

Module IV: Twitter Sentiment Analysis

Isiah Cruz

October 2020

TABLE OF CONTENTS

01 PROBLEM STATEMENT

02 BUSINESS VALUE

03 METHODOLOGY

04 FINDINGS

PROBLEM STATEMENT



"Build a model that can rate the sentiment of a Tweet based on its content"

Tools

Machine Learning
Natural Language Processing

BUSINESS VALUE



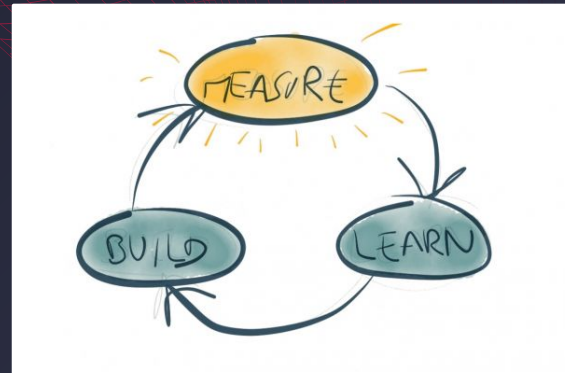
1

SENTIMENT



2

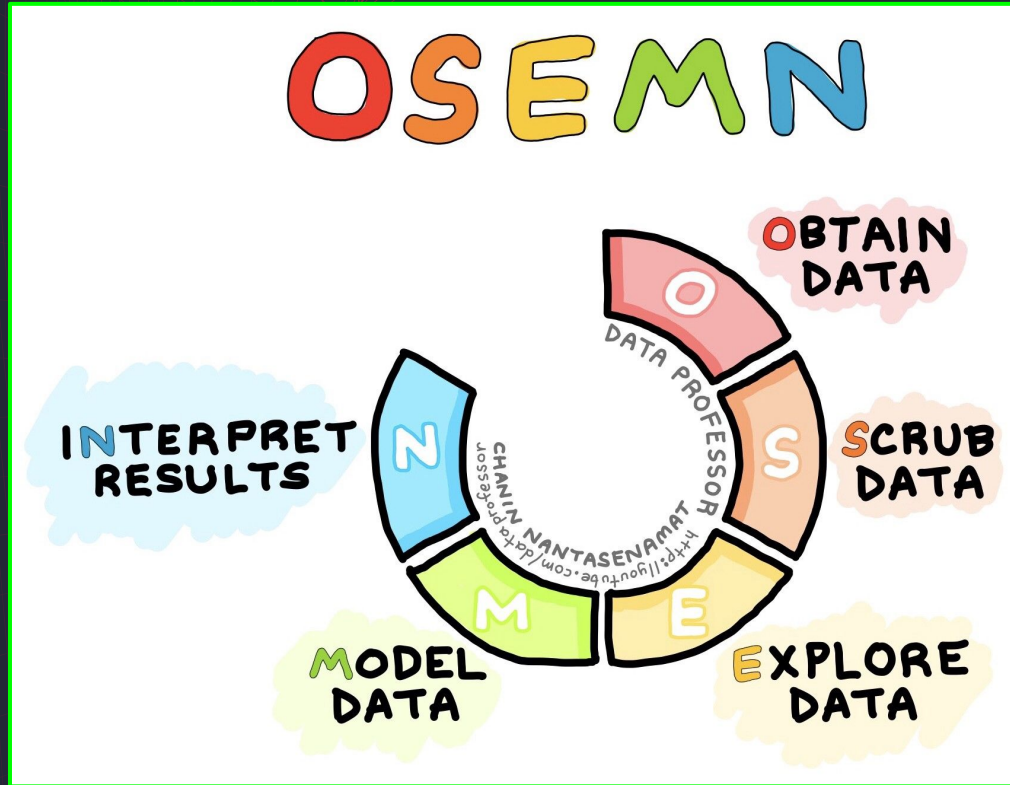
PREDICTION



3

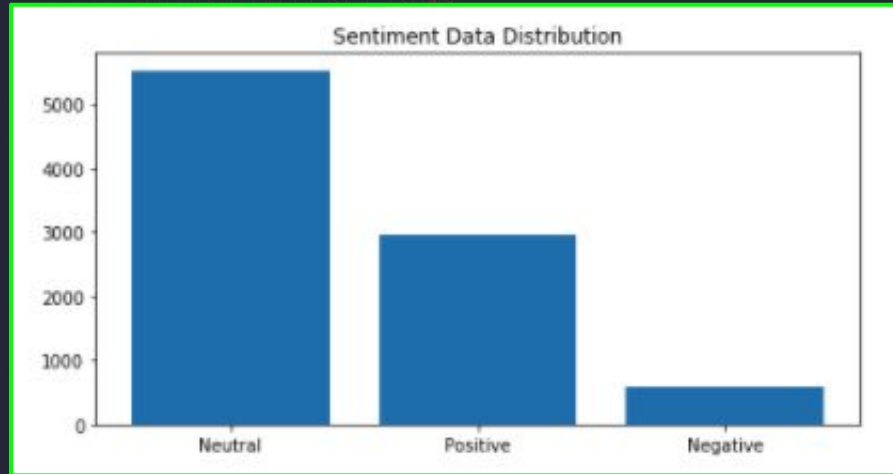
ITERATION

METHODOLOGY

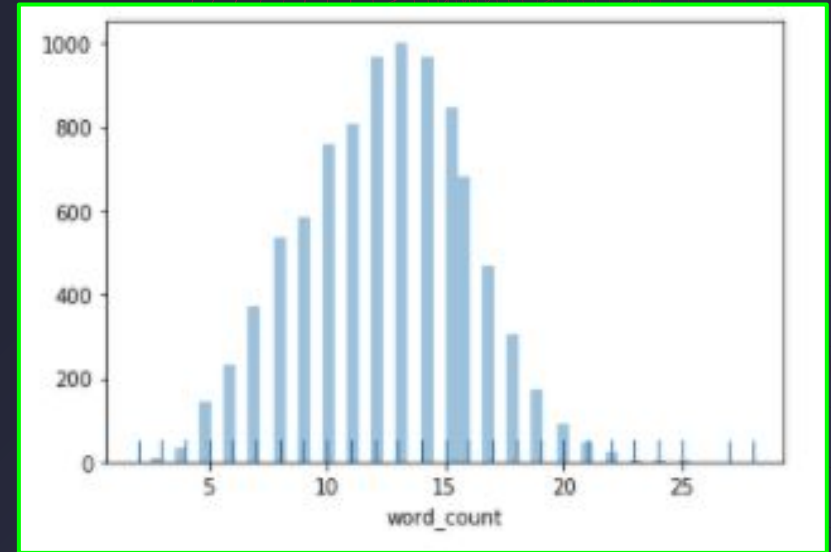


OSEMN Framework

FINDINGS I

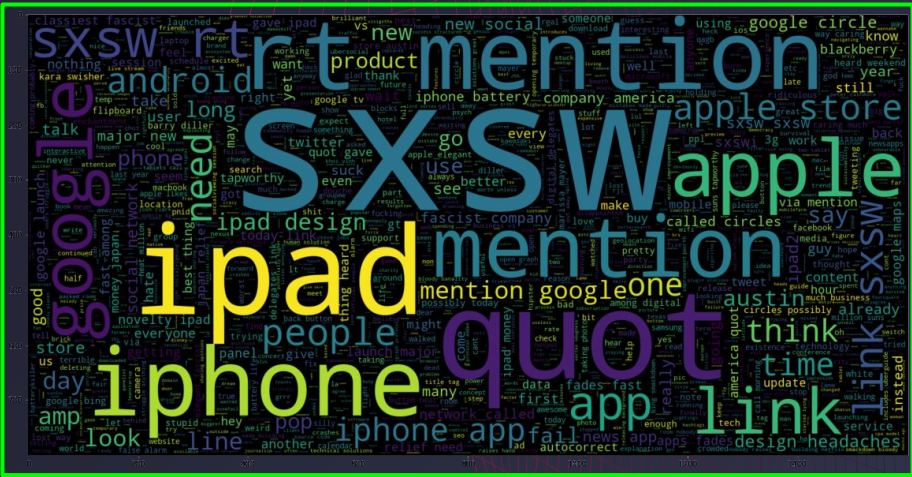


Human-powered analysis:
61% Neutral
33% Positive
6% Negative

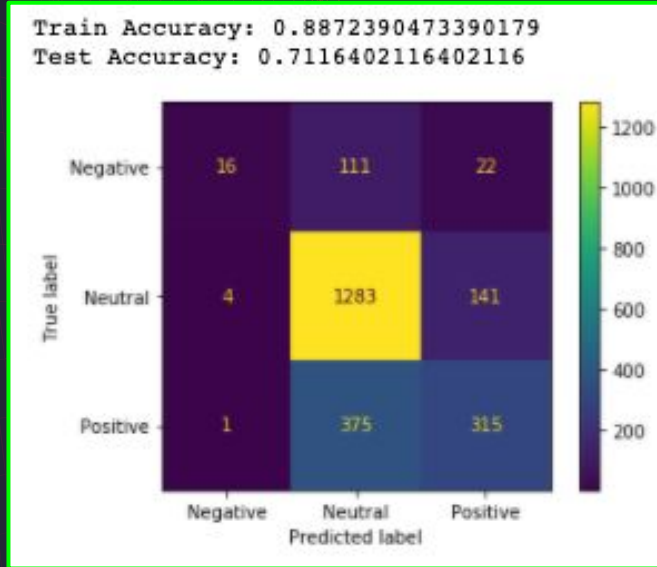


**Most tweets contain
12-14 words**

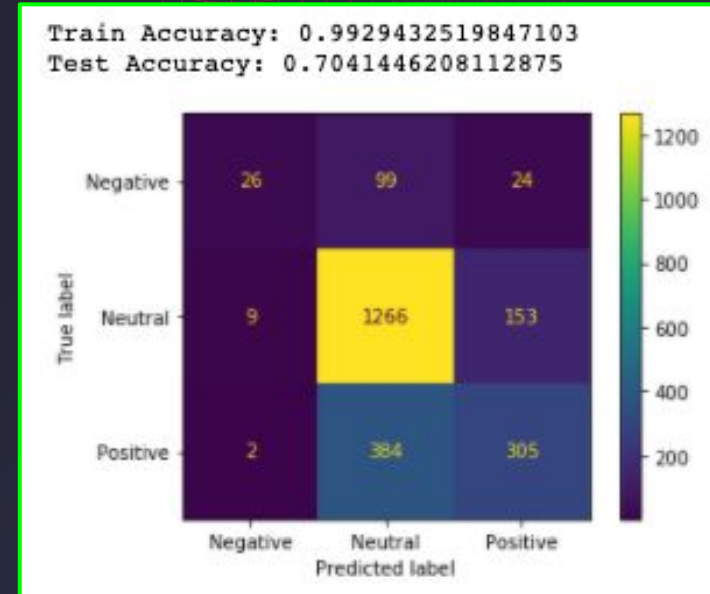
iPhone



FINDINGS 3



MODEL #1: SVC



MODEL #2: RANDOM FOREST

SUMMARY & FUTURE WORK



NEUTRALITY



COMPETITION



FUTURE