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
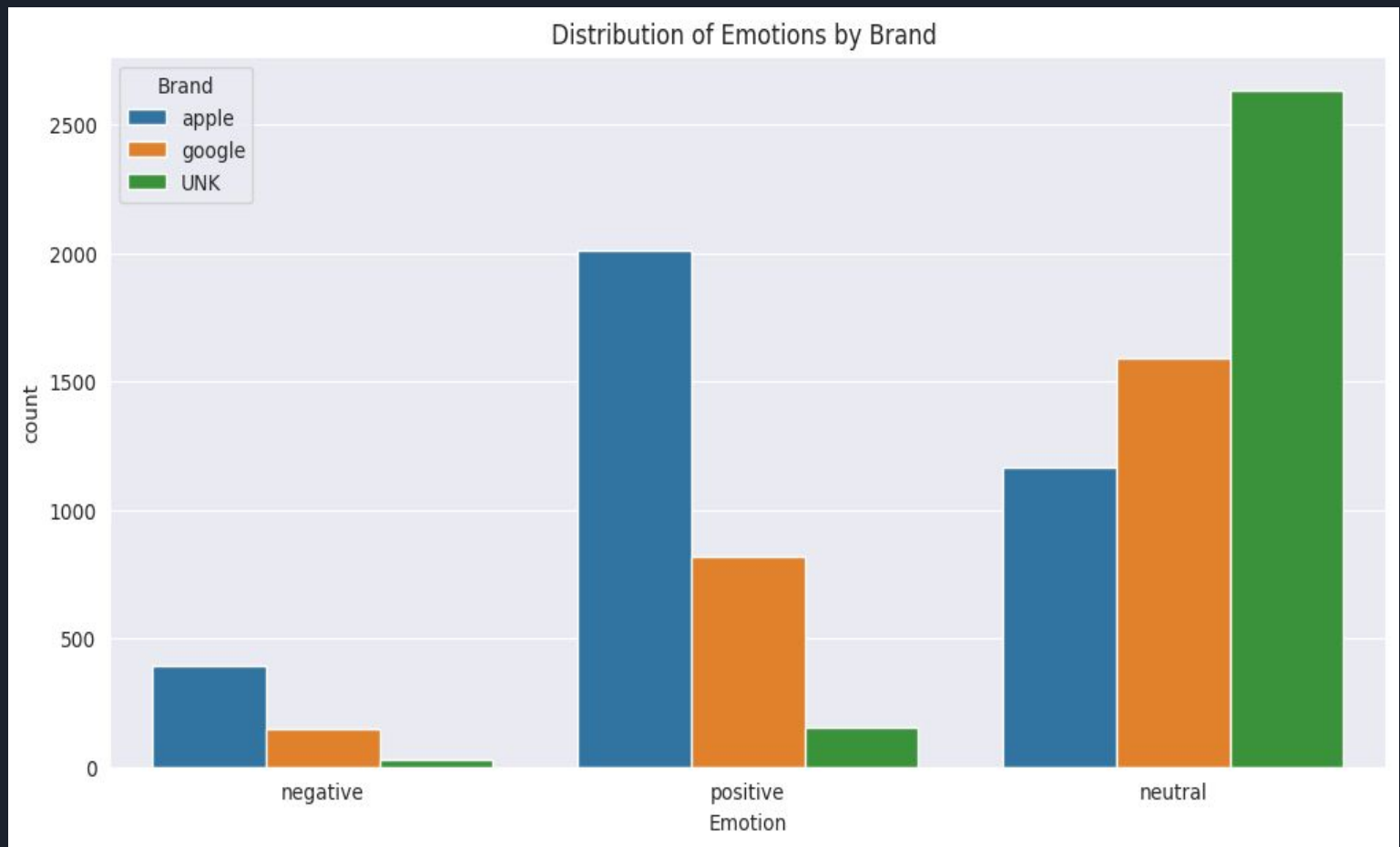- 3 Columns Tweet, Brand, Emotion

Business Problem:

- Is this Tweet positive neutral or negative?

  Multiclass classification

- Focus on improving accuracy of model

Distribution of Emotions by Brand

Results:

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