Deciphering the Public Opinion on Apple - SXSW Conference

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Why does public opinion matter?

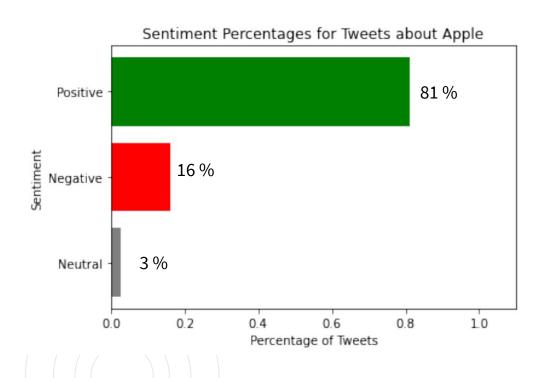


Objectives & Data Analysis

- Objective: Provide 5
 recommendations for Apple to act
 on
- Goal: Maintain and increase competitiveness by listening to users
- Sample size of 9,092 tweets
- Data from SXSW Conference 2011

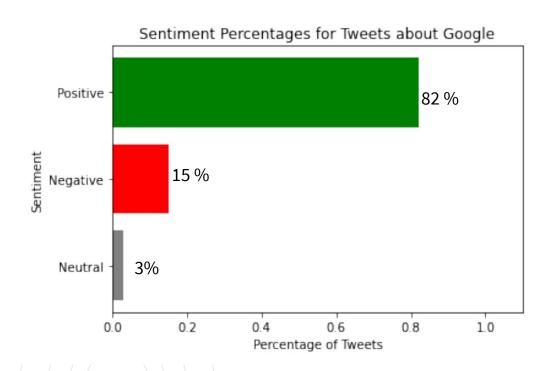


Percentage of Tweets by Sentiment - Apple

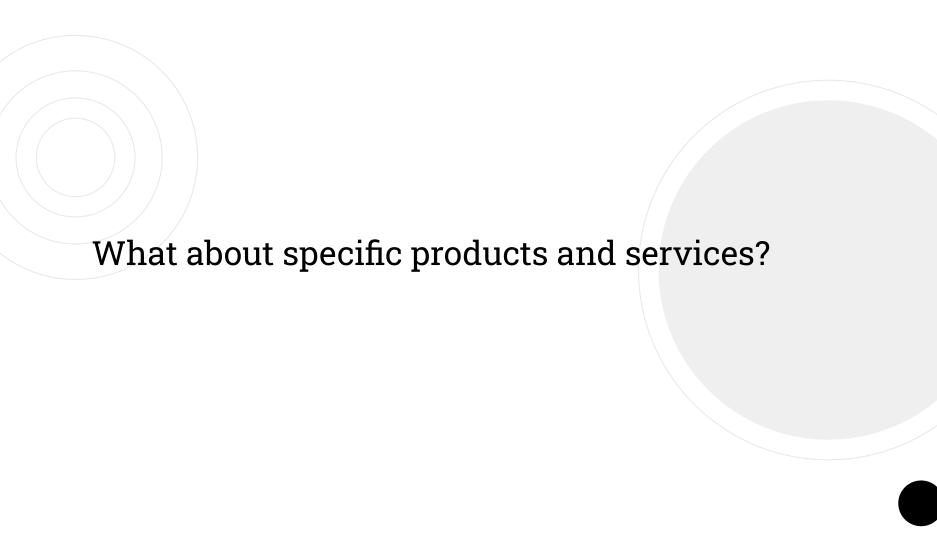


 The view of everything Apple-related during SXSW was mostly positive.

Percentage of Tweets by Sentiment - Google



The sentiment towards
 Google and its products and services was also positive during the event.





Apple



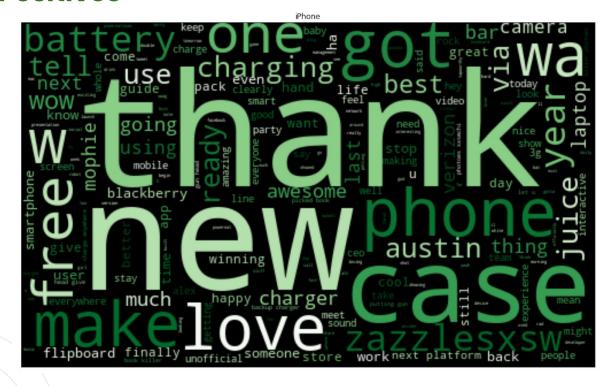
iPad - Positives



iPad - Negatives



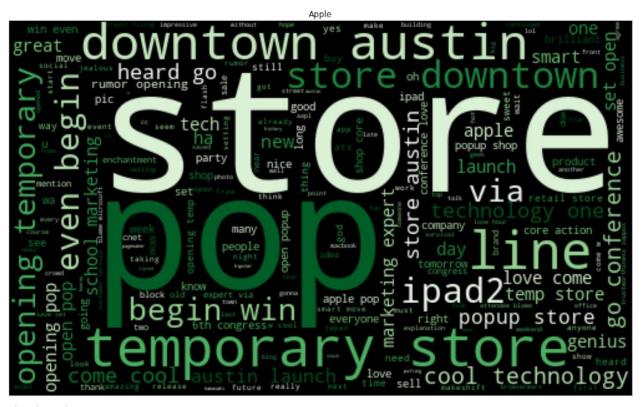
iPhone - Positives



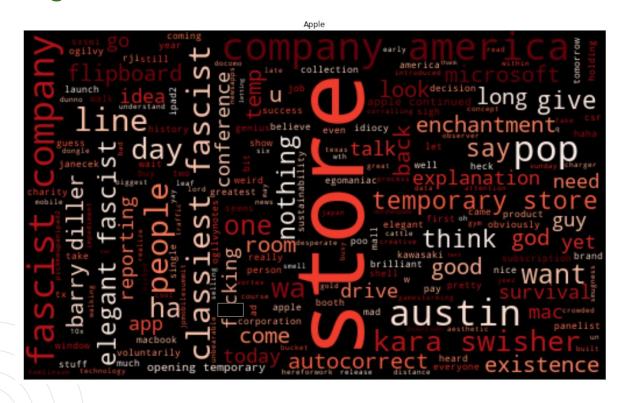
iPhone - Negatives



Apple - Positives



Apple - Negatives

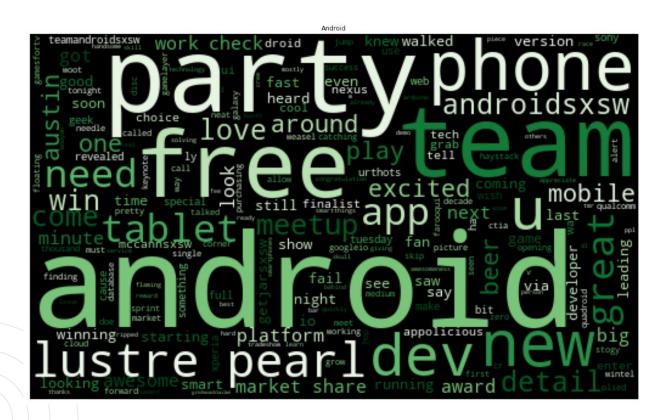




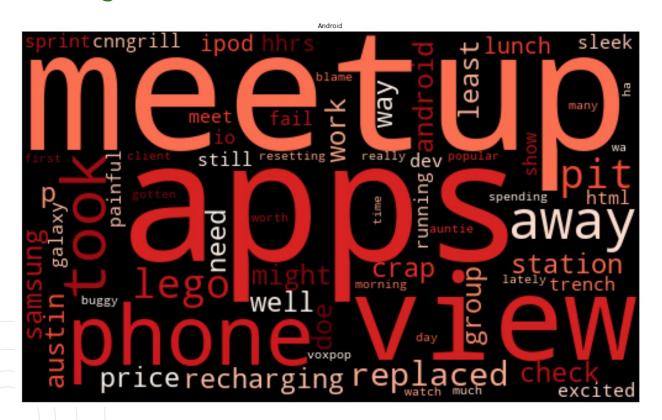
Google



Android - Positives



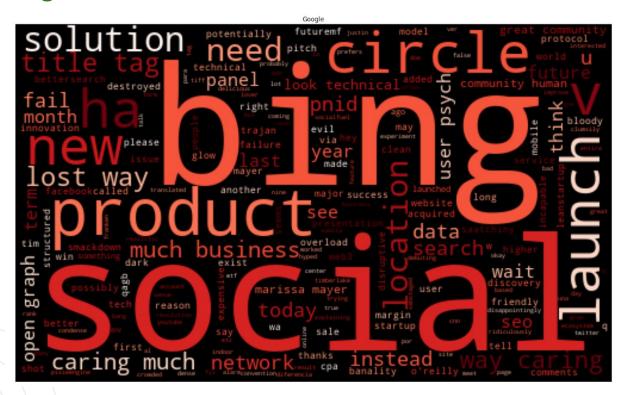
Android - Negatives



Google - Positives



Google - Negatives



Recommendations

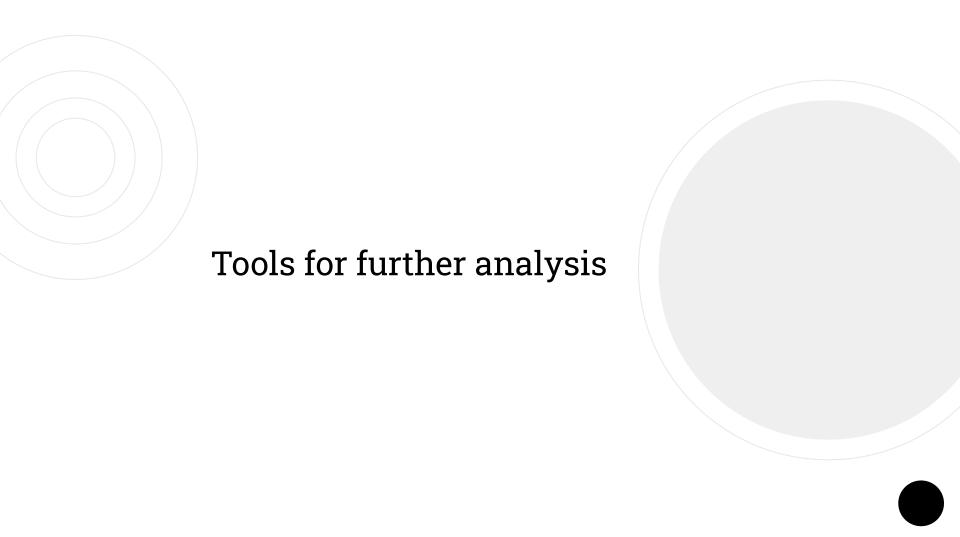
Products:

- R&D on iPhone's battery performance
- User survey for iPad's design
- Issues with Android apps + making sure iOS has none of these issues = opportunity

Conferences:

- The marketing strategy for the pop-up stores can be employed in conjunction with other conferences or major events.
- It may be effective to throw a party during the next SXSW Conference to generate excitement.





Machine Learning - Binary Classification

We developed 3 machine learning models



Multinomial Naive Bayes

- 86% correct predictions on positive tweets
- 71% correct predictions on negative tweets

Logistic Regression

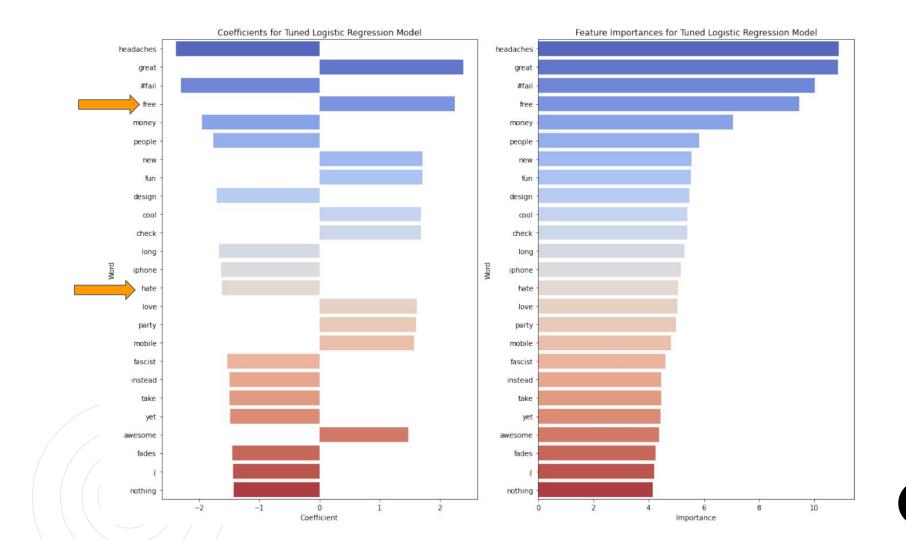
- 89% correct predictions on positive tweets
- 68% correct predictions on negative tweets

Random Forest

- 81% correct predictions on positive tweets
- 63% correct predictions on negative tweets



What were some of the most important words in tweets according to our **binary** classification model?



Machine Learning - Multiclass Classification

We developed 2 machine learning models

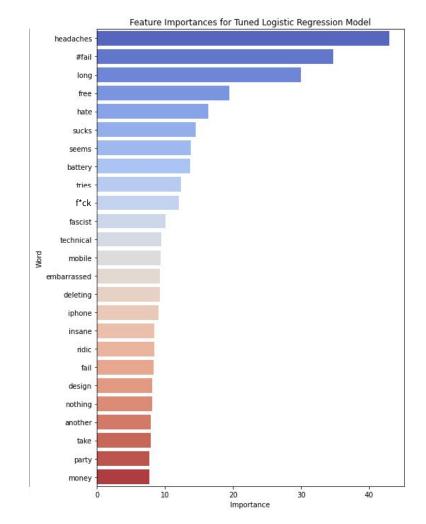


- 59% correct predictions on positive tweets
- 32% correct predictions on negative tweets
- 73% correct predictions on neutral tweets

Logistic Regression

- 64% correct predictions on positive tweets
- 57% correct predictions on negative tweets
- 65% correct predictions on neutral tweets

What were some of the most important words in tweets according to our **multiclass** classification model?





Conclusions

- Public opinion is a useful tool that organizations can utilize to evaluate and monitor views of their brand, products, and services
- Apple can leverage these machine learning models to monitor the general sentiment of their events and products via social media platforms
- This tool also allows Apple to stay on top of what people are saying about their competitors
 - May give Apple key insights into where they should focus their resources to maintain their competitiveness in the market



Thank you!

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