



Apple on Twitter

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PROJECT GOAL

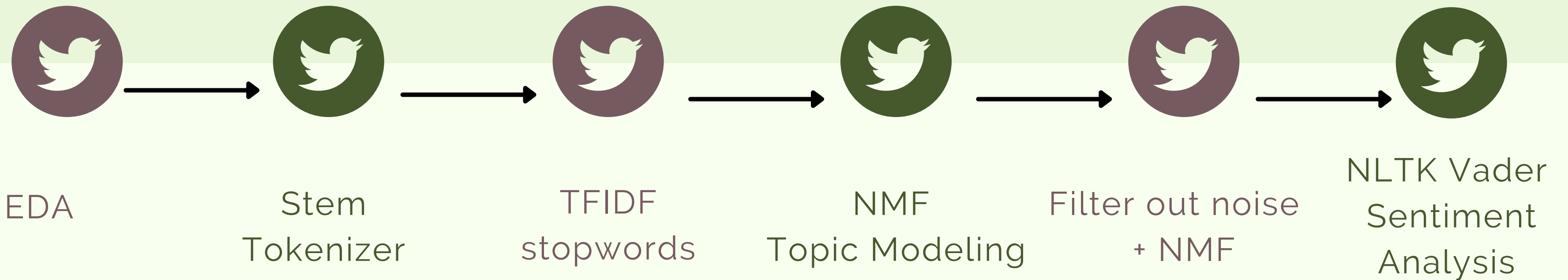
Understand and analyze **tweets**
related to **Apple**

DATASET

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

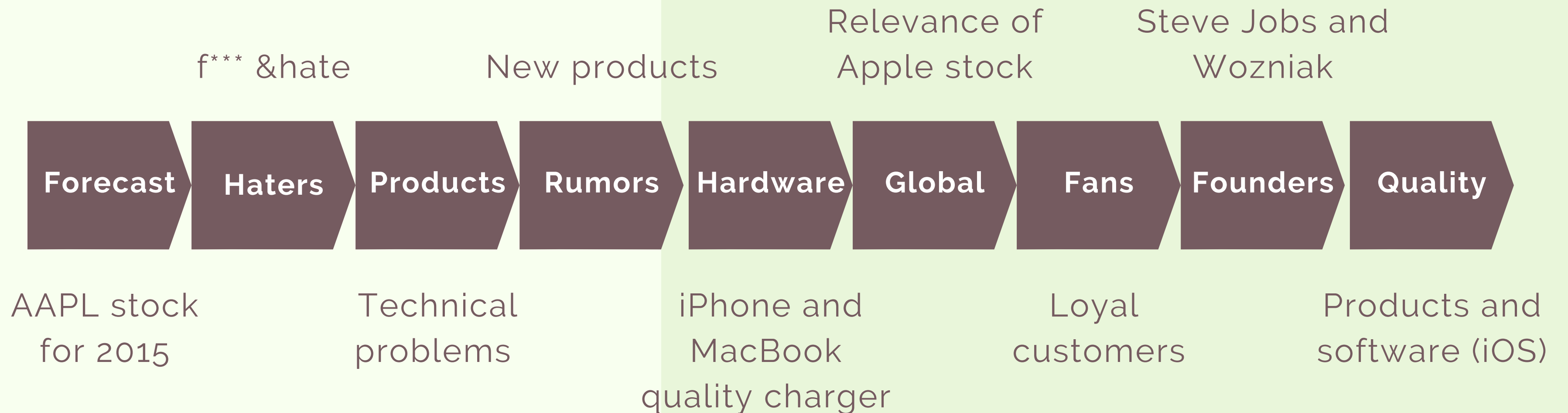


APPROACH



TOPIC MODELING

N=9



TOPIC = HATERS

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 = FOUNDERS

Representative tweets:

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

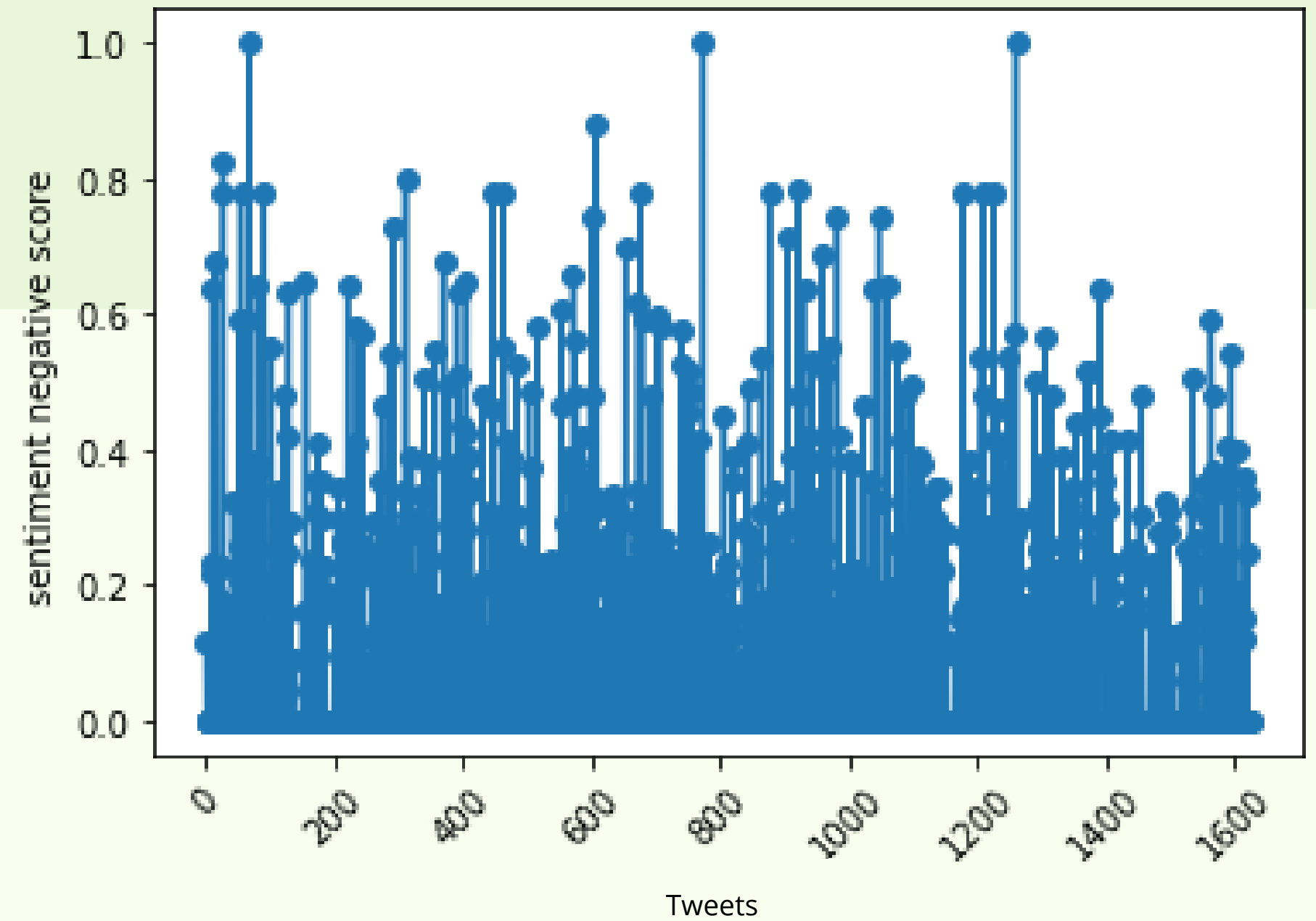
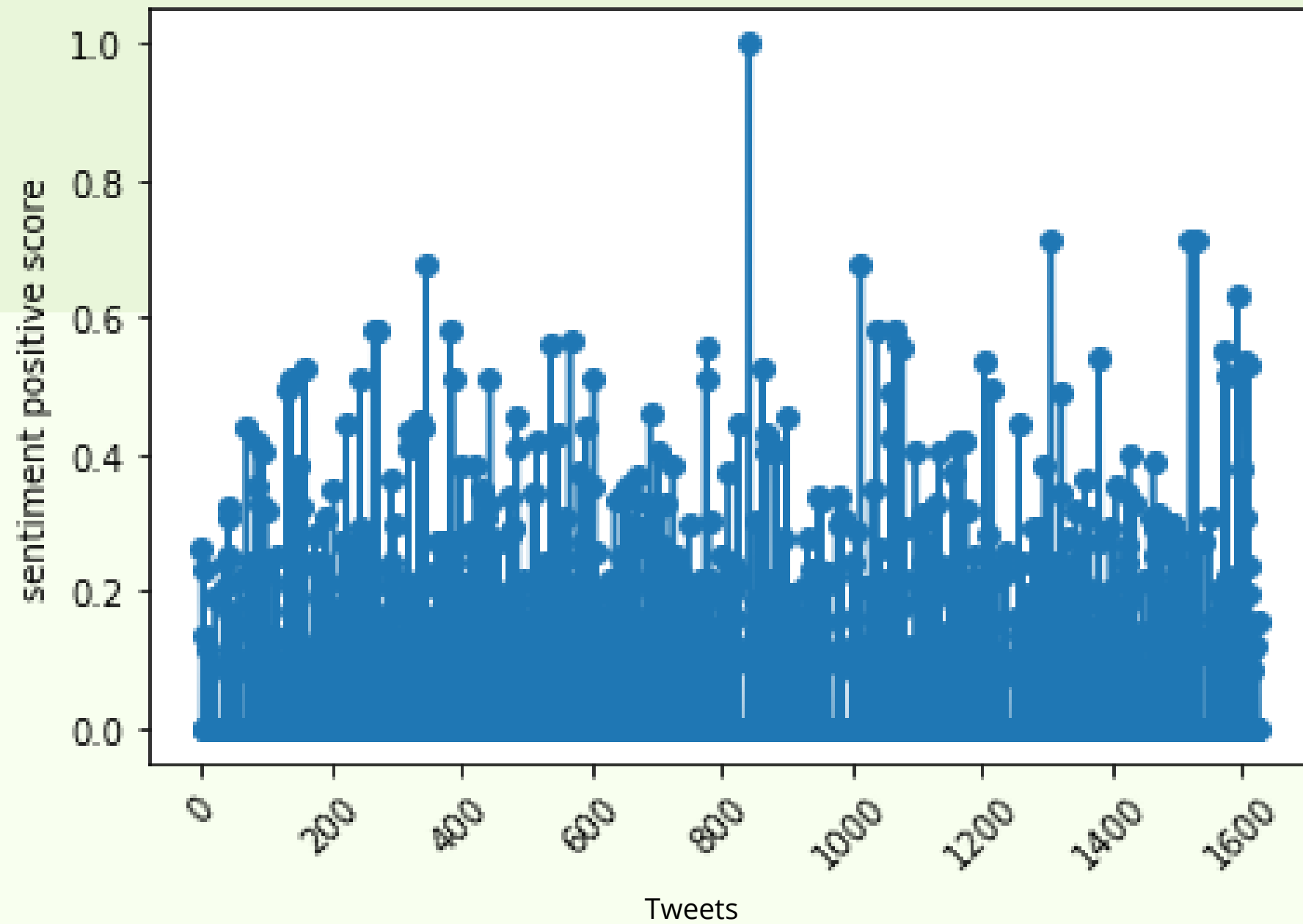
Top Words

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

SENTIMENT

POSITIVE

NEGATIVE



KMEANS CLUSTERING

NMF OUTPUT

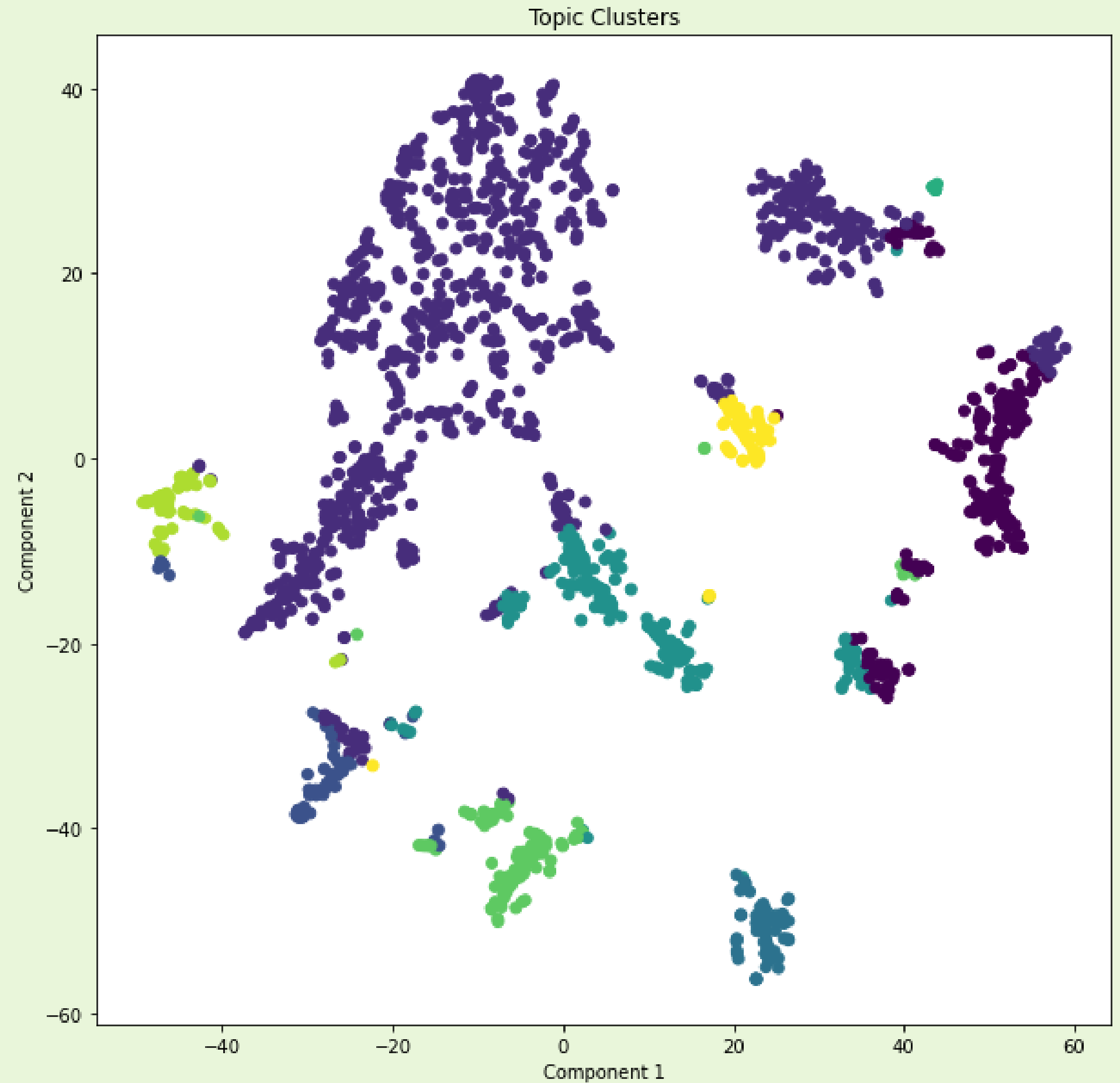
- 9 TOPICS

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

PLEASE GET VACCINATED