Company Tweet Sentiment Analysis

SinaLite
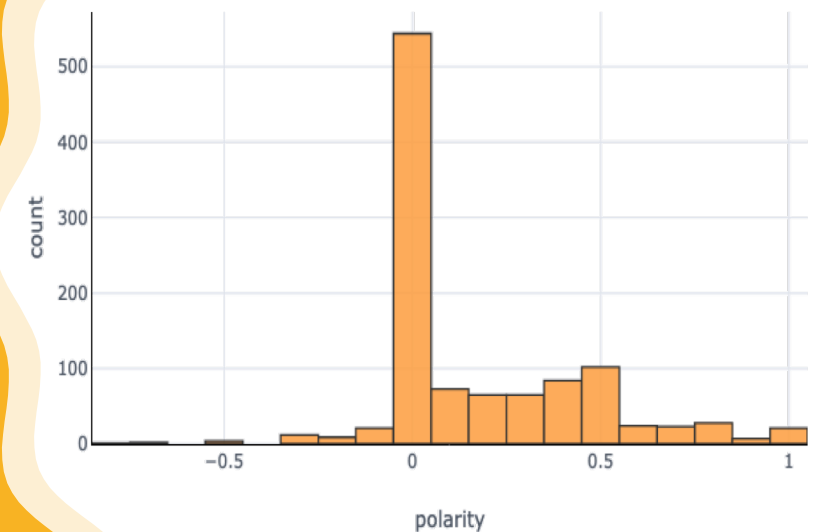
SinaLite tweets polarity

0

- **Observation:** Majority of the company's tweets polarity is >= 0, which implies majority of the tweets language is either positive or neutral.

- **Derived insight:** SinaLite majorly uses positive terms and phrases in their communication with consumers.

Sentiment Polarity Distribution

Frequently used words in SinaLite tweets

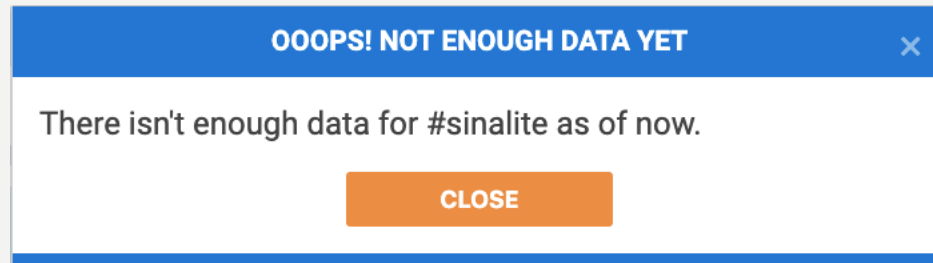Most common words in tweets

Cues:

Through tweets, SinaLite implies that they are client-centric and always add new products to cater to the evolving client needs.
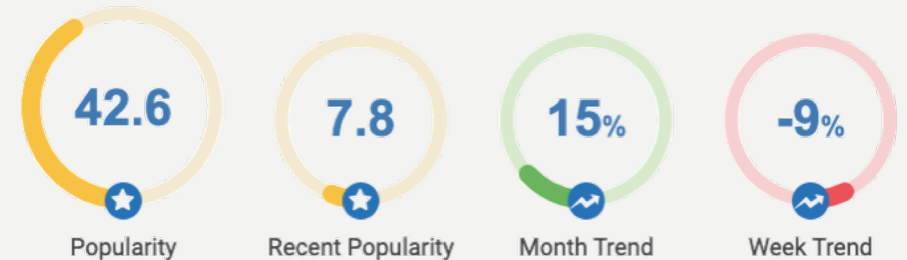
SinaLite didn't feature as one of the frequently used terms/words.

Proactive #Analysis: SinaLite V/s vistaprint

#sinalite

OOOPS! NOT ENOUGH DATA YET ✕

There isn't enough data for #sinalite as of now.

CLOSE

#vistaprint

42.6	7.8	15%	-9%
Popularity	Recent Popularity	Month Trend	Week Trend

Tool reference used: Hashtagify

Hence, one may consider...

1. Creating #tag for company name to index it on Twitter.

2. #sinalite to be always used in every company tweet / brandcom in order to increase the digital footprints and boost the search algorithm.

3. Daily tweet with #tag to boost the SEO algorithm for SinaLite on twitter and on other search engines resulting in a wider scale branding.

THANK YOU