

# Apple Customer Sentiment Analysis



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# Overview

## ***Client Objective***

- Upgrade Marketing Strategy
- Increase Customer Satisfaction

## ***Our Goal***

- Rate Twitter Sentiment
- Recommend Solutions



# Outline

- Business and Data Understanding
- Modeling
- Evaluation
- Recommendations
- Next Steps

# Business Understanding

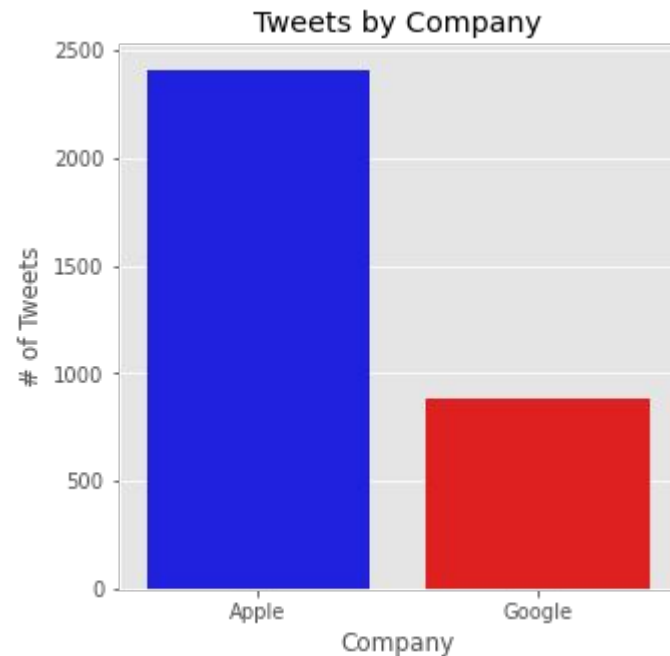
## ***What's The Problem?***

- Understanding Customer Sentiment
- Effective Marketing

# Data Understanding

## ***What Are We Working With?***

- Brands & Product Emotions Dataset
- Customer Tweets
- Sentiment



# Modeling

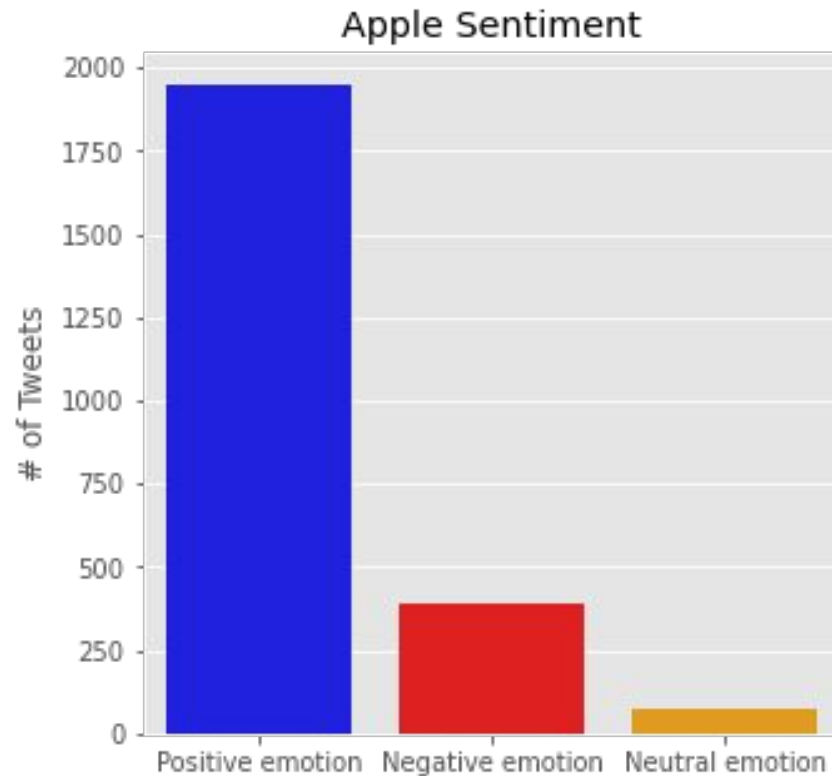
## *Type*

- Natural Language Processing
- Classification
- Accuracy - 88%

## *Use Cases*

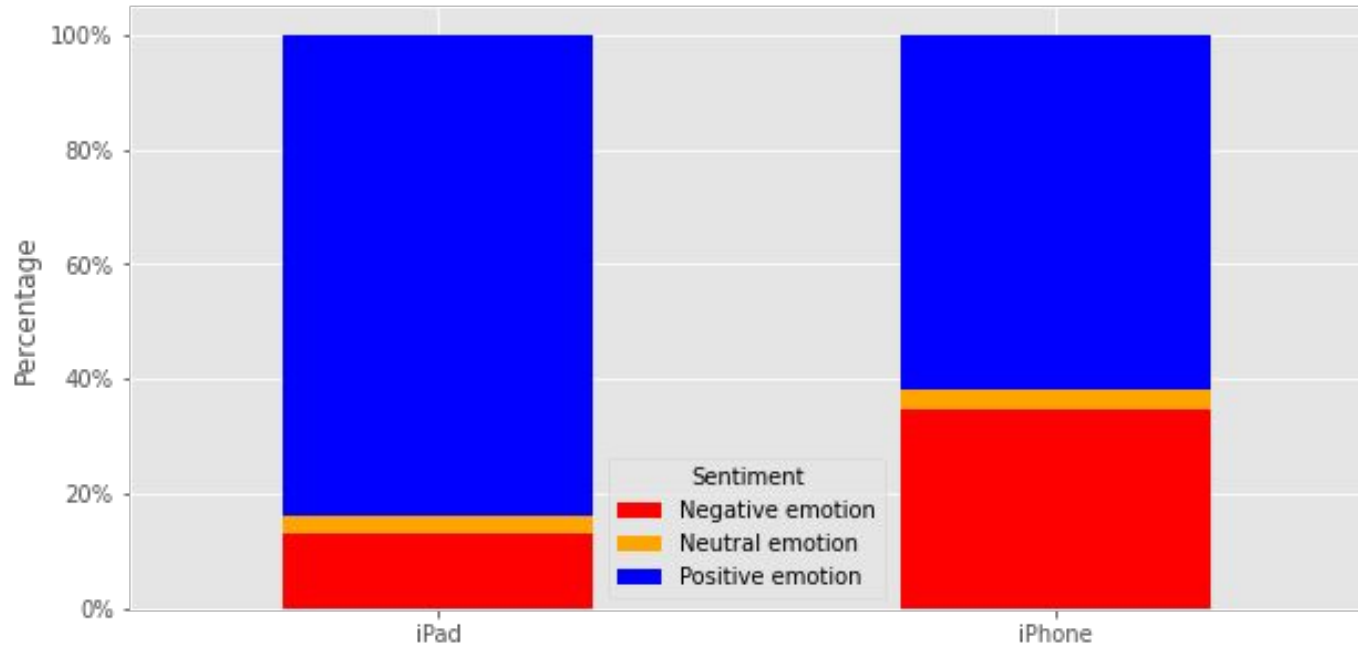
- Understand Words
- Predict Customer Sentiment

# Stakeholder Focus



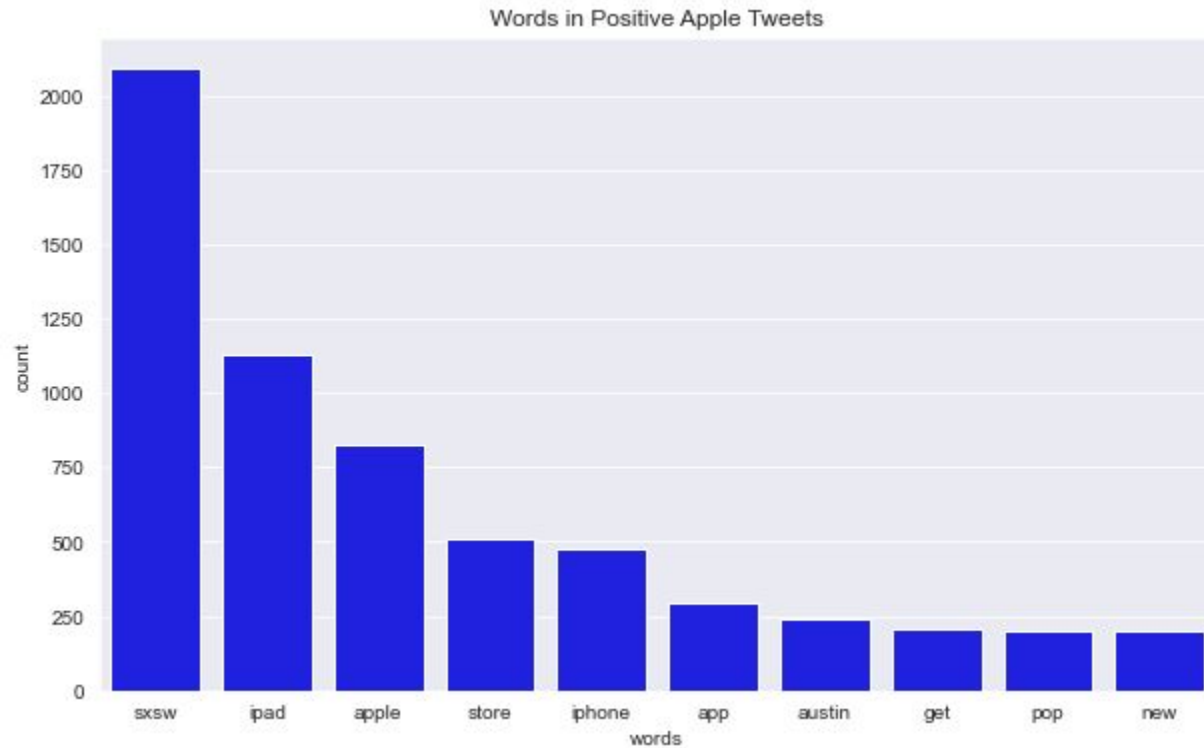
# Product Focus

Sentiment by Apple Product

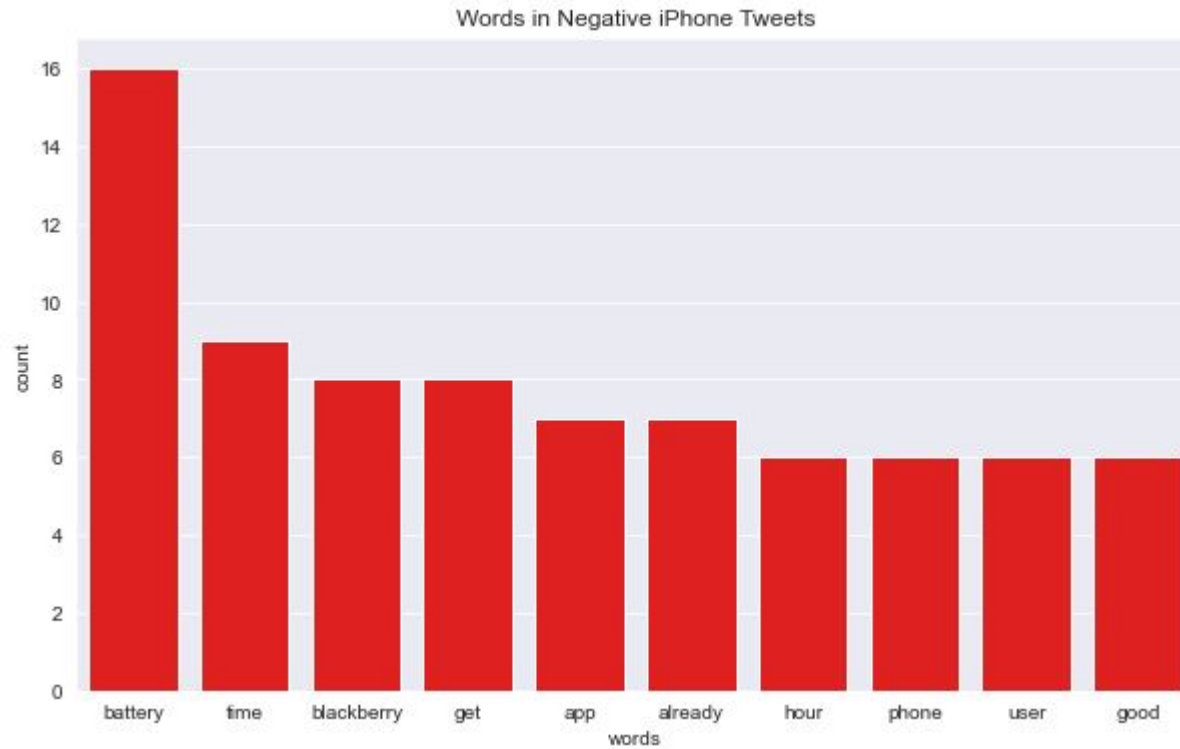




# Notable Words



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# Recommendations

- 1.) More product launches at events
- 2.) Emphasize iPhone improvements

# Next Steps

- 1) Add other sources of customer sentiment
- 2) Update analysis

# Thank You!

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Github Link: [https://github.com/josecastillofl/phase\\_4\\_project](https://github.com/josecastillofl/phase_4_project)