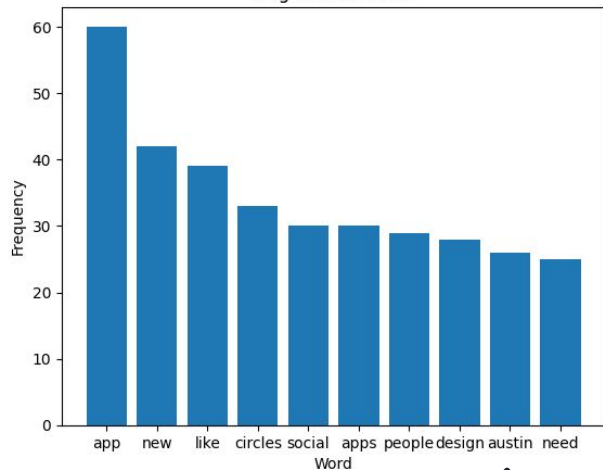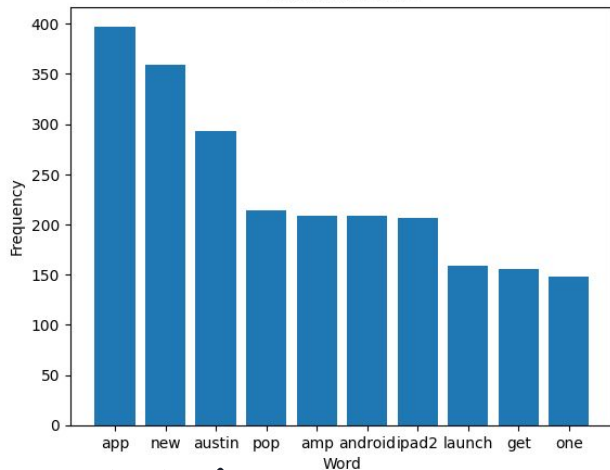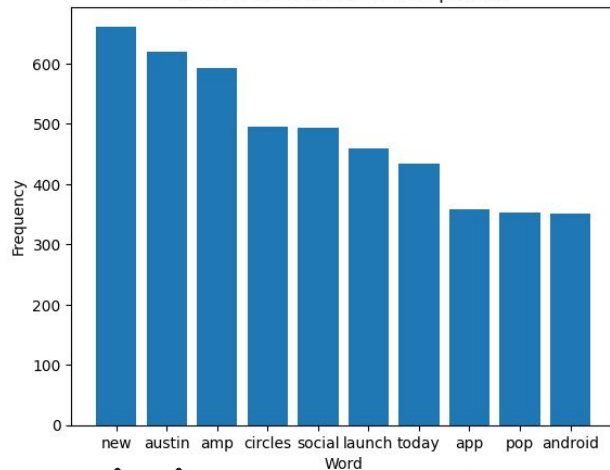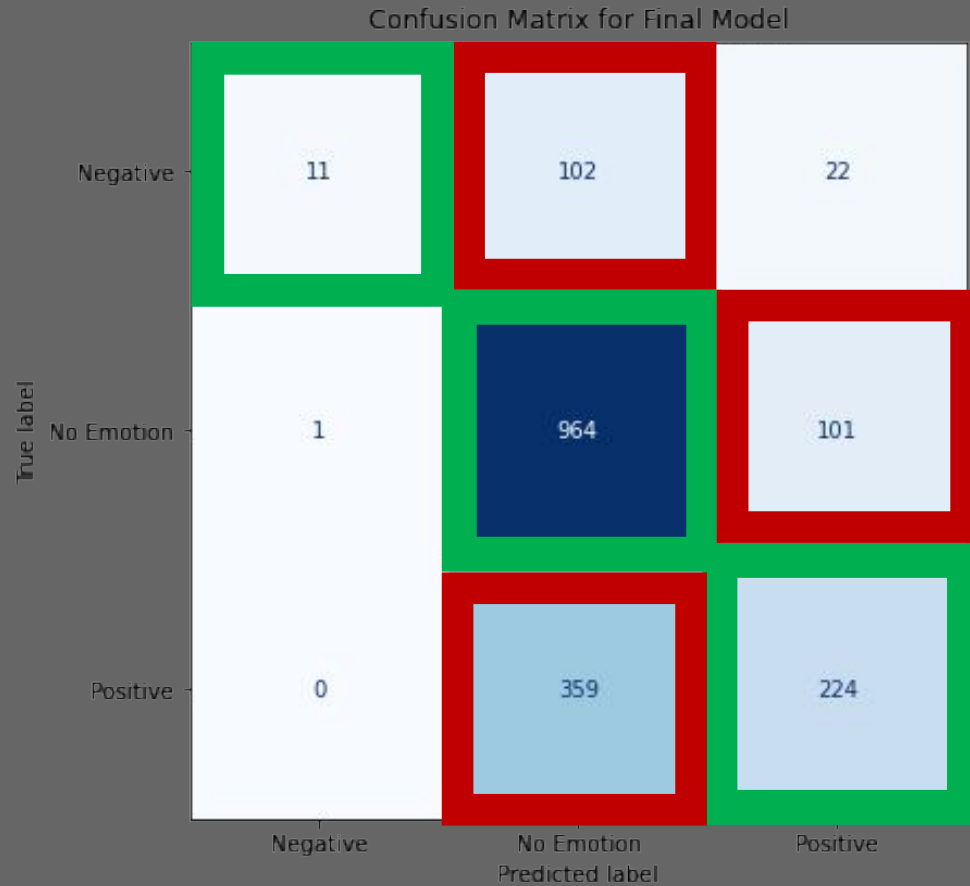
Recommendations

Removal of overlapping
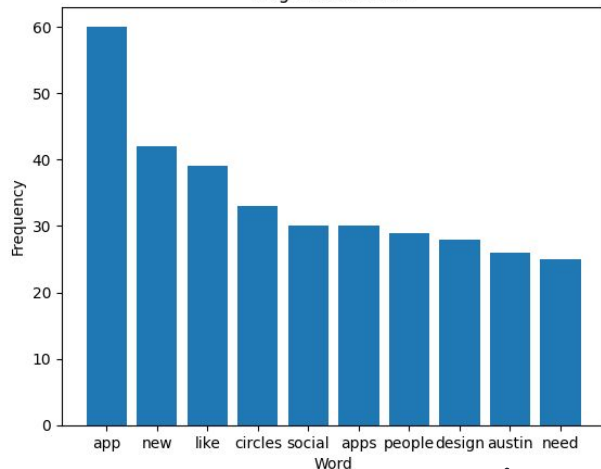
Top 10 Words by Emotion Category

Additional Data

Percentage of Emotion Classes in Dataset

Percentage of Emotion Classes in Dataset
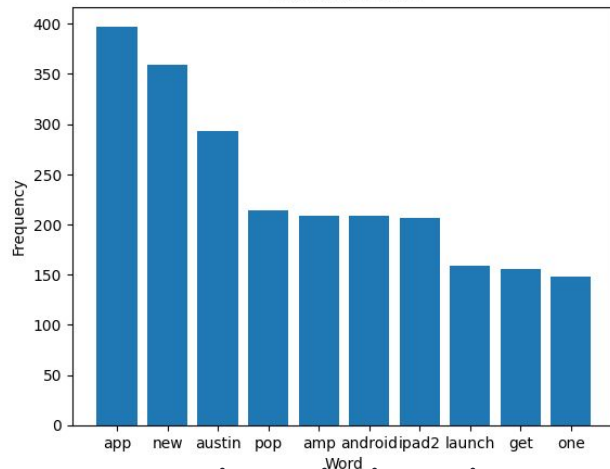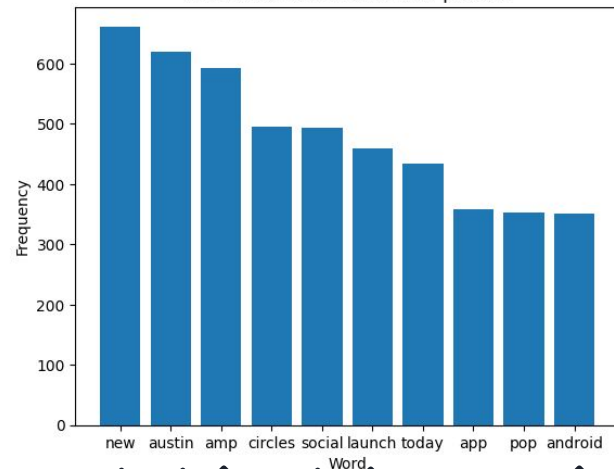
Next Steps

- Implementing the model on **new data** can begin after recommendations.

- An analysis of the **new data's tokens** may prove useful- **what words** are more likely to be **contained** in a **negative or positive tweet**?

- Corresponding **information** in each of the **three classes** of **tweets** will provide Google keen insights for future product development based on **informal product reviews**.

Thank you

I would be happy to answer any questions

You may find my contact information below:

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