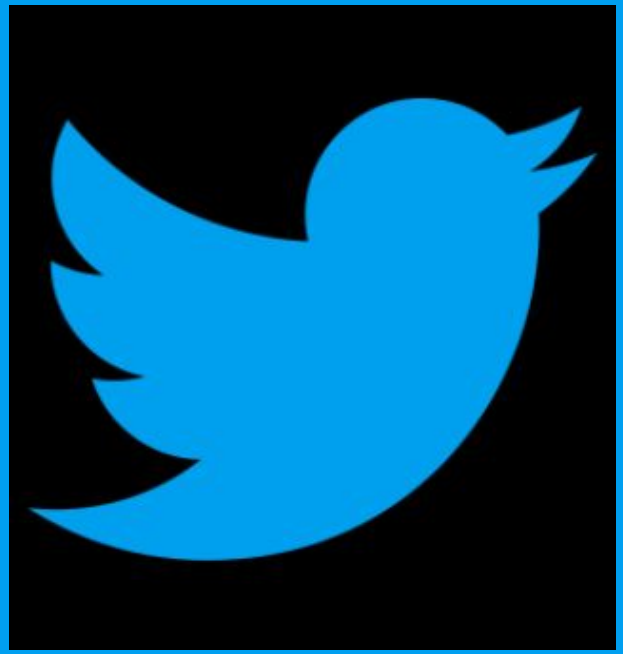
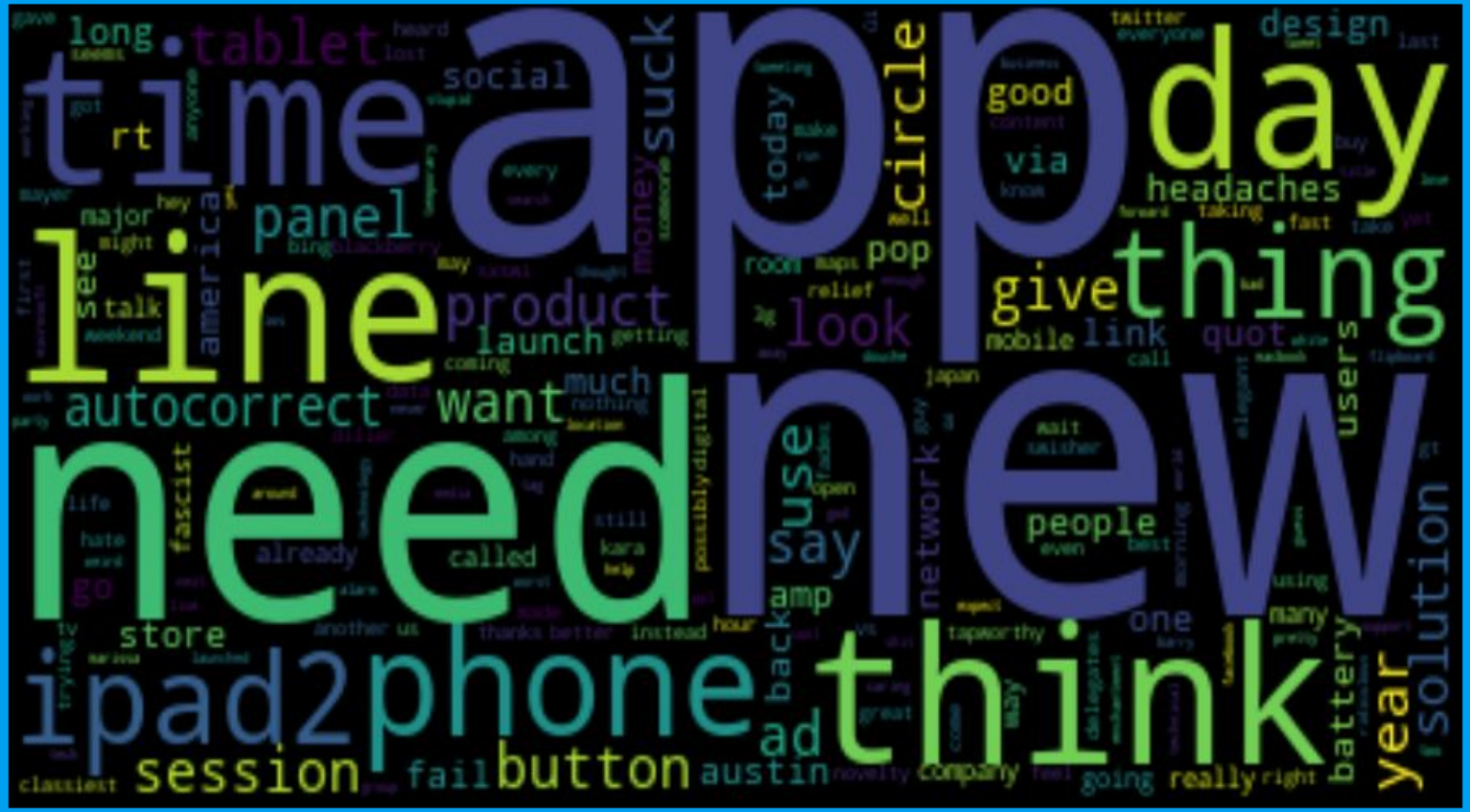
Discovering Negative Tweets

by: James Kang, Mendy Nemanow, Zach Hanly

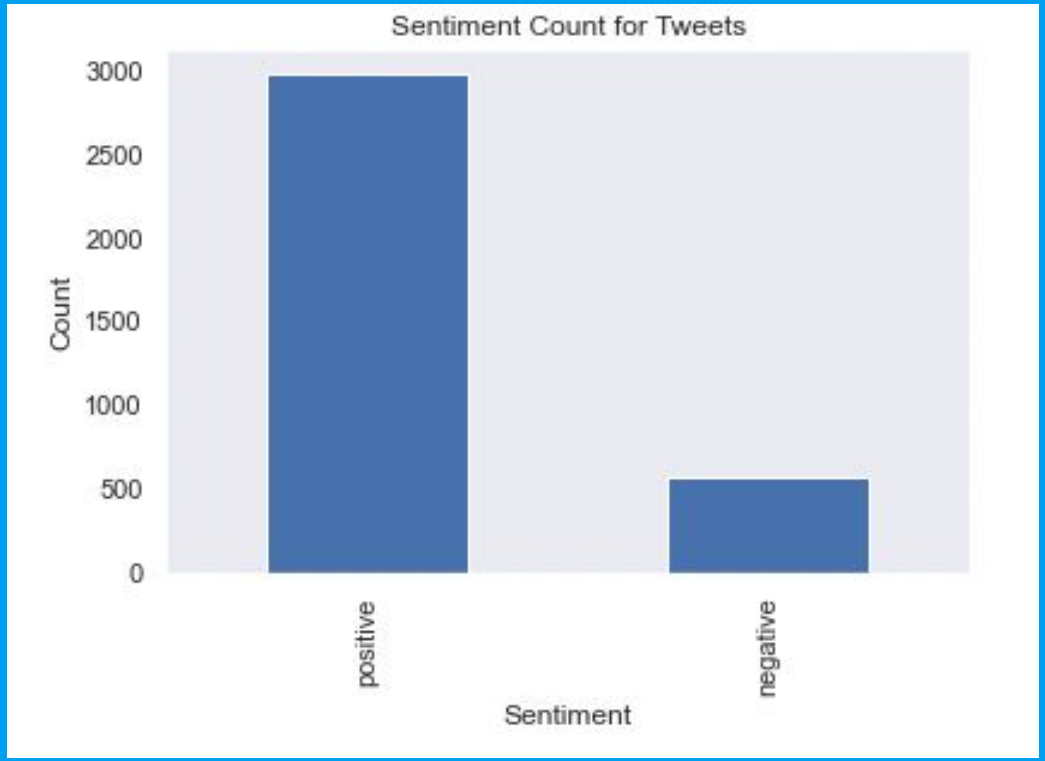


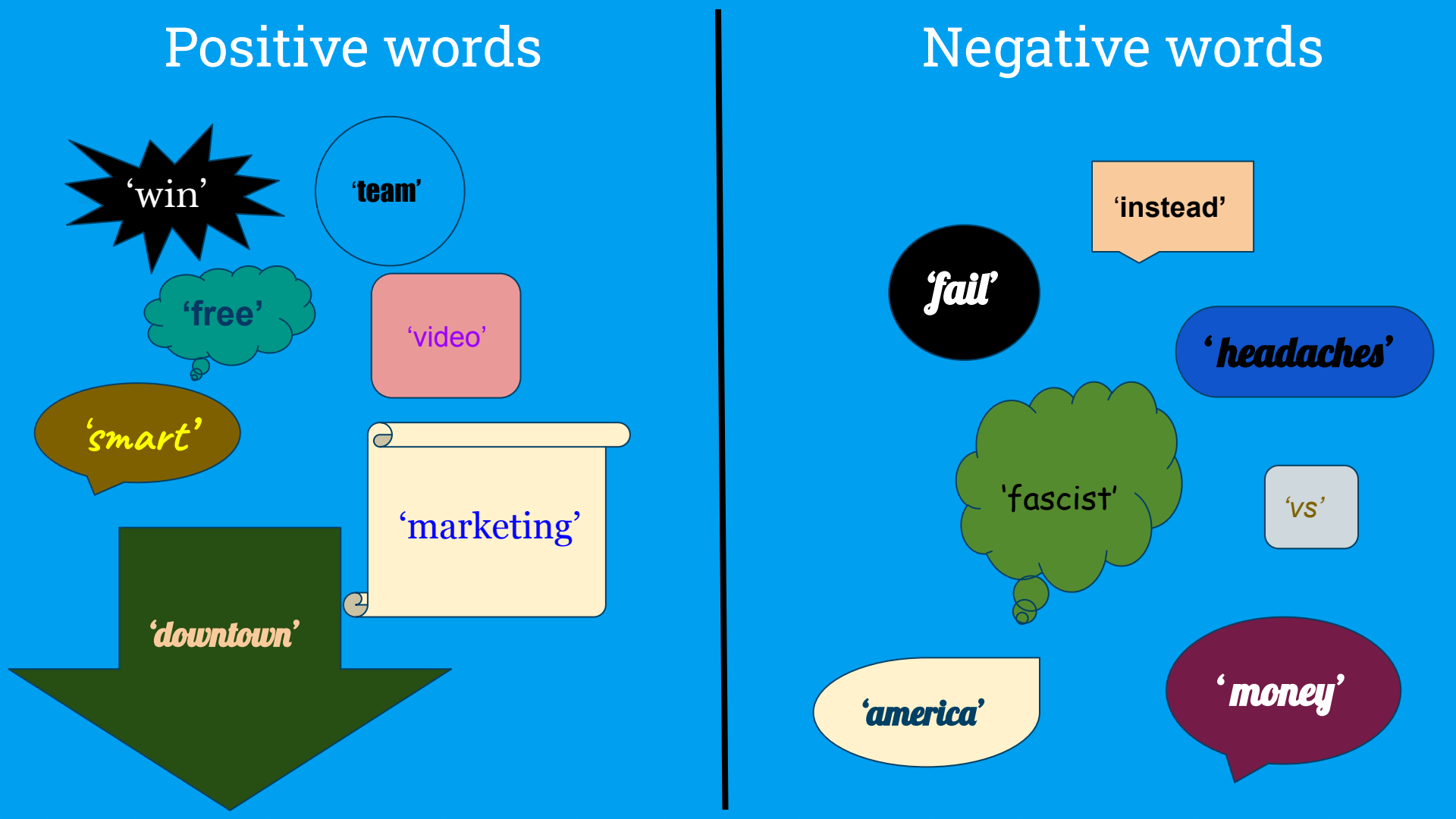
Natural Language Processing



Business Problem

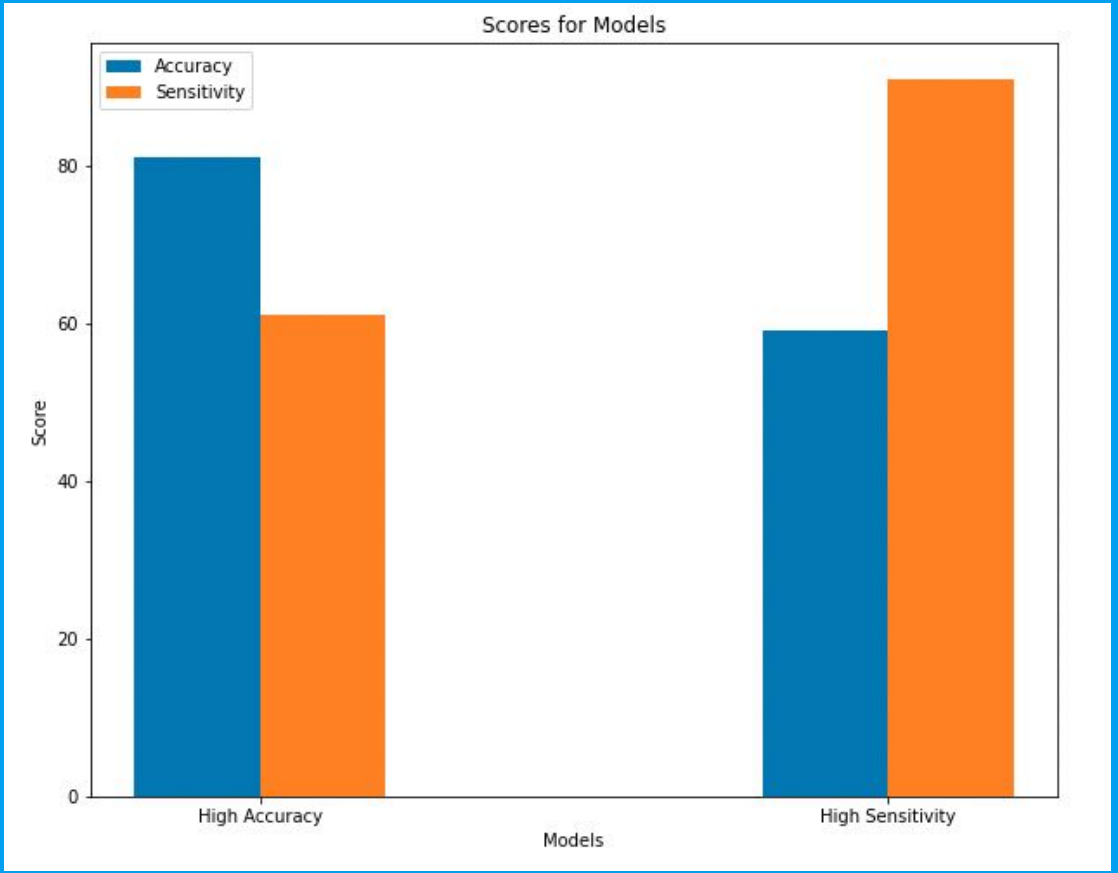
- How to locate negative tweets efficiently?




Positive words
‘win’
‘team’
‘free’
‘video’
‘smart’
‘marketing’
‘downtown’
Negative words
‘instead’
‘fail’
‘headaches’
‘fascist’
‘vs’
‘america’
‘money’

Accuracy versus Sensitivity

Finding negative tweets can decrease model accuracy overall



Future Possibilities

There are a few things we'd still like to do.

- Additional preprocessing steps to see if we can improve the results.
- Add neutral sentiment tweets to the model.
- Use more features than just the text of the tweet to help prediction.

Conclusion

If you accept reduced accuracy, you can capture more of the negative tweets about your company.

Questions?

- James Kang: Linkedin
- Mendy Nemanow: Linkedin
- Zach Hanly: Linkedin