



# Apple on Twitter

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# PROJECT GOAL

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Understand and analyze **tweets**  
related to **Apple**

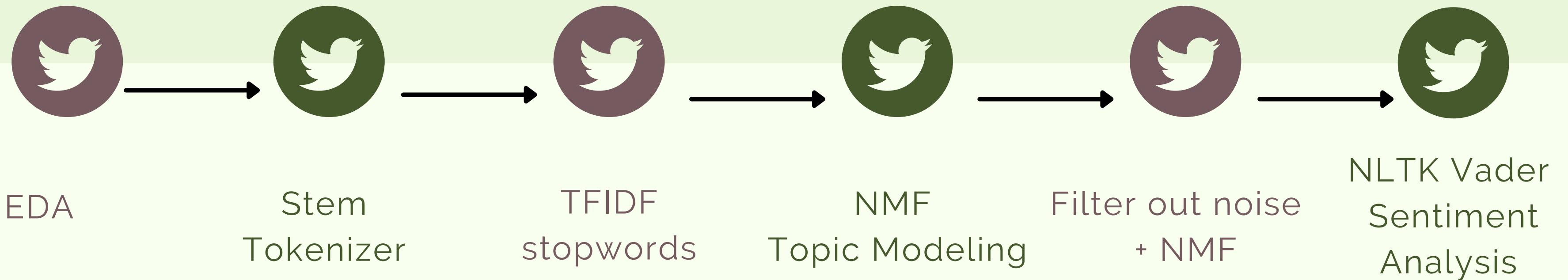
# DATASET

- From Kaggle
  - 1624 unique values (tweets)
  - Dec, 2014 - Jan, 2015
- 



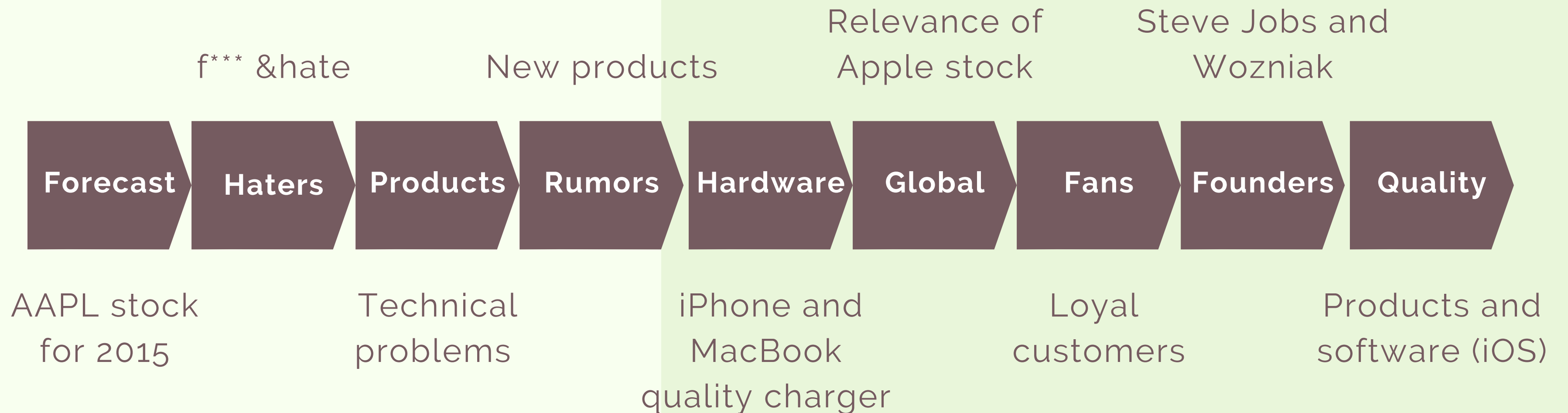
# APPROACH

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# TOPIC MODELING

N=9



# TOPIC = FOUNDERS

## Representative tweets:

- f\*\*\* you @apple
- f\*\*\* you @apple @iphone
- more\* f\*\*\* you @iphone @apple
- f\*\*\* u @apple
- @apple f\*\*\* you

## Top Words

f***	2.244405
hate	0.132373
hey	0.098906
im	0.089058
actual	0.072788
phone	0.071557
delet	0.066784
fag***	0.061393
freez	0.056421
god	0.051503

# TOPIC = HARDWARE

## Representative tweets:

- @keelzy: I HAVE BEEN THROUGH ABOUT 18 IPHONE 5 CHARGERS @apple @stevejobs @WTF @!!!!!!!!!!!!!! @notcool

## Top Words

rt	1.888885
charger	0.257424
suck	0.254936
think	0.199159
macbook	0.128318
emoji	0.119132
touch	0.104835
level	0.089066
watch	0.082866
new	0.080917

# TOPIC = HARDWARE

## Representative tweets:

- Steve Wozniak on @Apple, the Computer Revolution, and Working With Steve Jobs  
<http://t.co/01201wlyzu> via @BW

## Top Words

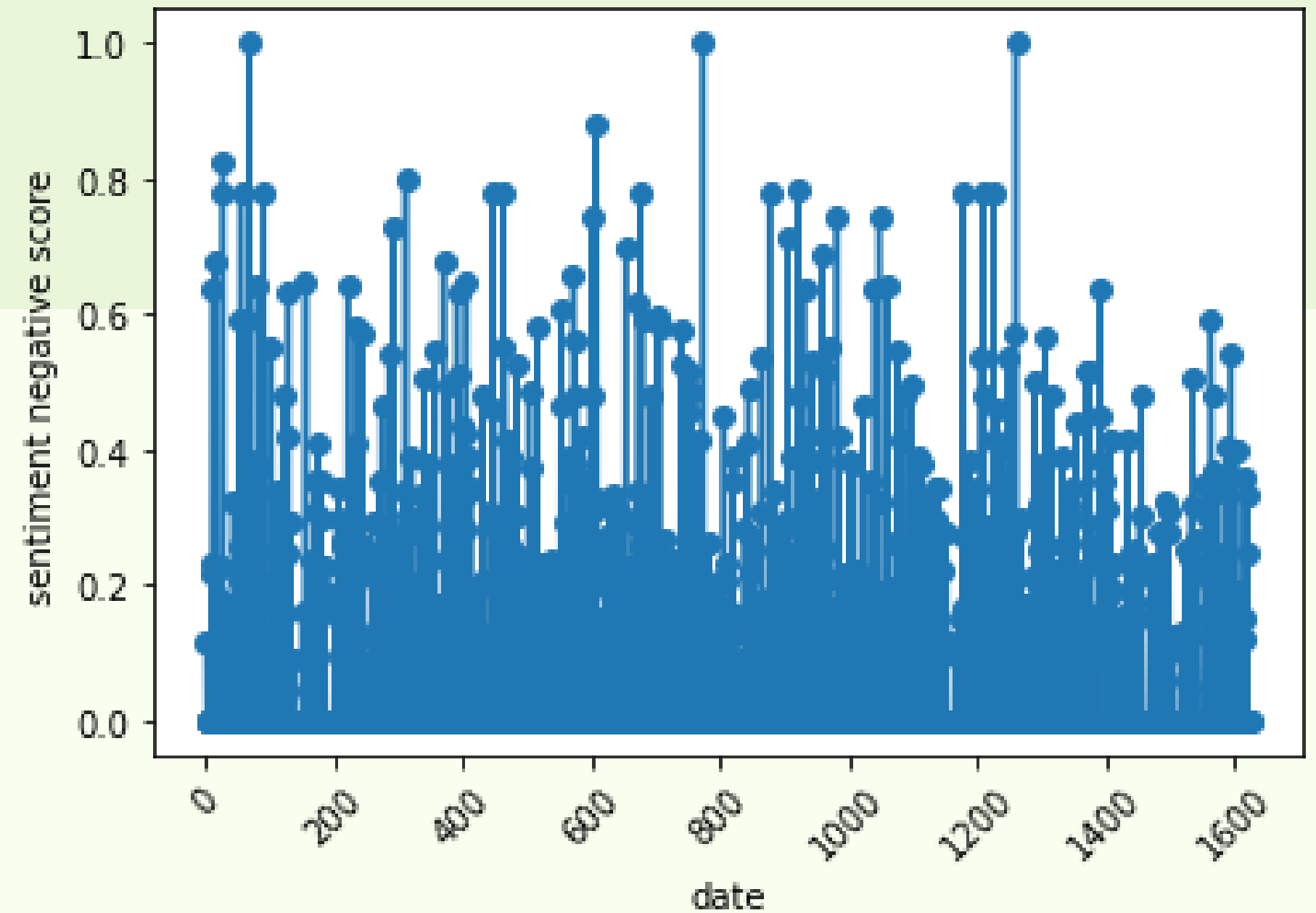
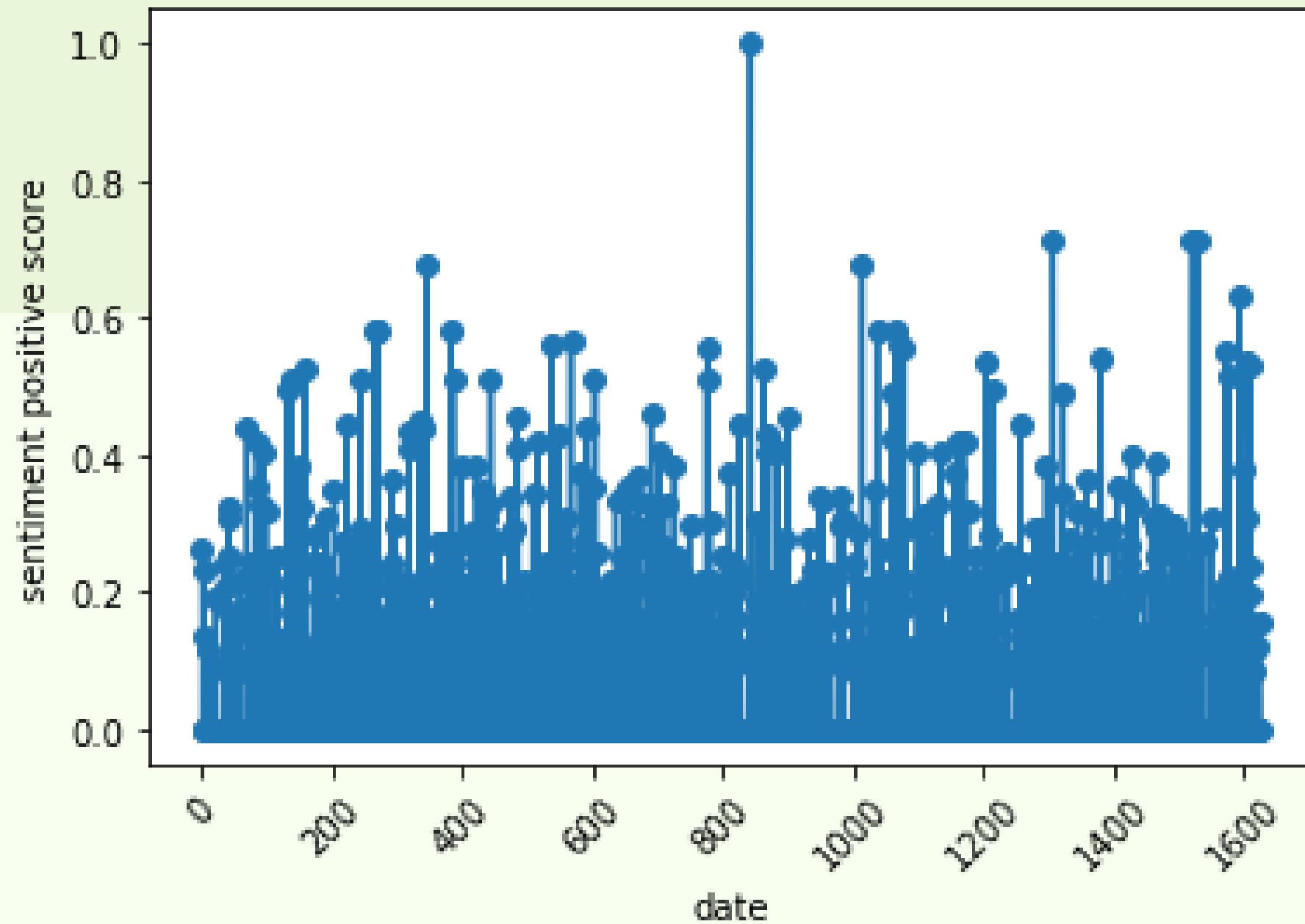
<b>steve</b>	1.056930
<b>job</b>	0.873315
<b>ipod</b>	0.572254
<b>wozniak</b>	0.411537
<b>garag</b>	0.309357
<b>delet</b>	0.308023
<b>lawsuit</b>	0.272113
<b>music</b>	0.260609
<b>myth</b>	0.227547
<b>deposit</b>	0.198630



# SENTIMENT

POSITIVE

NEGATIVE



# KMEANS CLUSTERING

NMF OUTPUT

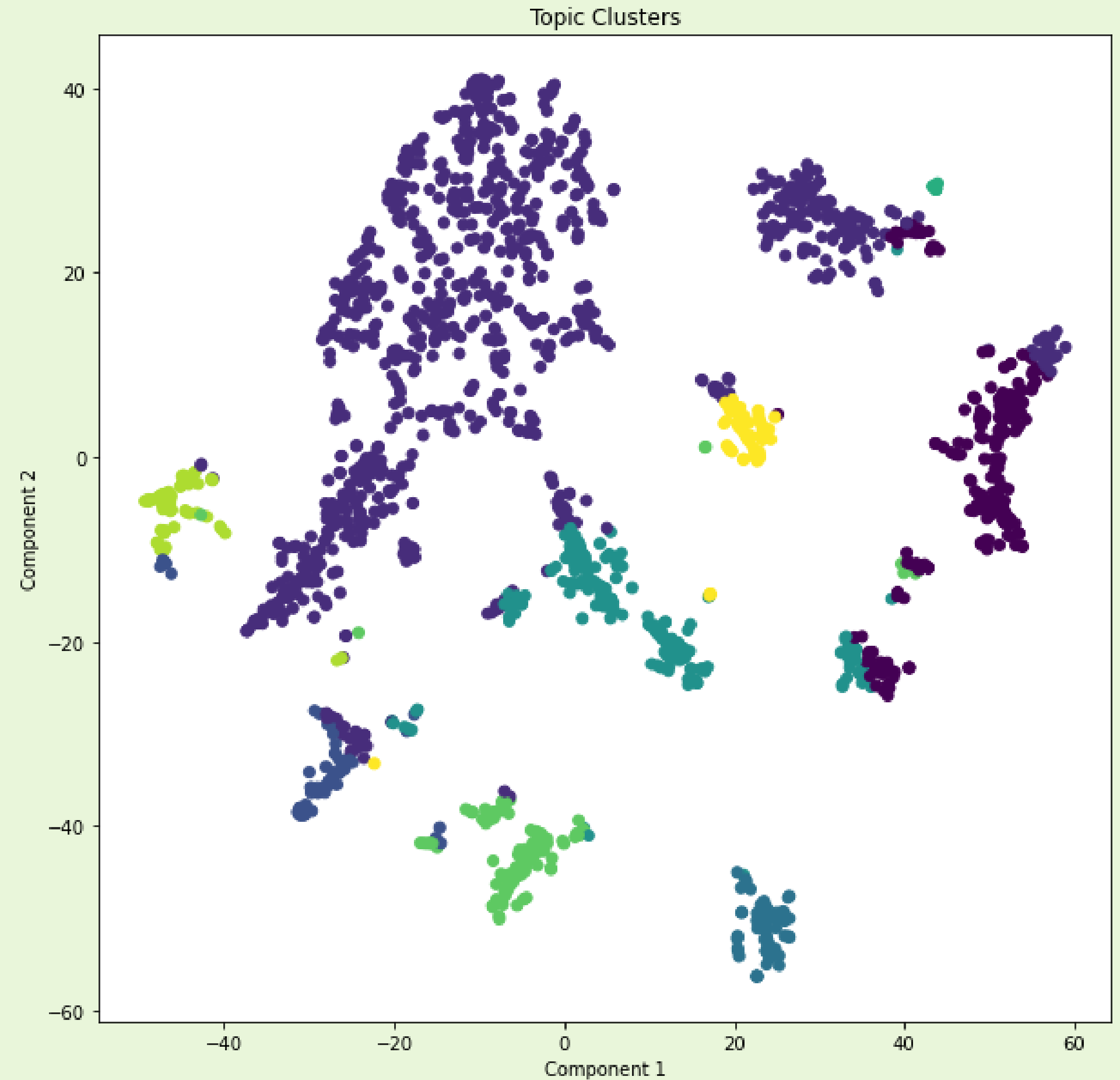
- 9 TOPICS

KMEANS CLUSTER

- ELBOW METHOD
- $K = 9$

T-SNE DIMENSIONS  
REDUCTION

- HIGH DIMENSIONS  $\rightarrow 2$



# FUTURE WORK

Get info  
related to  
days  
before and  
after an  
Apple  
event

Use an API  
to get the  
data  
(tweets)

Include  
Apple  
tweets and  
Apple CEO  
tweets

Combine  
with Apple  
stock price



**@ThankYou**

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**PLEASE GET VACCINATED**