

Twitter Sentiment

PRESENTATION SLIDES

by Jared Lilly



Objective

To train a model that can predict if a tweet is **POSITIVE**
first step in assisting our marketing team with strategy



DATA

9093 Tweets were collected from
data.world

classified as **POSITIVE**,
NEGATIVE, OR NEUTRAL by
crowdsourcing

Metrics

We care most
about accurately
predicting if it is
Positive using
PRECISION

Best model produced a PRECISION score
of:

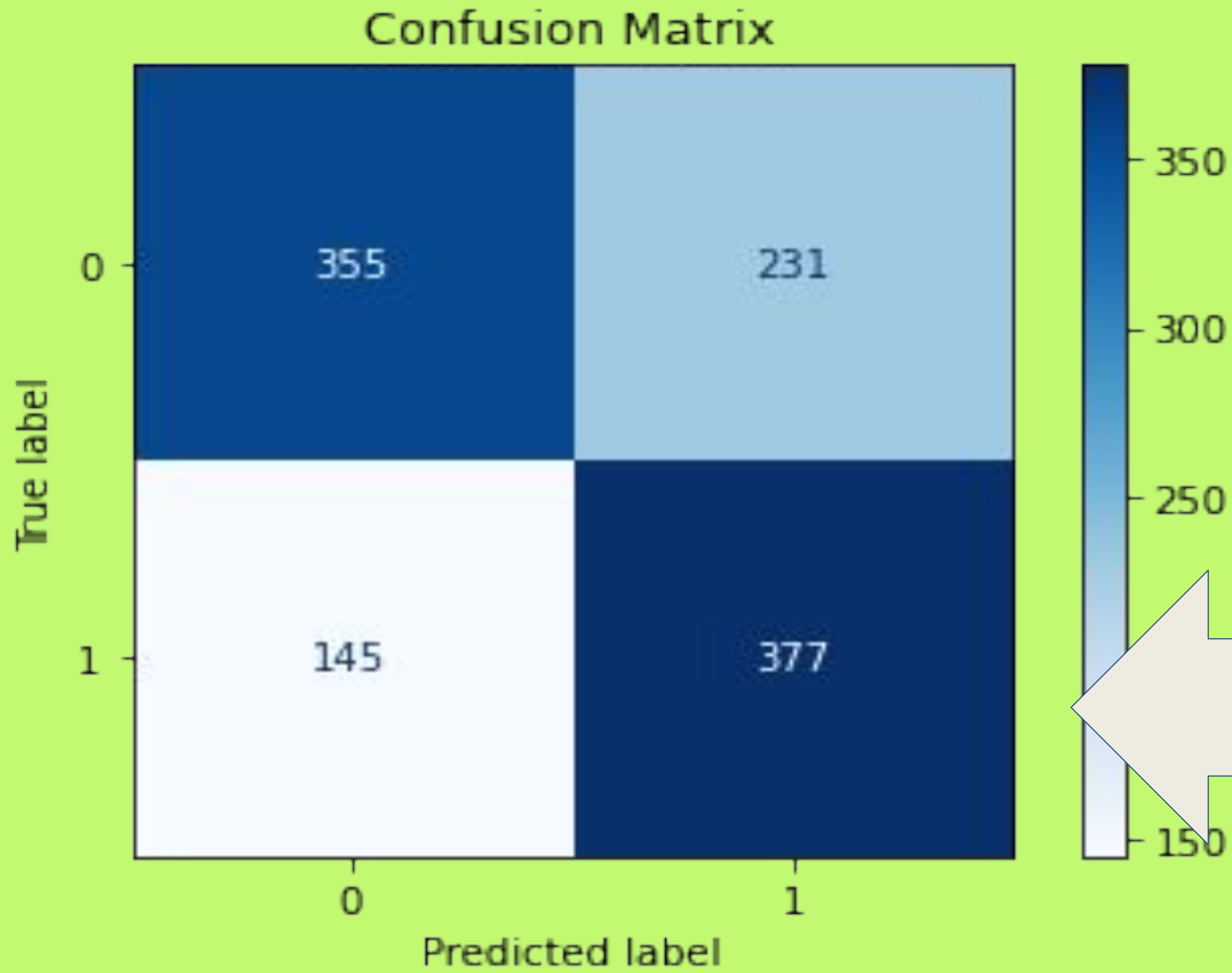
62% :)

We are better losing some **positive** tweets
than wrongly classifying **negative** tweets as
positive

Modeling:

- Natural Language Processing
- Multinomial Naive Bayse model





RECOMMENDATION:

Build/Iterate on this model here to assist
Marketing Strategies

Thank You

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