



# Twitter **Sentiment** Analysis

Apple Inc. 

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REPORTERS



# Agenda

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Business  
Problem

1



Data  
Overview

3

Recommendations

5

Main  
Takeaway

2

Data  
Analysis

4

Future  
Insights

6

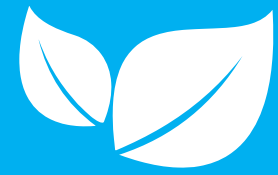




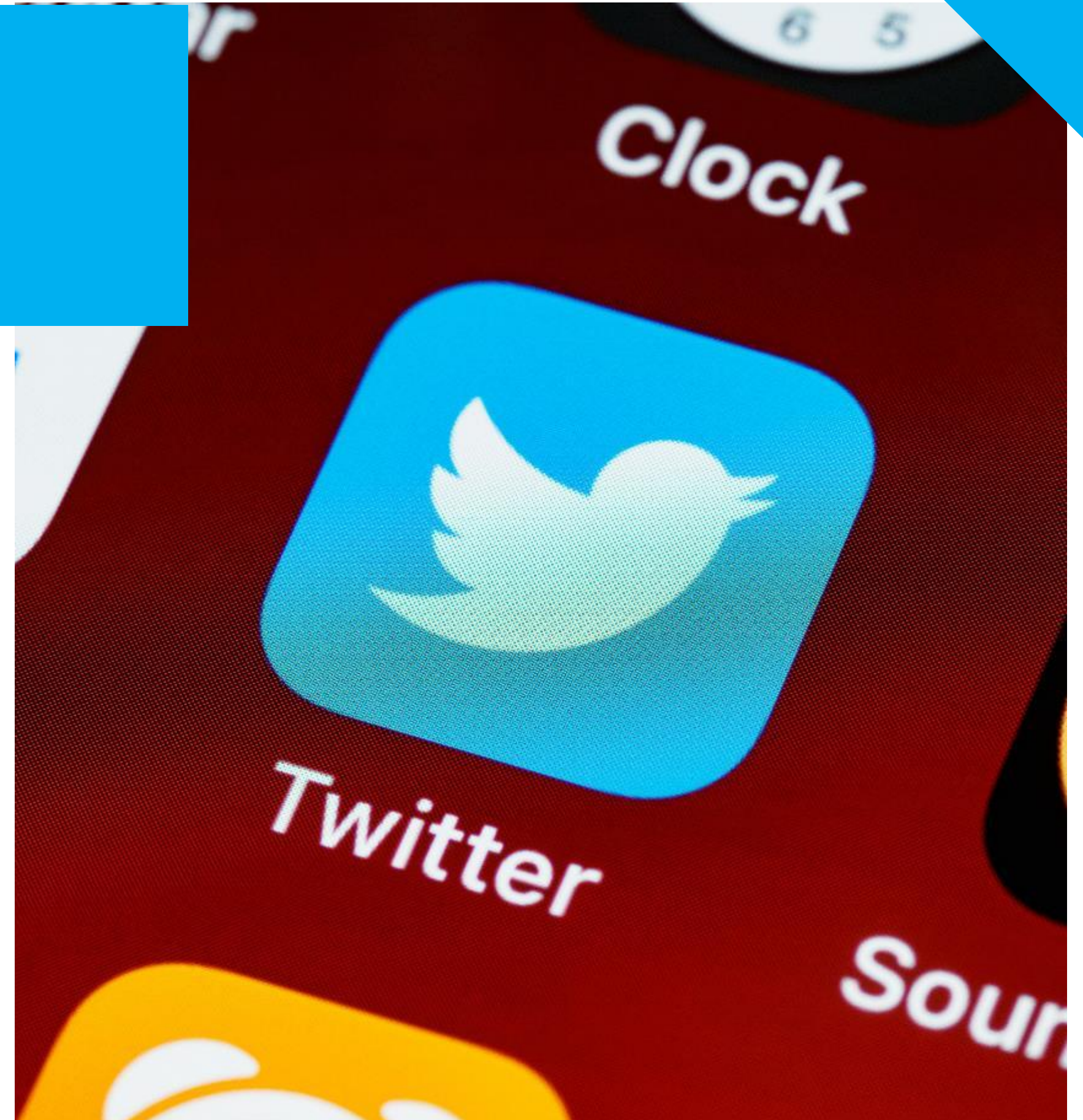
Business Problem



# Business Problem



The marketing department at Apple seeks data-driven insights and actionable recommendations through social media monitoring of tweets from the 2013 SXSW event





# Main Takeaway



# Main Takeaway

- Our Model can predict tweet sentiment with 64% accuracy.
- Neutral tweets is 54%
- Key words of Neutral tweets : App, Line, Design





# Data Overview

# Data Overview

- 9093 Tweets from South by Southwest (SXSW) 2013
- Filtered for Apple products and consumer sentiment ~4K tweets

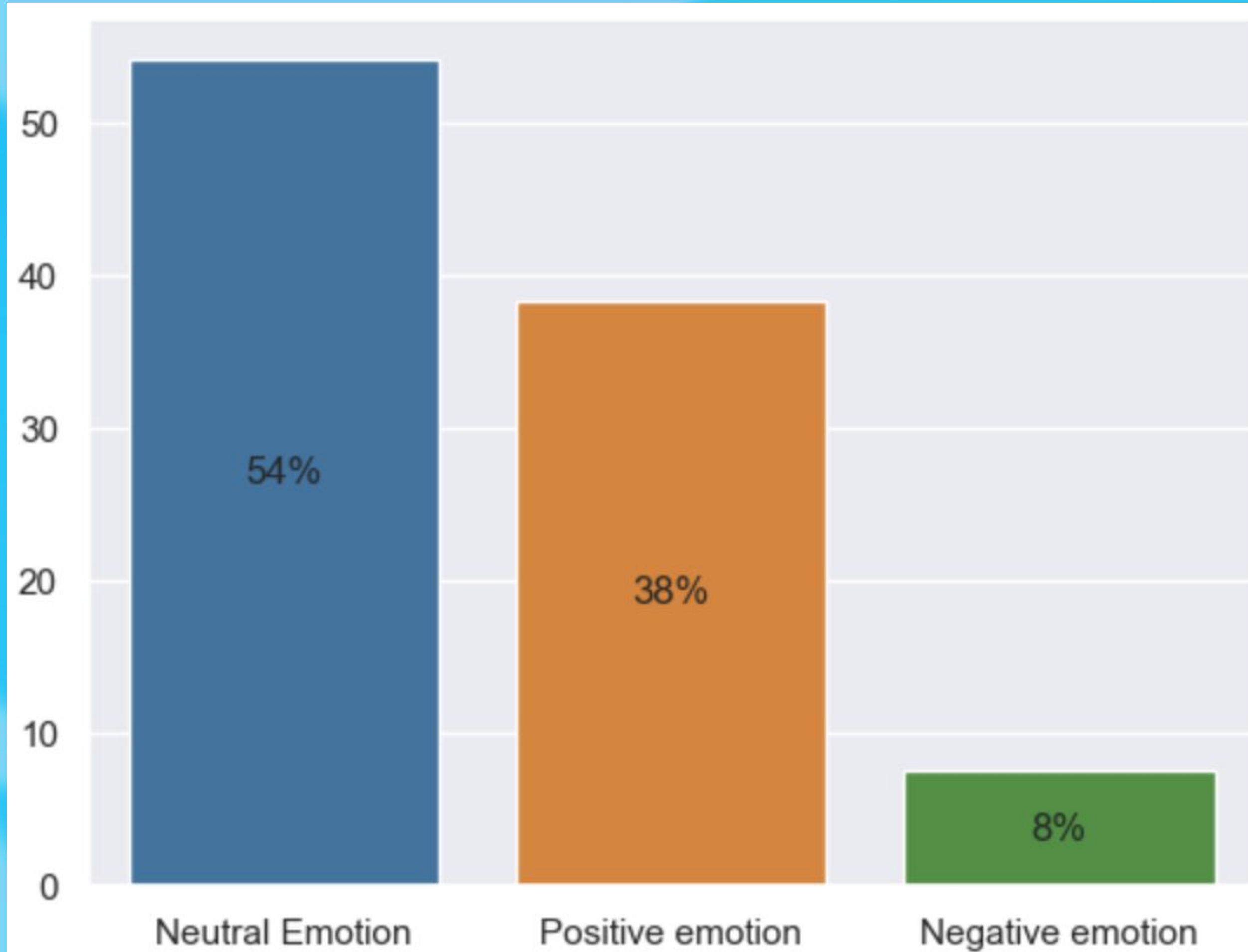
## Limitations

- Sentiment prone to human interpretation
- Imbalanced dataset
- Data is from 2013



# Data Analysis

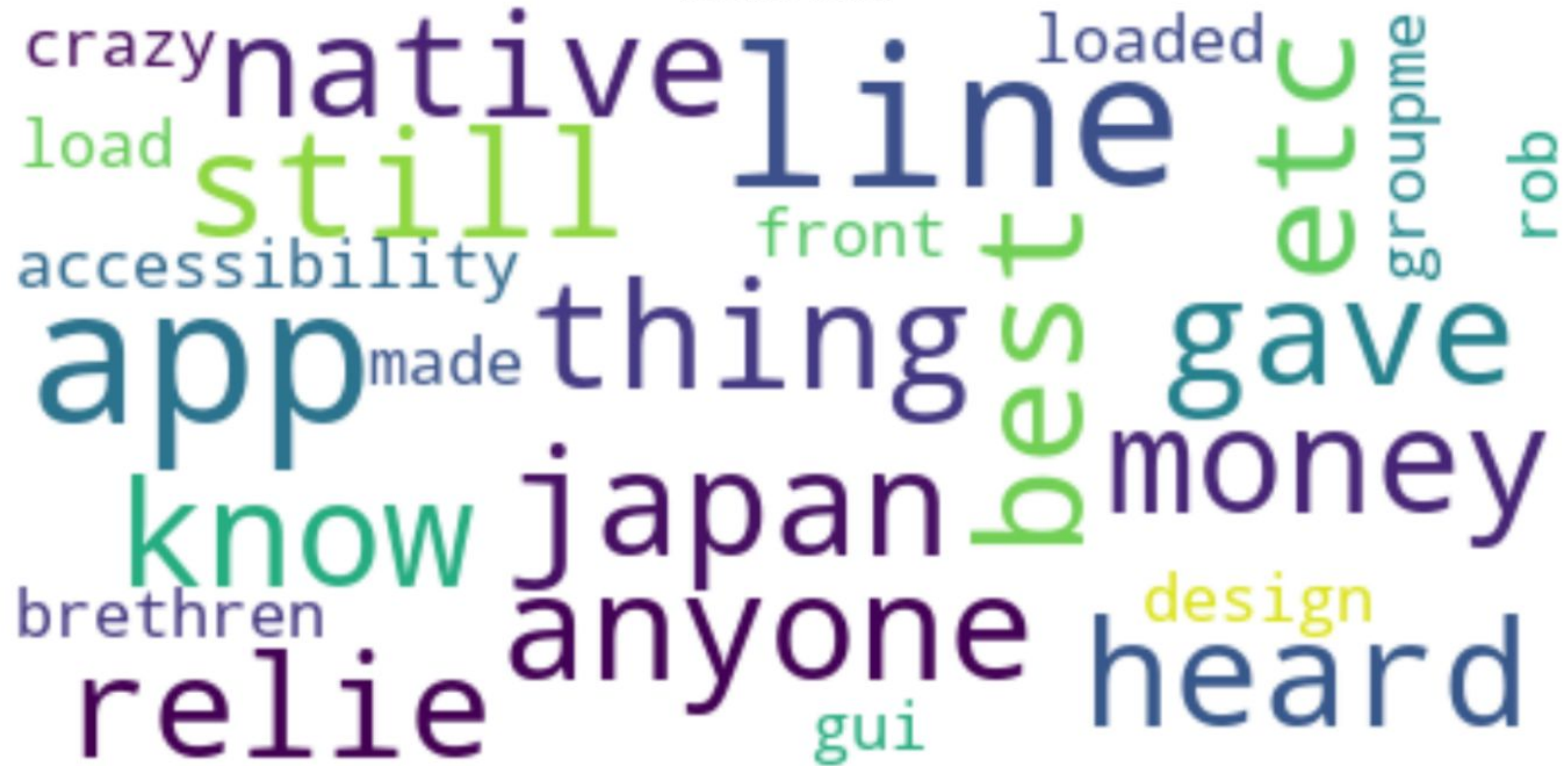
**54% of the overall tweets were of Neutral sentiment**



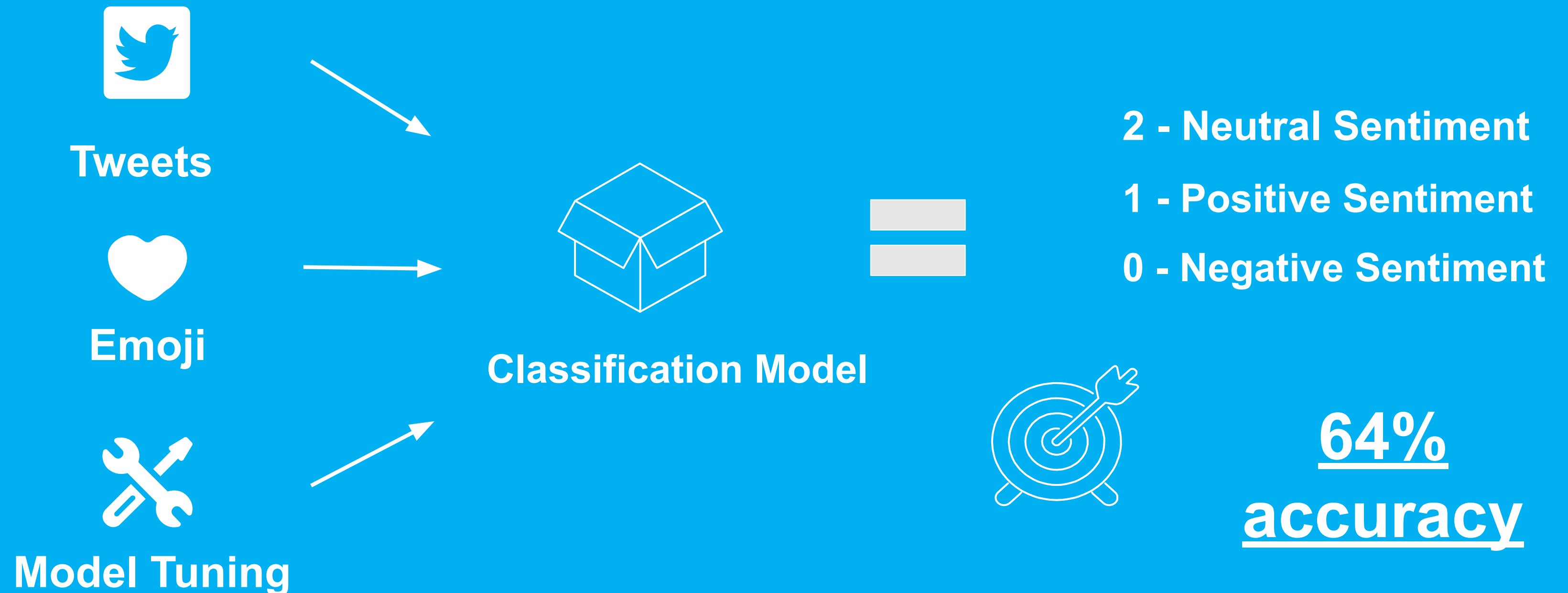


# Neutral tweets are often related to software: App, Line and Design, GUI are the key

### Neutral Tweets - Wordcloud



Our Model predicted the sentiment of the tweets  
accurately **64%** of the time





# Recommendations





Incentives

Apps

Improve  
purchase  
experience







# Future Insights

# Future Insights

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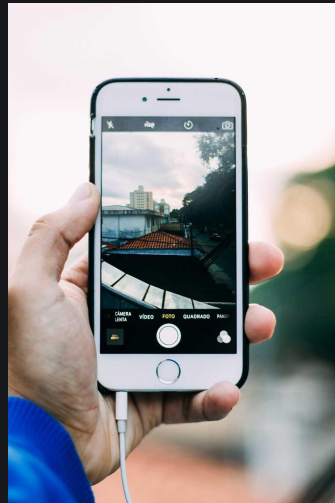


**Acquire recent  
data from  
Twitter**



**Device specific  
Analysis - iPhone,  
iPad**

**Broaden  
Analysis**



Thank you, see you on  
next presentation!



Everyone can reply.



TWEET



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# Appendix

