

TO: Trump Campaign Managers

FROM: Trump's Analysis Team

DATE: 11/13/2020

SUBJECT: Trump's Weaknesses According to Twitter Data

This memo is to discuss the findings of a recent study surrounding negativity and weaknesses of the Trump Campaign. Tweets from United States citizens were collected and analyzed in order to determine Trump's political weaknesses.

Through market research and analysis of US citizens' Tweets about Donald Trump and his campaign, Trump's overall weaknesses have been evaluated. Sentiment analysis was used to evaluate the negativity surrounding the Trump Campaign. The 15 most common negative words in Tweets were found in order to collect the thoughts and opinions of Trump's weaknesses.

It was asked that I looked at the collected words and understood them. One of the most frequent words was Georgia; this is most likely due to Georgia being a big swing state in this election. Another one of my most frequent words was lawsuit; this is most likely due to all the alleged voter fraud (other common words found). Lose/lost are two other common words found most likely due to the fact that Trump, our current president, lost re-election.

I will be glad to discuss these findings with you at your leisure.

Please refer to the attached PDF for the full findings of the study.