

Report on Twitter Sentiment Analysis of 2 Pharmaceutical Companies

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Table of Contents

Pharmaceutical industry	
Gilead Sciences Inc	
The sentiment of the tweets and the timeline they were created	
Which words are most likely to be tweeted for Gilead Sciences vs Merck	
Tweets with the Words that got the greatest number of Favorites	
Tweets with the Words that got the greatest number of Retweets.....	
Frequency of the Top words tweeted about the company	
WordCloud for the tweets of GileadSciences	
Comparison of the WordCloud tweeted about the two companies Gilead Sciences and Merck.....	Error! Bookmark not defined.
Analysis and Conclusion	

Pharmaceutical industry

The pharmaceutical industry is important because it is a major source of medical innovation. The U.S. research-based industry invests about 17 percent of sales in R and D, and R and D drives performance of individual firms and industry structure. It is also a heavily regulated industry. Drugs are evaluated for safety, efficacy, and manufacturing quality as a condition of market access.

Gilead Sciences Inc

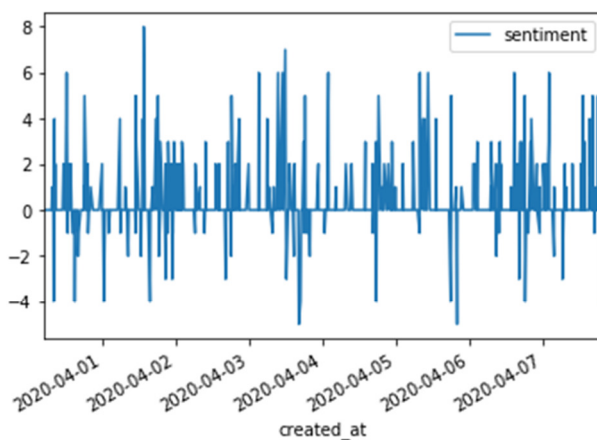
Gilead Sciences, Inc. is a research-based biopharmaceutical company focused on the discovery, development, and commercialization of innovative medicines. It focuses on human immunodeficiency virus and liver diseases, such as chronic hepatitis C virus infection & chronic hepatitis B virus infection, hematology & oncology, and cardiovascular & inflammation as well as respiratory diseases.

Remdesivir (development code **GS-5734**) is an [antiviral medication](#) being studied during 2020 as a possible post-infection treatment for COVID-19 illness.

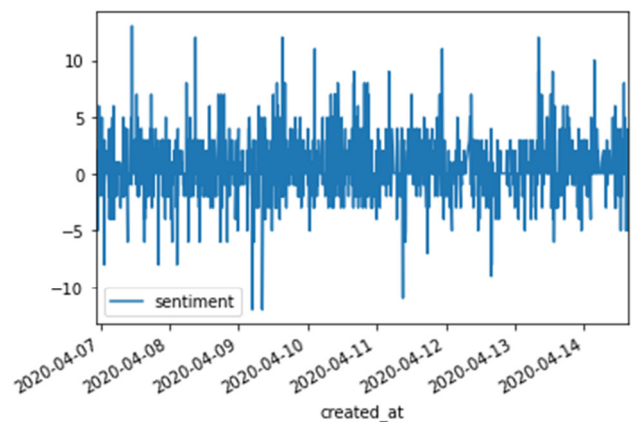
Among one of its competitors is pharmaceutical company **Merck**, In this report various aspects of the Social media (Twitter) text information is analyzed

The sentiment of the tweets and the timeline they were created

Gilead Sciences



Merck



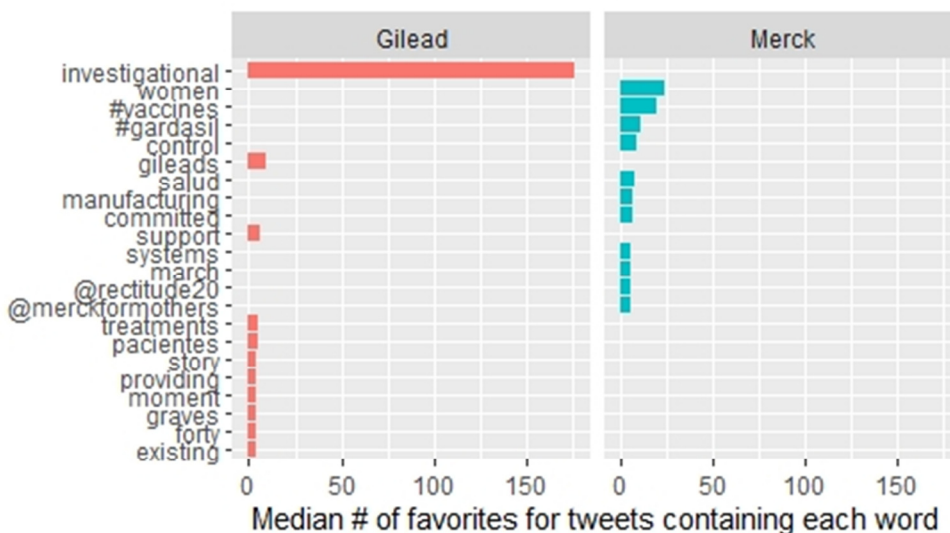
Which words are most likely to be tweeted for Gilead Sciences vs Merck

The words more likely to be tweeted about Gilead Sciences are “**Remdesivir**” and “**cashing**”, “**giant**”

The words more likely to be tweeted about *Merck* are “**foundation**”, “**funded**”



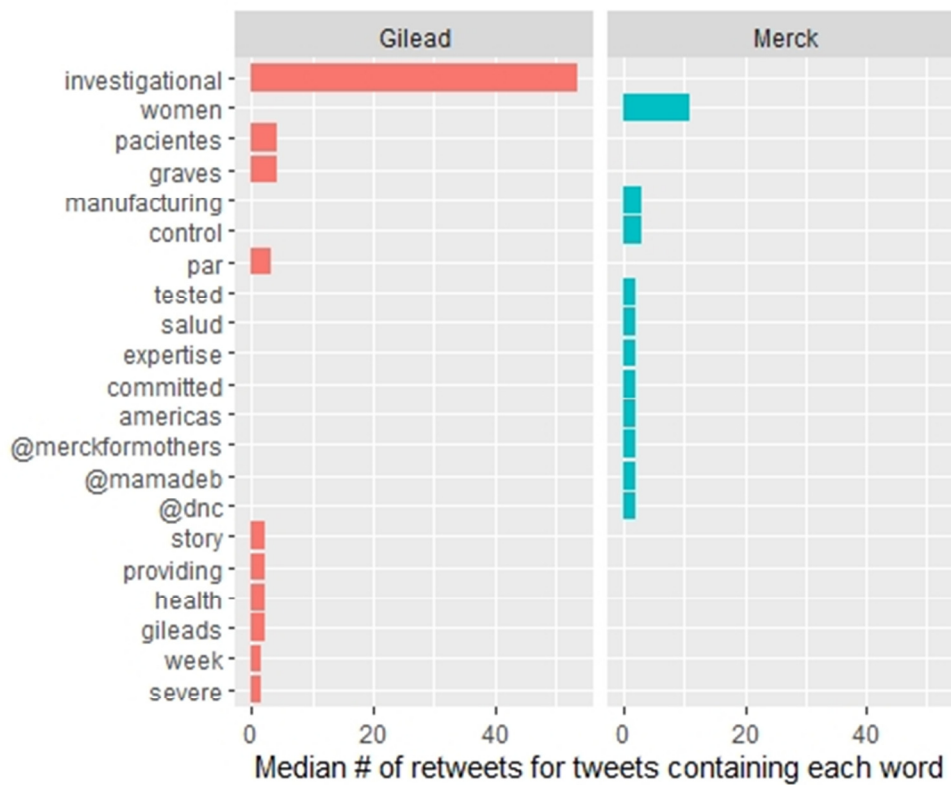
Tweets with the Words that got the greatest number of Favorites



For Gilead the tweets containing the word “**investigational**” had the highest median number of Favorites

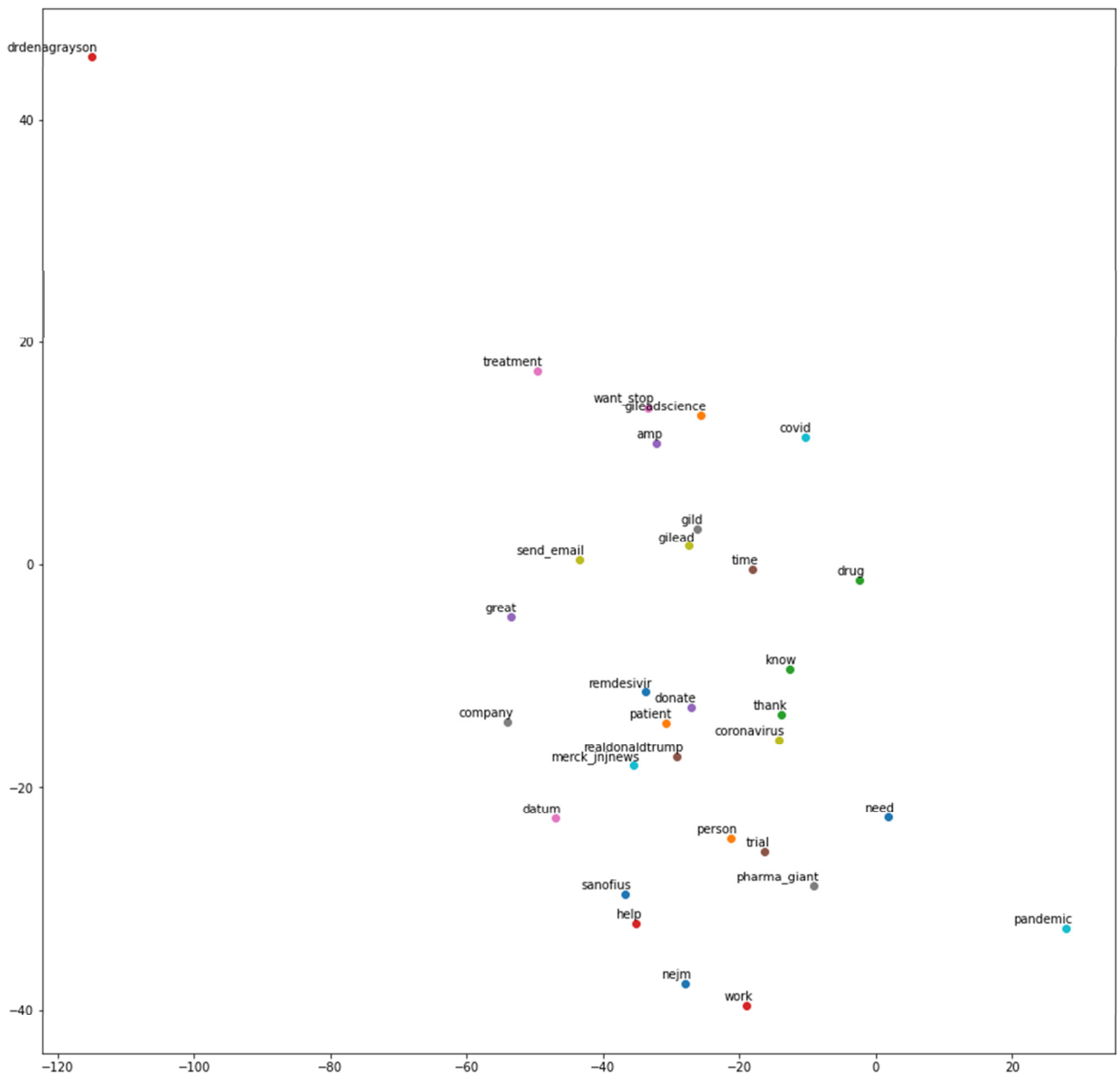
For Merck the tweets containing the word “**vaccines**” and “**women**” had the highest median number of Favorites

Tweets with the Words that got the greatest number of Retweets



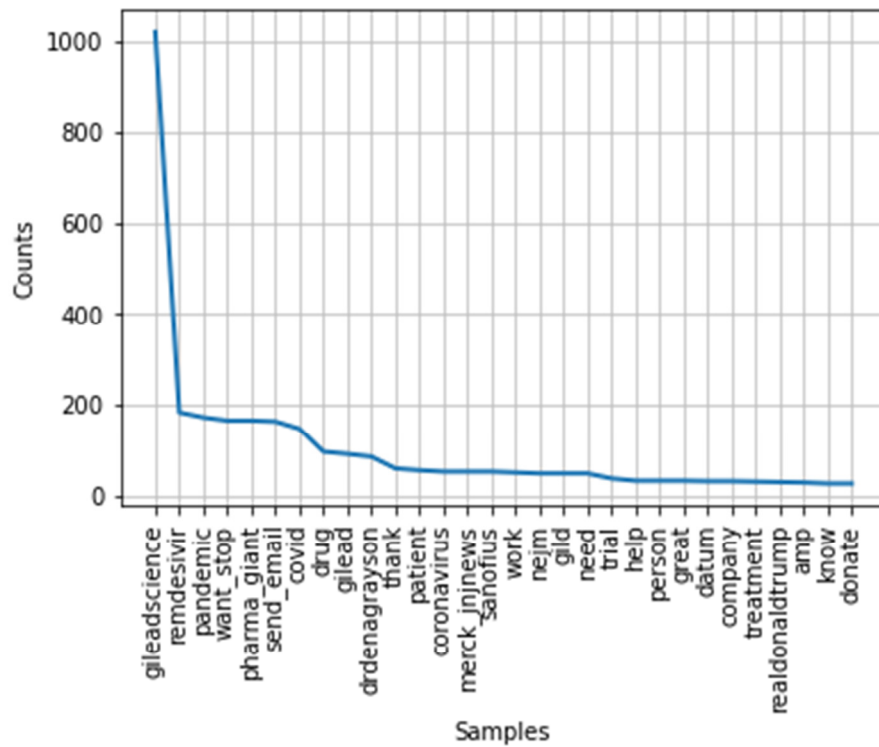
For Gilead the tweets containing the word “**investigational**” had the highest median (>50) of Retweets

For Merck the tweets containing the word “**women**” had the highest median number of Retweets

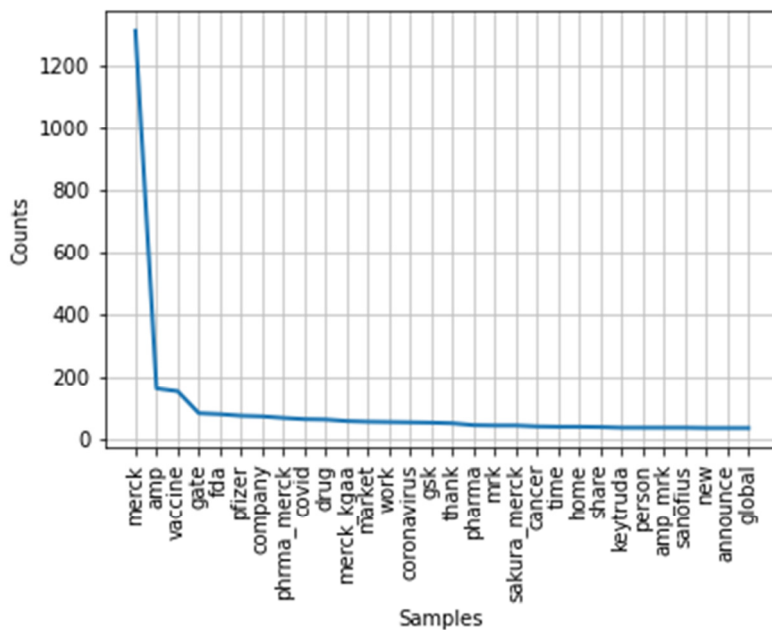


Frequency of the Top words tweeted about the company

GileadSciences



Merck



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