Analyzing Twitter Population Behavior based on Timberwolves Wins & Losses

Why Sentiment Analysis?

- If you are to sponsor a team…
- If you are to estimate merchandise

The collective emotions in public posts will tell the team popularity or reveal the future

Why AWS?

- Scalable storage
- Easy access
- High analytical frequency
- Compatibility with IaaS, PaaS and SaaS

Process Roadmap

- Scrape relevant data from Twitter handles leveraging Python
- Conduct sentiment analysis on tweets
- Store the data into S3
- Find correlation between the Timberwolves' wins and the # of positive tweets
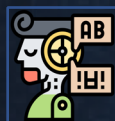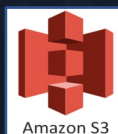
Data Source	Data Cleaning	Sentiment Analysis	Correlation Analysis

NLP

Storing Historical Data

Amazon S3

• • • The Big Reveal • • •

The # of positive tweets after a Timberwolves game is...

🏅 HIGHLY correlated with

- Timberwolves score (0.85)
- Assists (0.74)
- Rebounds (0.71)

🫥 LESS correlated with

- Blocks (0.13)
- Steals (0.17)

> 💲 When Sponsoring, look at the winning features more!
>
> 💲 When Selling, highlight more relevant products!

• • • Other Applications • • •

Public Policies

Understand Public Reactions:
Detect how people react to public policies by scraping social media responses, conducting sentiment analysis and studying the correlations between each aspects

Marketing

Evaluate Marketing Campaigns:
Monitor and measure customer feedback and interaction during a certain marketing campaign by streaming the sentiment analysis and associating customer attitudes with product features to further adjustment either on the campaign or the product

• • • Our TEAM • • •

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