

# SXSW 2012



## Sentiment Analysis

By Dimitry Belozersky and Joanne de Leon

# By The Numbers

Total Analyzed Tweets

9092

Total Positive Tweets

2978

Total Positive Words

7916

Total Positive SXSW

2506

Total Negative Tweets

570

Total Negative Words

2846

Total Negative SXSW

512







# Random Forest Classifier Model



precision

recall

support

**Negative** Emotion

**76%**

**37%**

**111**

**Positive** Emotion

**89%**

**98%**

**599**

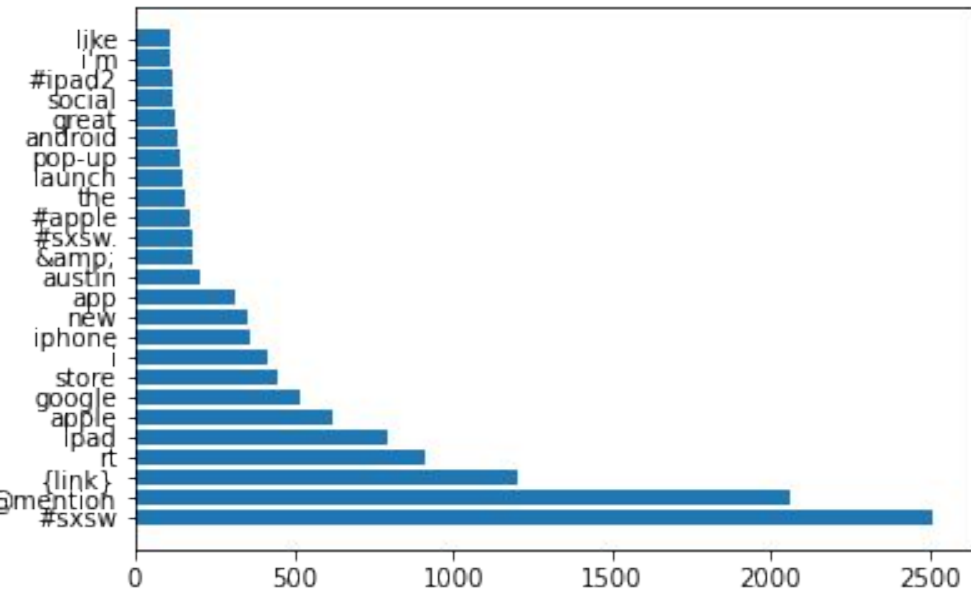


**Accuracy = 88%**

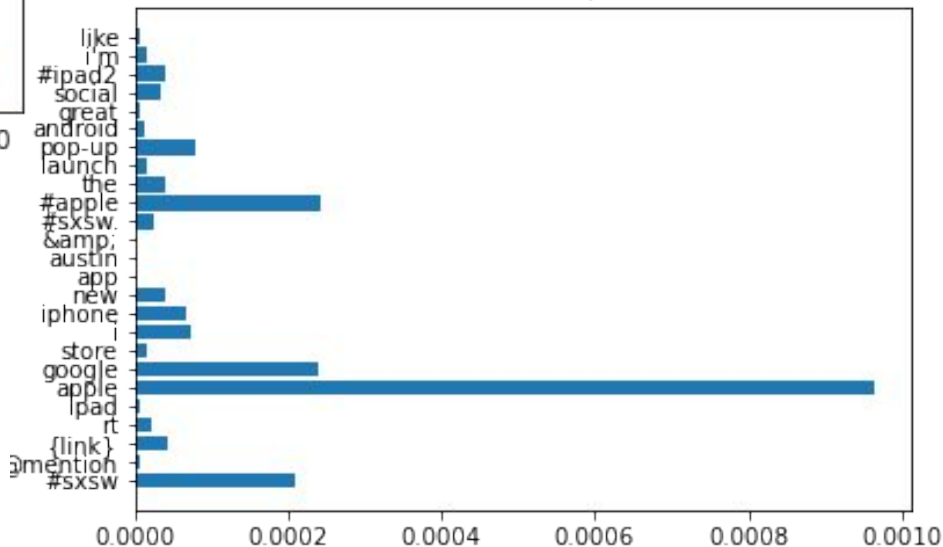


# Positive Word Comparison

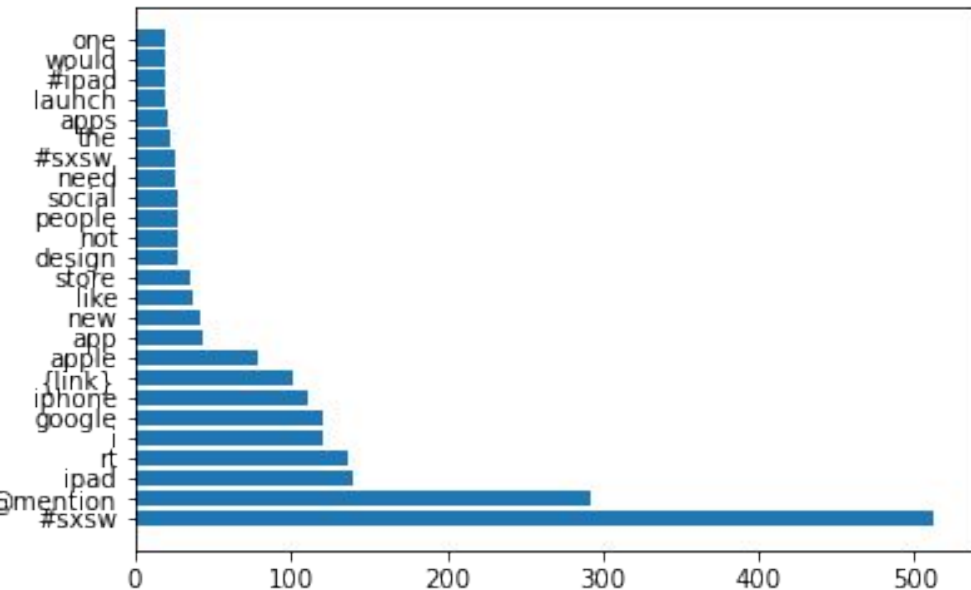
Top 25 Positive Words



Positive Feature Importances

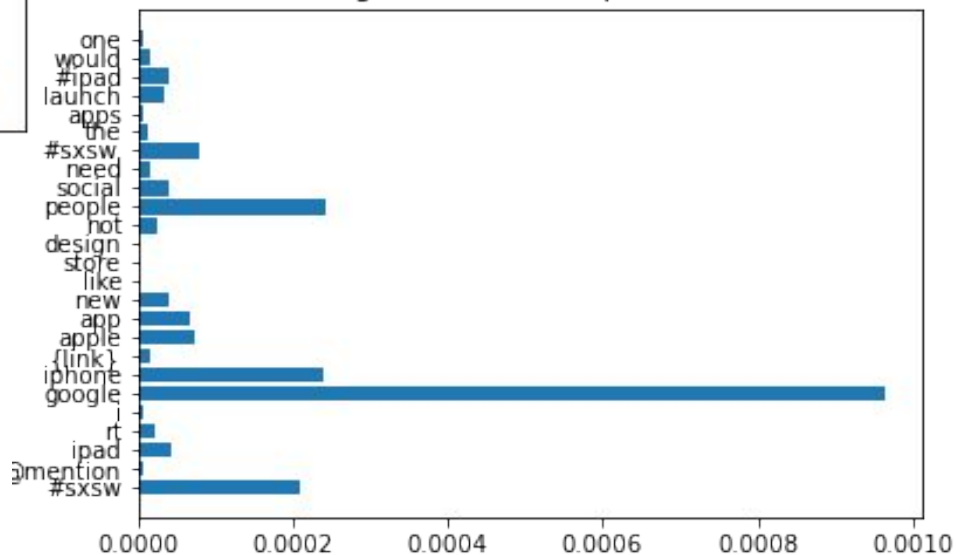


Top 25 Negative Words

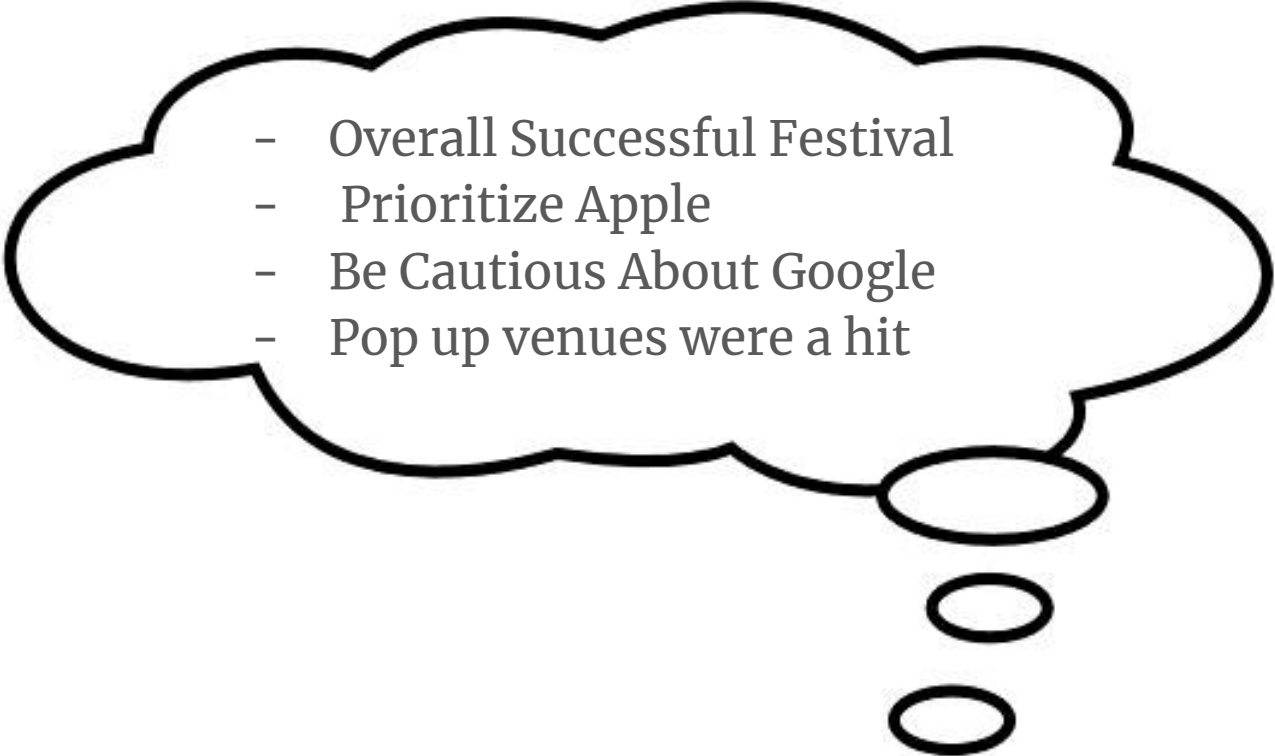


# Negative Word Comparison

Negative Feature Importances



# Conclusions And Recommendations

- 
- Overall Successful Festival
  - Prioritize Apple
  - Be Cautious About Google
  - Pop up venues were a hit



# THANK YOU

Consultants can be reached using the following information:

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