

MODEL 3

HIGH VOLUME
AFFORDABLE PRICE

TESLA

Tesla Model 3



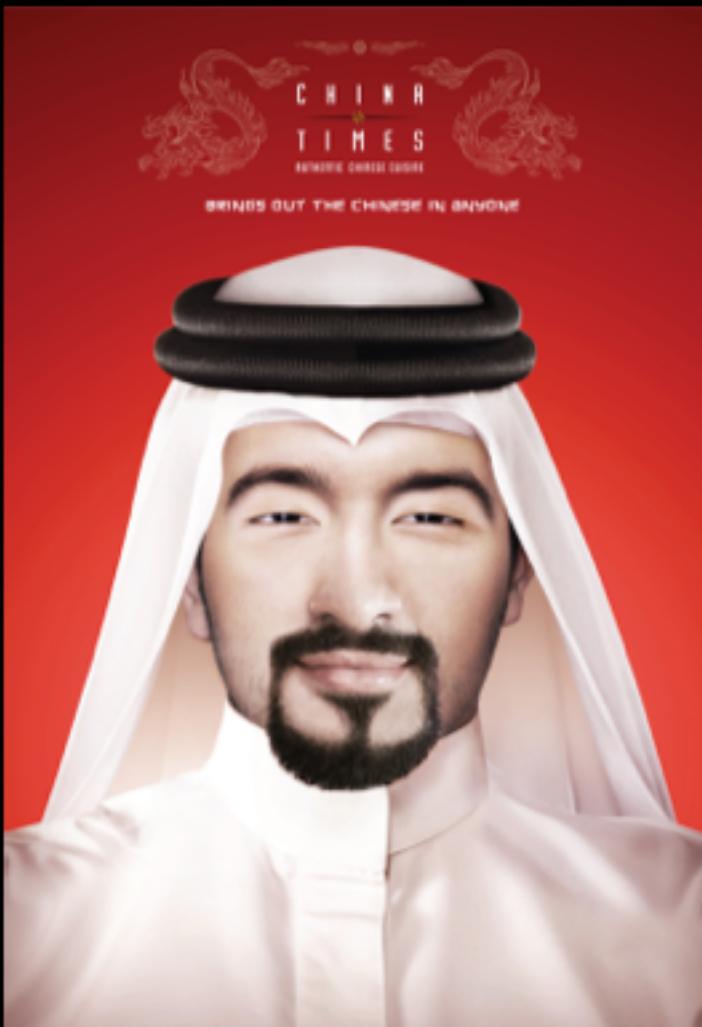
- Huge demand!
- production has been far behind due to the limit of battery technology

Market Feedback for Tesla Model 3

How do people like Model 3 in general?
What do owners & potential buyers keep an eye on about Model 3?



Methods



Nope

Word Count; frequency analysis;

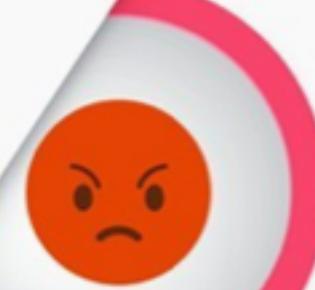


search ID: fom2130



&

SENTIMENT ANALYSIS



NEGATIVE

Totally dissatisfied with the service. Worst customer care ever.



NEUTRAL

Good Job but I will expect a lot more in future.



POSITIVE

Brilliant effort guys! Loved Your Work.

Word Count

```
[nltk_data] Downloading package stopwords to /Users/henry/nltk_data...
[nltk_data] Package stopwords is already up-to-date!
[('I', 995), ('@Tesla', 862), ('#Model3', 770), ('@elonmusk', 440), ('#Tesla', 349), ('got', 297), ('Tesla', 263),
('asking', 256), ('received', 250), ('saying', 242), ('pick', 240), ('deposit', 238), ('text', 237), ('placed', 236),
('@kevinwood89:', 234), ('website.', 234), ('email', 234), ('design.', 234), ('AW...', 234), ('@InsideEVs:', 227), ('#model3',
227), ('3', 224), ('car', 211), ('BMW', 158), ('back', 158), ('see', 145), ('The', 136), ('t...', 134), ('Mode
l', 133), ('would', 125)]
```

Word	Count
I	995
@Tesla	862
#Model3	770
@elonmusk	440
#Tesla	349
got	297
Tesla	263
asking	256
received	250
saying	242
pick	240
deposit	238
text	237
placed	236
@kevinwood89:	234
website.	234
email	234
design.	234
AW...	234
@InsideEVs:	227
#model3	227
3	224
car	211
BMW	158
back	158
see	145
The	136
t...	134
Model	133
would	125

‘design’, ‘deposit’...
‘got’, ‘received’, ‘pick’...
‘BMW’...

Screen Name	Count
Tesla	908
elonmusk	455
InsideEVs	241
kevinwood89	234
Model3Owners	133
BryanForst	120
GerberKawasaki	72
Model3	38
AnthonyHinkle1	31
nrlacomba	30

Most mentioned users

Hashtag	Count
Model3	835
Tesla	361
model3	260
tesla	103
teslamodel3	22
BMW	22
TeslaModel3	19
TeamElon	18
teslamotors	15
teslamodelx	15

Most frequent hashtags

WORD COUNT

User Id	Screen Name
4360442295	EuroSteelSport
1034822501723987969	charli52059706
34988827	justindaffronte
4888195616	iryusei0
714553	shadowphax
956548664150827008	KushalJ20190623
66324800	Ophillee
2765370202	eyeora
2804516556	EZWorldAcademy

Top Followers

User Id	Screen Nmae
3898598357	_youhadonejob1
402295384	CIO_CAN
625992111	BCJRCanucksBric
28612106	bchydro
4549776312	Hplhockey
719674147442421760	ReillyJonesy
4193791632	bcmayhem
25073877	realDonaldTrump
25073877	realDonaldTrump

Top Friends

Dataset Format

3 DataSets:

First dataset extract tweets from **#TeslaModel3** (1844 rows)

Second dataset extract tweets from **#Model3** (1800 rows)

Third dataset extract tweets from **elonmusk.** (1800 rows)

	Create_Time	Full_Text	Full_Text_Cleaned	Polarity	Polarity_Class	Subjectivity	Subjectivity_Class
0	2018-09-26 22:31:47	Guess where I just got back from. Doing the re...	[guess, got, back, real, research, needs, done...]	0.033333	Neutral	0.133333	Objective
1	2018-09-24 23:00:33	Tesla production last qtr was a total of 41k #...	[production, last, qtr, total, 41k, delivered,...]	-0.025000	Neutral	0.254167	Objective
2	2018-09-18 04:28:00	The Audi Etron is a good #EV car for people wh...	[audi, etron, good, ev, people, like, audi, wa...]	0.525000	Positive	0.625000	Subjective
3	2018-09-22 15:53:04	A first in business history as far as I can re...	[first, business, history, far, remember, elon...]	0.450000	Positive	0.777778	Subjective
4	2018-09-17 18:01:04	Para los que se pregunten si el #Tesla #Model3...	[para, los, que, se, pregunten, si, el, tiene,...]	0.000000	Neutral	0.000000	Objective
5	2018-09-18 04:24:38	Audi Etron thoughts. It's ok. Pretty expensive...	[audi, etron, thoughts, ok, pretty, expensive,...]	0.175000	Positive	0.716667	Subjective
6	2018-09-20 14:06:02	Tesla up \$5 as #model3 ranked safest car on th...	[5, ranked, safest, road, saying, people, got,...]	1.000000	Positive	1.000000	Subjective
7	2018-09-21 10:00:32	El #Tesla #Model3 consigue la máxima puntuació...	[el, consigue, la, máxima, puntuación, posible...]	0.000000	Neutral	0.000000	Objective
8	2018-09-23 14:40:01	Tesla #Model3 = #1 Best Selling Car In The #US...	[1, best, selling, us, revenue, automotive, sa...]	1.000000	Positive	0.300000	Objective

Sentiment Analysis

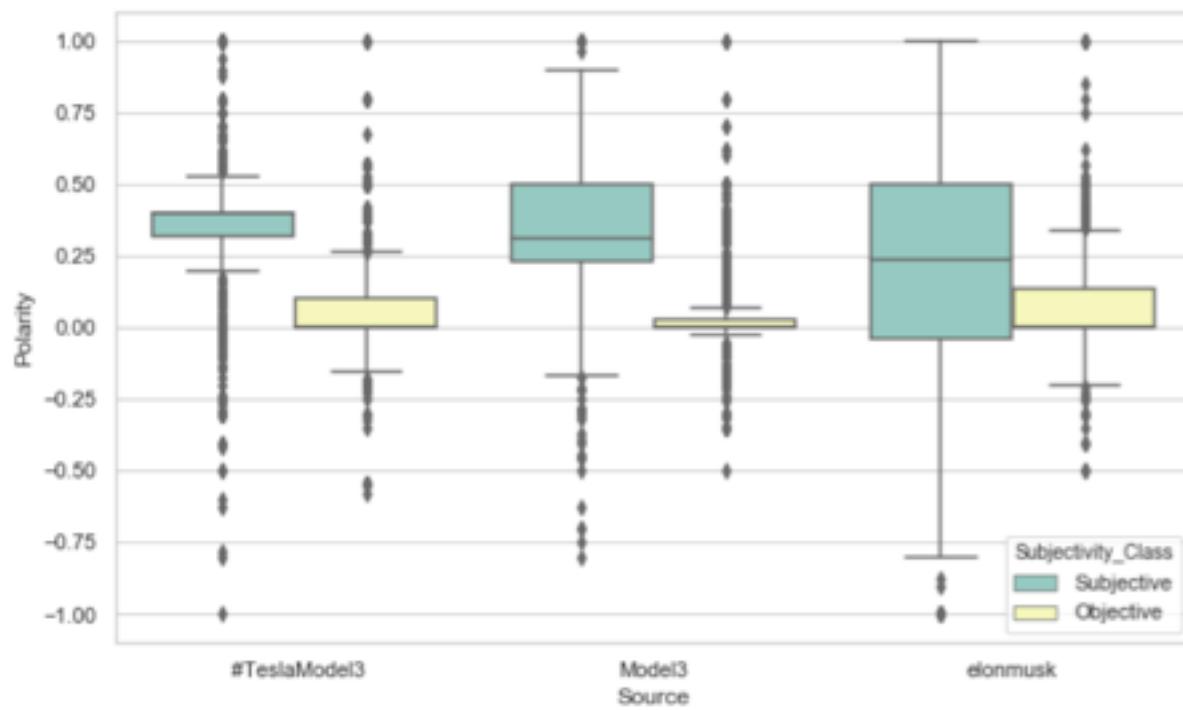
```
from textblob import TextBlob  
  
TextBlob("not a very great calculation").sentiment  
## Sentiment(polarity=-0.3076923076923077, subjectivity=0.5769230769230769)
```

Data Cleaning Pipeline:

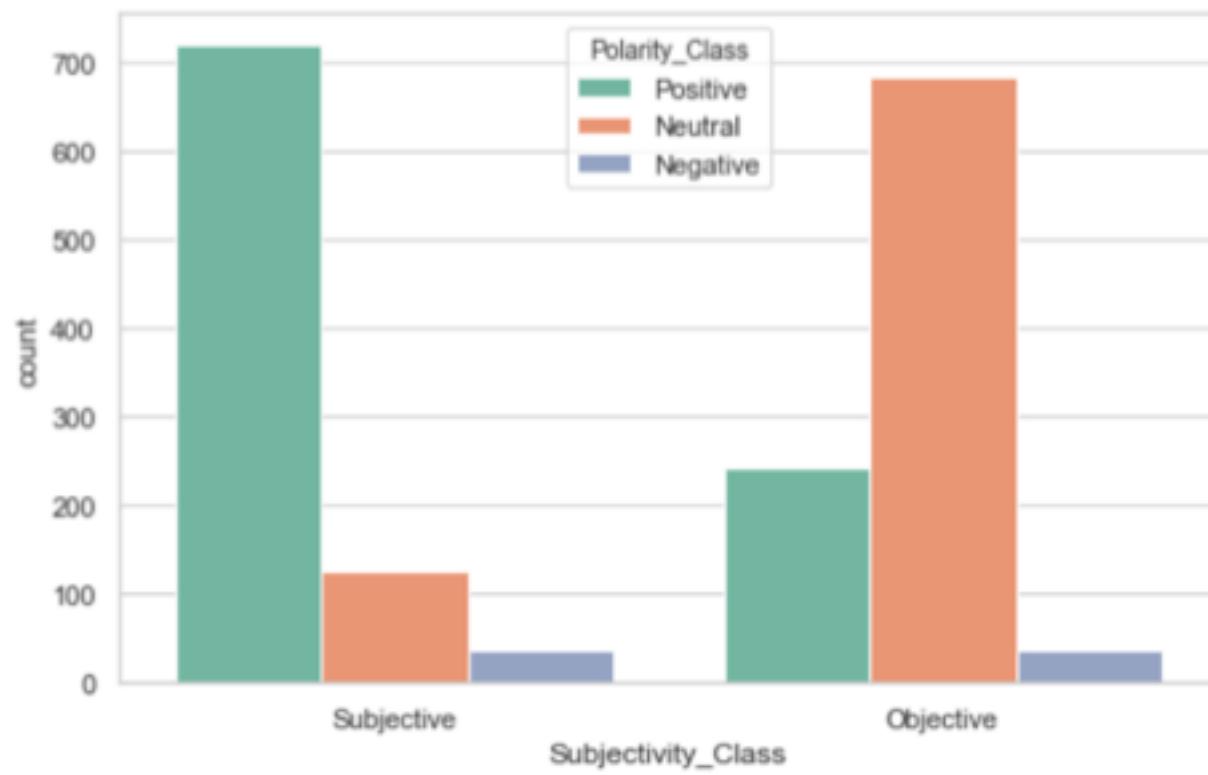
- 1.Lower the words
- 2.Remove URLs
- 3.Remove punctuation and tokenize into word list
- 4.Remove stopwords
- 5.Remove Tesla/Model3/Elonmusk...

```
text = 'You Can Now Buy A Great Discounted #TeslaModel3 Demo Car https://goo.gl/NzokjN '  
cleanTextData(text)  
  
['buy', 'great', 'discounted', 'demo', 'car']
```

Sentiment Analysis Subjective vs Objective



Sentiment Analysis Subjective vs Objective



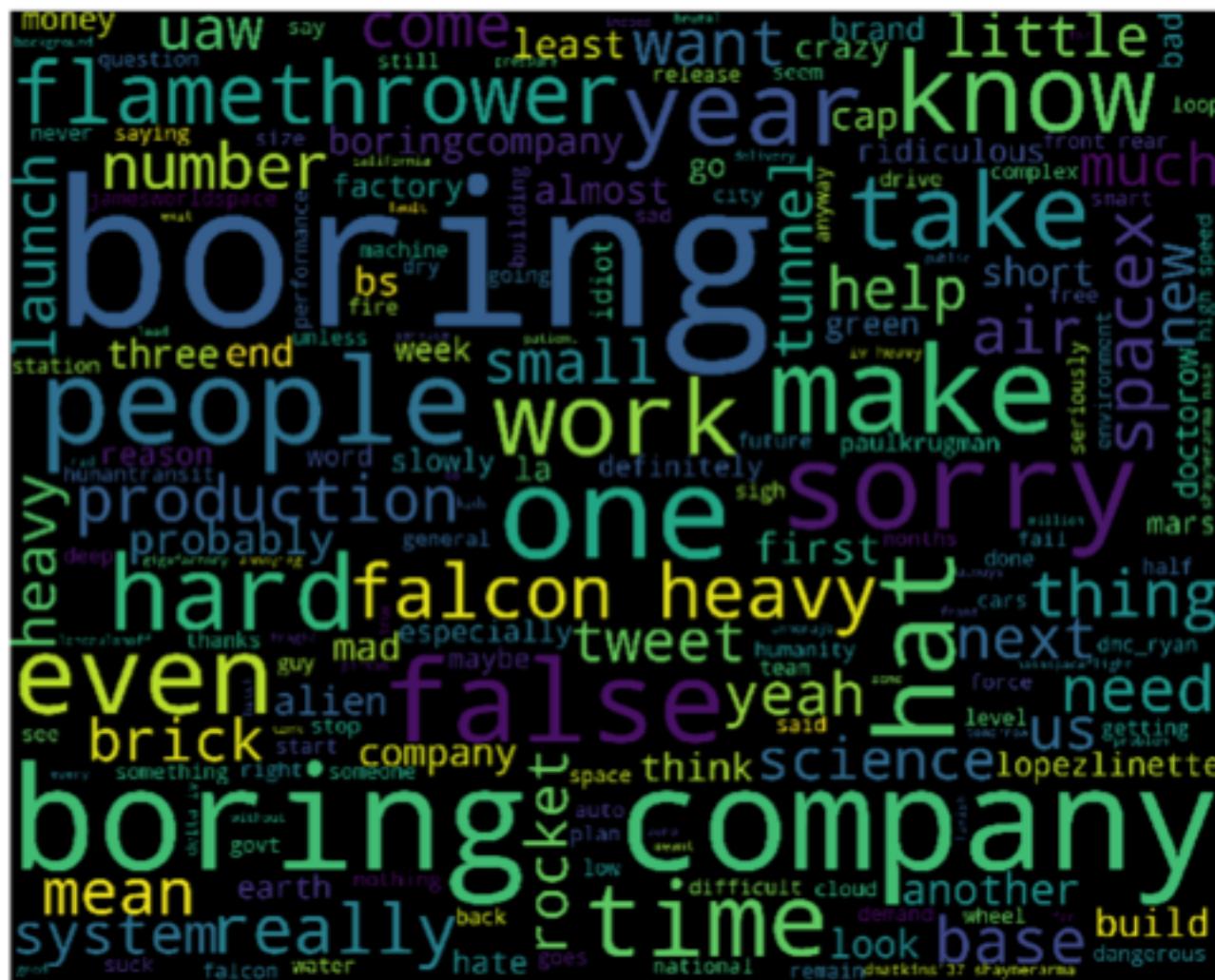
Word Cloud

Positive



Word Cloud

Negative



Suggestion:

Design:

- Focus more on driving performance
- Aware of comparison with BMW
- Upgrade Multimedia Functions

Sales:

- Invite high impact users for factory tour and test drive

Thank You