Twitter Data Analysis of Lyft

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LYFT?

➔ A transportation network company that provides car transportation through mobile app
➔ Founded in 2012
➔ Developing rapidly

WHAT IS THIS PROJECT ABOUT?

➔ Gathered tweets from Twitter that contain keyword "#Lyft".
➔ Data mining through several methods.

Exploratory Data Analysis

- Word Frequency Table
- Sentiment Analysis
- Word Clouds
  - Without_sentiment
  - With_sentiment
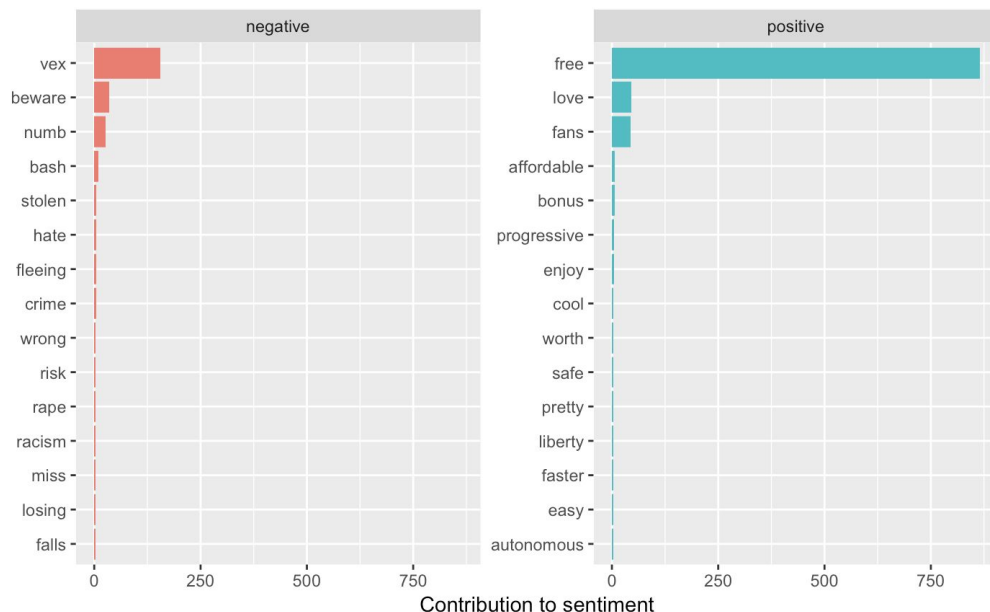- Map

WORD FREQUENCY TABLE

word <chr>	sentiment <chr>	n <int>
free	positive	865
vex	negative	156
love	positive	45
fans	positive	44
beware	negative	35
numb	negative	27
bash	negative	9
affordable	positive	7
bonus	positive	6
enjoy	positive	5

1–10 of 147 rows

Takeaways:

- Most Frequent Positive word: "FREE"

- Most Frequent Negative word: "VEX"

SENTIMENT ANALYSIS

Takeaways:

- There are more positive words than negative words.
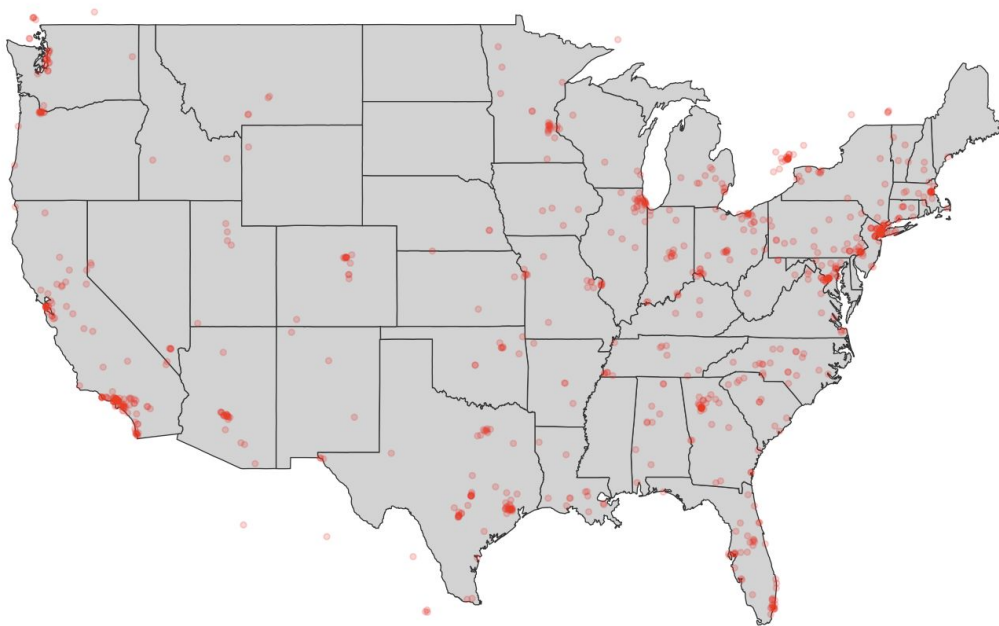- It can also be inferred that the majority customers who use Lyft have a satisfied experience to some degree.

US MAP

Takeaways:

- There are more tweets published either in New England area or California, which can be inferred that Lyft are more popular in these places.
- Only a few or none tweets have been published in the Middle and Northern part, which can be inferred that Lyft is not that popular or maybe do not exist in those places.

NEXT STEPS

➔   Gather more tweets on Lyft to do more analyses.
➔   Gather tweets contain keyword "#Uber", which is Lyft's competitor, to generate comparisons.
➔   Find out which state or city has the highest amount of tweets.
➔   Find out which state or city has the highest satisfaction of customers using Lyft.

QUESTIONS?