



Understanding Tweets About Apple & Google: A Fun Sentiment Analysis Journey

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1. What's This All About?

1 The Mission

Build a tool that looks at tweets and decides if they're Happy 😊, Unhappy 😞, or Neutral 😐 about Apple or Google stuff.

2 How We Started

First, we made a simple version that just sorts tweets into "Happy" or "Unhappy." Later, we added "Neutral" for the full picture.

3 Why Start Simple?

Most tweets are happy (yay, fans!), so we had to make sure our tool didn't just always say "Happy!"

2. Why Should We Care?

For Apple & Google

- Know what people are saying about their products right now.
- Catch complaints early (like, “Ugh, my phone battery stinks!”) and fix them fast.
- See if their ads are making people excited.

Example

If everyone’s tweeting that the new iPad is awesome, that’s a win! If not, time to investigate.

Real-World Impact

- Helps companies stay on top of their brand’s “mood.”
- Makes customers happier by addressing issues quickly.

Big Idea

Social media is where people spill their true feelings. This tool helps brands listen in.



3. The Tweets We Used

1

Where'd They Come From?

We grabbed over 9,000 real tweets from a big tech event (SXSW).

2

What's in Them?

- The tweet itself (like, "New iPhone is 🔥!").
- What product it's about (iPhone, Google app, etc.).
- A label: Happy, Unhappy, Neutral, or sometimes "Huh, not sure."

3

Cleaning Up

Tossed out confusing or blank tweets to keep things clear.

4

Fun Fact

Way more tweets were happy (about 5 times more than unhappy ones). That's normal but tricky!



4. Getting Tweets Ready

Step 1

Pick out important words (like “awesome” or “broken”).

Step 2

Turn those words into something our tool can understand (like turning words into a secret code for robots).

Step 3

Split tweets into two groups: one to teach the tool, one to test if it learned well.

Tricky Part

Since happy tweets outnumbered unhappy ones, we gave extra attention to the unhappy ones to keep things fair.



5. Building Our Smart Tool

1

Simple Version

- Tried two ways to guess Happy vs. Unhappy tweets.
- Picked the one that was best at spotting unhappy tweets (since they're harder to find).

2

Full Version

- Upgraded to handle Happy, Unhappy, and Neutral tweets.
- Made sure it didn't just guess "Happy" all the time.

3

How It Learns

Show it lots of example tweets, like teaching a kid to spot smiley faces vs. frowns.



6. What Did We Discover?

Simple Version Results

- Got it right about 82-84% of the time (pretty cool!).
- Awesome at finding happy tweets, decent at spotting unhappy ones.
- Example: Nailed it with “My iPhone died in 3 hours” as Unhappy.

Full Version Results

- Even better: Around 85% accurate for all three categories.
- Did great with neutral tweets like “Saw Google’s new app today.”

Cool Visuals

- A chart showing most tweets are Neutral (57%), then Happy (33%), then Unhappy (10%).
- Another chart showing where the tool guessed right or mixed things up (it rarely mixed up Happy with Unhappy).



7. Putting It to Use

1

The Final Tool

A ready-to-go package that takes any tweet and says, “This is Happy!” or “This is Unhappy!” or “Eh, Neutral.”

2

Test Tweets

- “Apple’s new phone is amazing!” → 😊 Happy
- “Google’s app crashed again!” → 😞 Unhappy
- “Just saw a Google talk.” → 😐 Neutral

3

Try It Out

We built a simple interface where you type a tweet and get an instant answer.

4

Dream Big

Imagine this hooked up to live Twitter, tracking brand vibes 24/7!



8. Wrapping It Up

We Did It!

Created a tool that turns chaotic tweets into clear insights about what people think.

Challenges Conquered

Handled the “too many happy tweets” problem and made it work for real life.

What’ s Next?

- Add more tweets for even better accuracy.
- Track specific products (like just AirPods).
- Watch how opinions change over time.

Why It’ s Awesome

In a world where everyone’s tweeting their thoughts, this tool helps brands stay in tune.

Thank You