

A decorative graphic on the left side of the slide consisting of two overlapping parallelograms. The front one is blue and the back one is a light green color. They are positioned diagonally, with the blue one in front of the green one.

Sentiment Analysis with NLP

Nagib Gonzalez



Overview:

- Conduct market research for marketing firm
- Classify sentiment on tweets
- Use natural language processing techniques.



Data Understanding:

- Data from Data.World
- Over 9,000 Tweets
- 3 Columns Tweet, Brand, Emotion

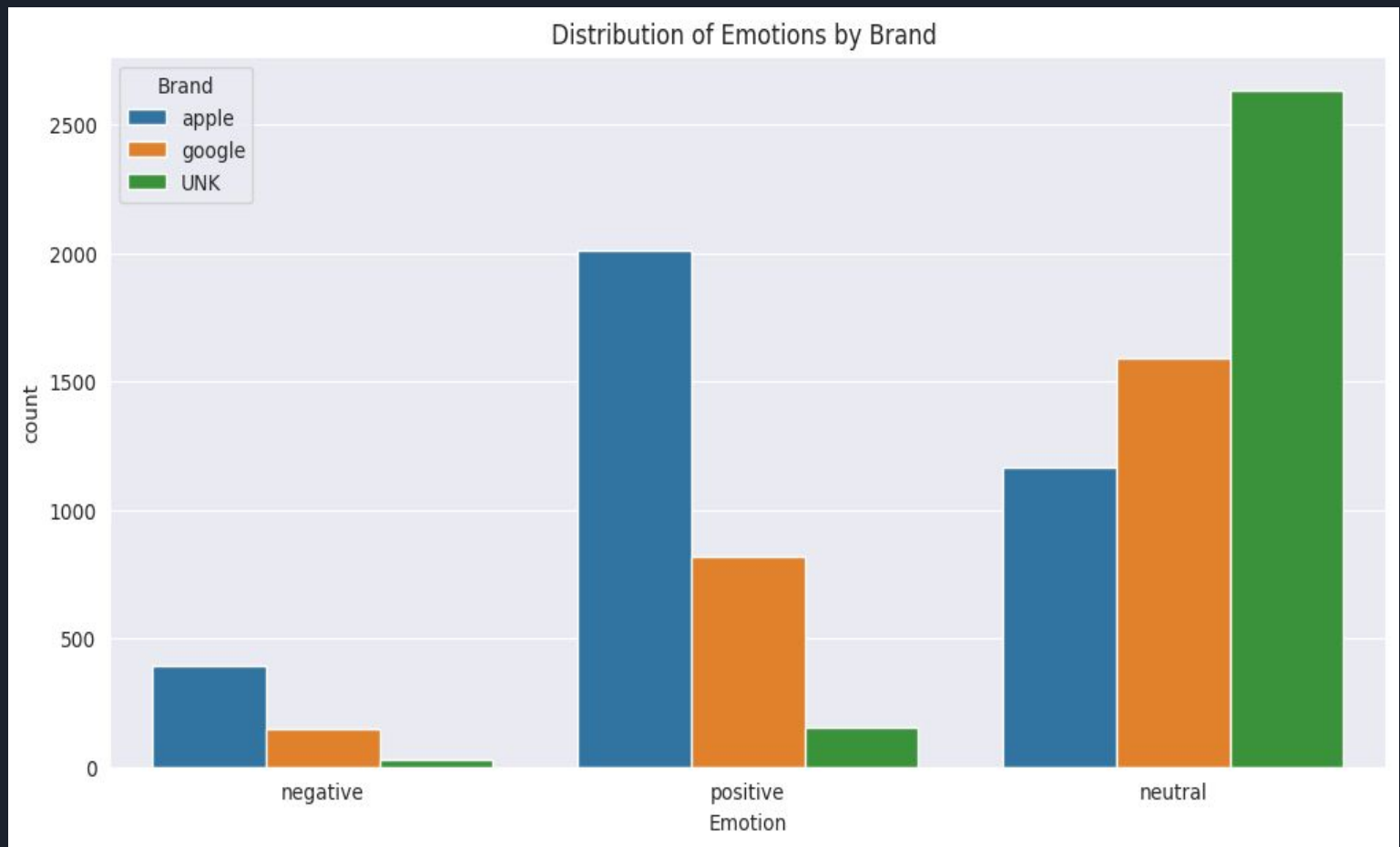


Business Problem:

- Is this Tweet positive neutral or negative?

Multiclass classification

- Focus on improving accuracy of model



Results:

		Confusion Matrix		
Actual	Negative	58	29	39
	Neutral	11	952	131
	Positive	22	125	421
		Predicted		
		Negative	Neutral	Positive

Accuracy : 80%



Recommendations:

- Focus on negative sentiment



Whats next?

- Collect more Tweets
- Use twitter api for Tweet performance
- Use more complex models



Thank You!

- Full analysis below:
- <https://github.com/inagib21/TweetSentiment>