



Tweets on Apple Products

BY: Mays Alkhwitar

Overview

- ❖ Business Understanding
- ❖ Data Understanding
- ❖ Modeling
- ❖ Model Evaluation
- ❖ Recommendations

Business Understanding



Problem

Baghdad cell company is interested in **selling Apple products** and **design advertisements** for these products .



Solution

Developing a **model** that will **classify tweets** based on their sentiment on Apple products, To **design advertisements** depending on **positive tweets**.

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 on **Apple** and Google products.



Tweets are divided into **Positive, Negative and Neutral.**

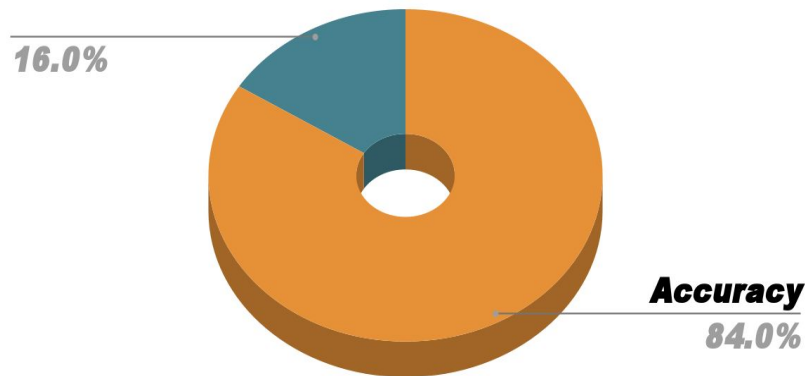
Modeling

Over sampling
Random Forest
model

1000 Features

Accuracy 84%

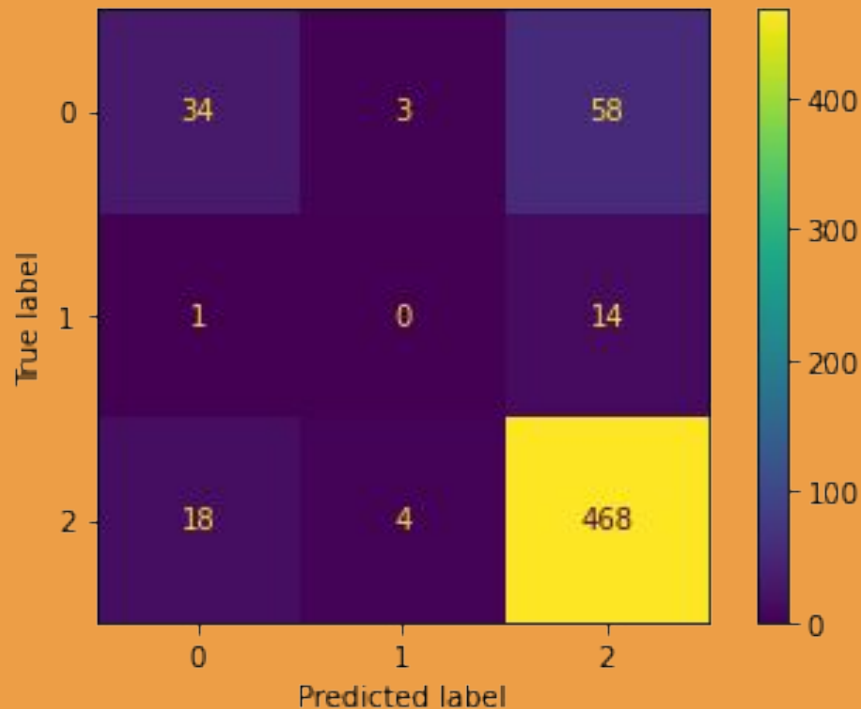
Model Performance



Evaluation

The model is evaluated based on the **Precision** score and **Accuracy** .

- ❖ **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

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Technology:

“Better Tethering”
“Fast delegating”
“Holographic Screen “

Marketing strategy:

Temporary pop-up store .
Prizes.
Online shop.

M

C

Camera:

Larger Wide sensor
“Details,colors on pictures”
“Video stabilization”

THANKS!

Any questions?

You can find me at GitHub :maysasaad
&
Email:mays802004@ gmail.com

