Tweets on Apple Products

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Overview

❖ **Business Understanding**   ❖ **Data Understanding**

❖ **Modeling**   ❖ **Model Evaluation**

❖ **Recommendations**

Business Understanding

Problem

Baghdad cell company is interested in selling Apple products and trying to make advertisements for these products .

Solution

Developing a model that will classify tweets based on their sentiment on Apple products,

Data Understanding

The data is collected Brands and Product Emotions dataset from CrowdFlower.

Consists of information about customer raters rated the sentiment in 9,093 Tweets.
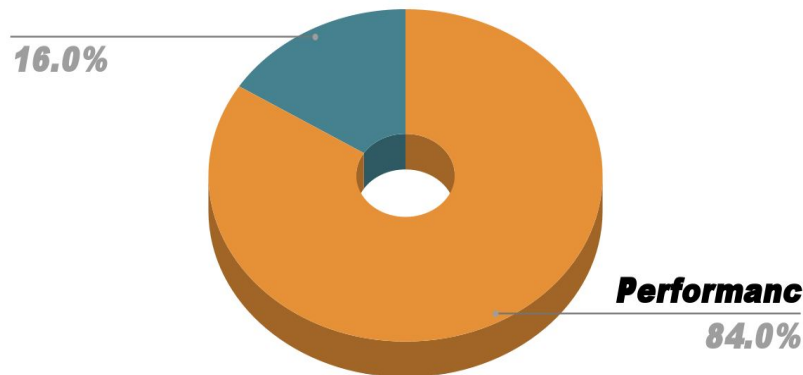
Tweets are divided into Positive,Negative and Neutral.

Modeling

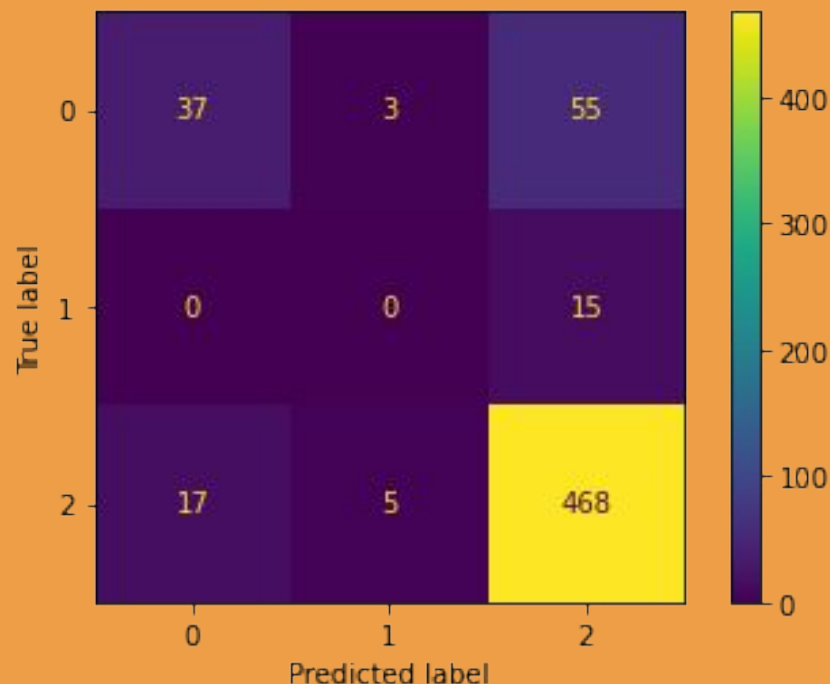Over sampling Random Forest model

1000 Features

Performance 84%

Model Performance

16.0%

Performanc
84.0%

Evaluation

The model is evaluated

based on the precision score and performance.

❖ Precision : What percent of the model predictions were correct? precision = 87%

❖ The model predict that 468 of tweets are positive and that's actually True.

Recommendations

Twitter :

Top platforms for latest trends

people give their opinions about brands on Twitter

Technology:

Better Tethering

Fast delegating

Holographic Screen

Marketing strategy:

Temporary pop-up store .

Prizes.

Online shop.'

Camera:

Larger Wide sensor

Video stabilization performance

T T M C

THANKS!

Any questions?

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