

The background of the slide features a repeating pattern of the Twitter bird logo in white and blue. The birds are stylized and appear to be layered, creating a sense of depth. The colors are a vibrant blue and a clean white.

Twitter Sentiment Analysis

Improvement of Customer Experience
by Jinsol Cantrall

Presentation Content

Business Problem

Data

Method

Results

Next Steps

Business Problem

Improve Customer Experiences

How to get feedbacks from customers?

Secret Shopper

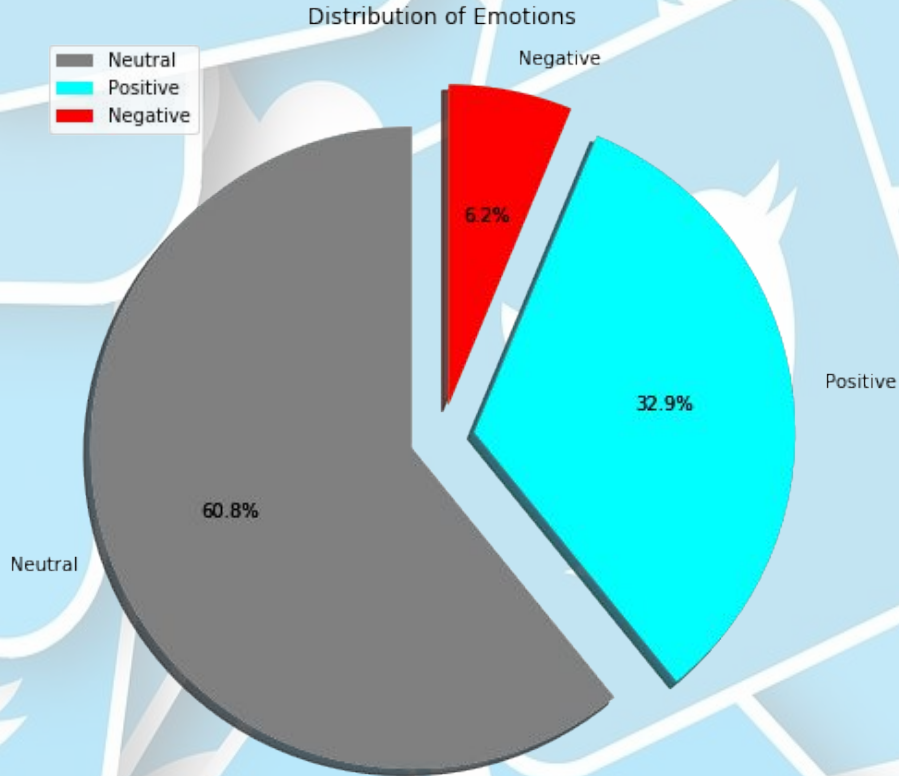
Promotional Reviews

Sentiment Analysis Model

Benefits of using Sentiment Analysis

1. Efficient to process huge data
2. Fresh Feedbacks can be retrieved quickly
3. Not biased by human
4. Can achieve goals based on needs

Data

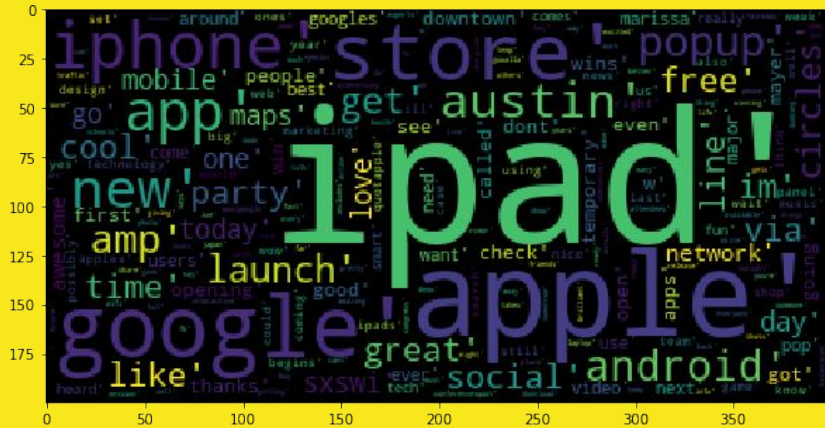


Tweets from Twitter

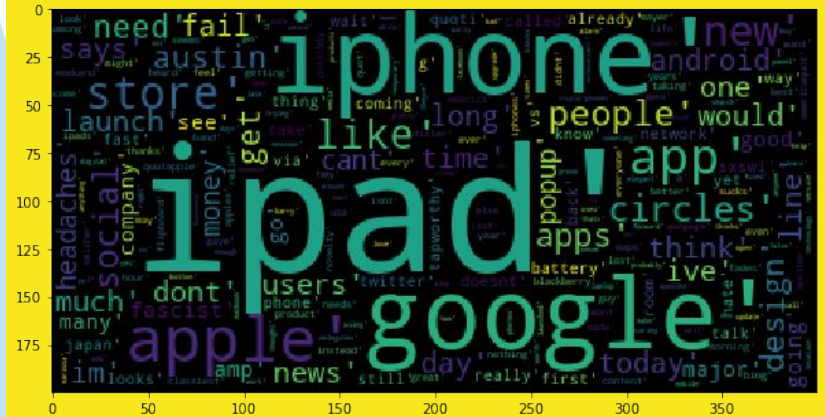
Customers were asked to rate positive, negative, or neutral emotions

Methods

Positive Emotion



Negative Emotion

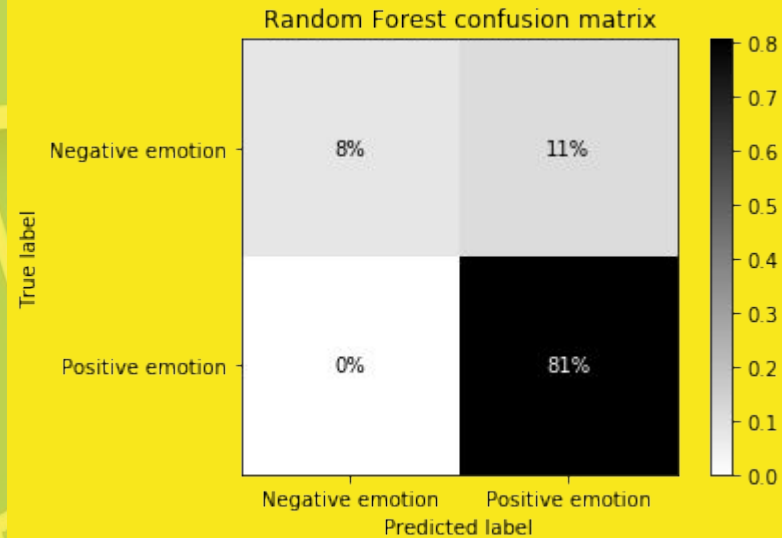


Tweets were cleaned by using:

Removing Stoplist and punctuation, create tokens, applying stemming and lemmatizer

Results

Best Model
Accuracy: 89%



Next Steps

Use bigger Data

Increase stopwords

Investigate Neutral Emotions

Thank you

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