

ANALYZING US ELECTION 2020 TWEETS

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Nov. 19th, 2020

OVERVIEW

➤ Who:

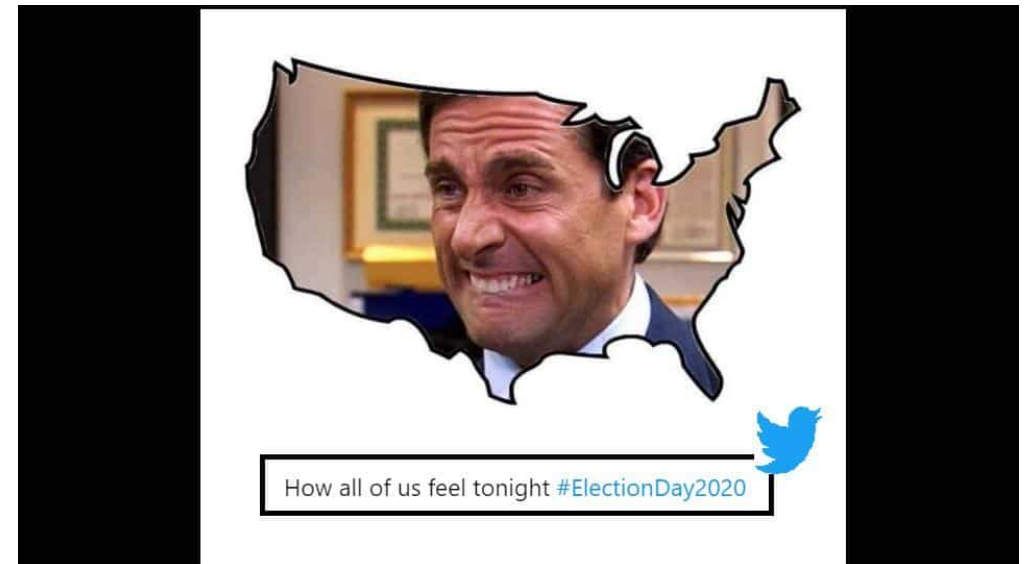
- Presidential campaign team

➤ How:

- Text and sentiment analysis

➤ Why:

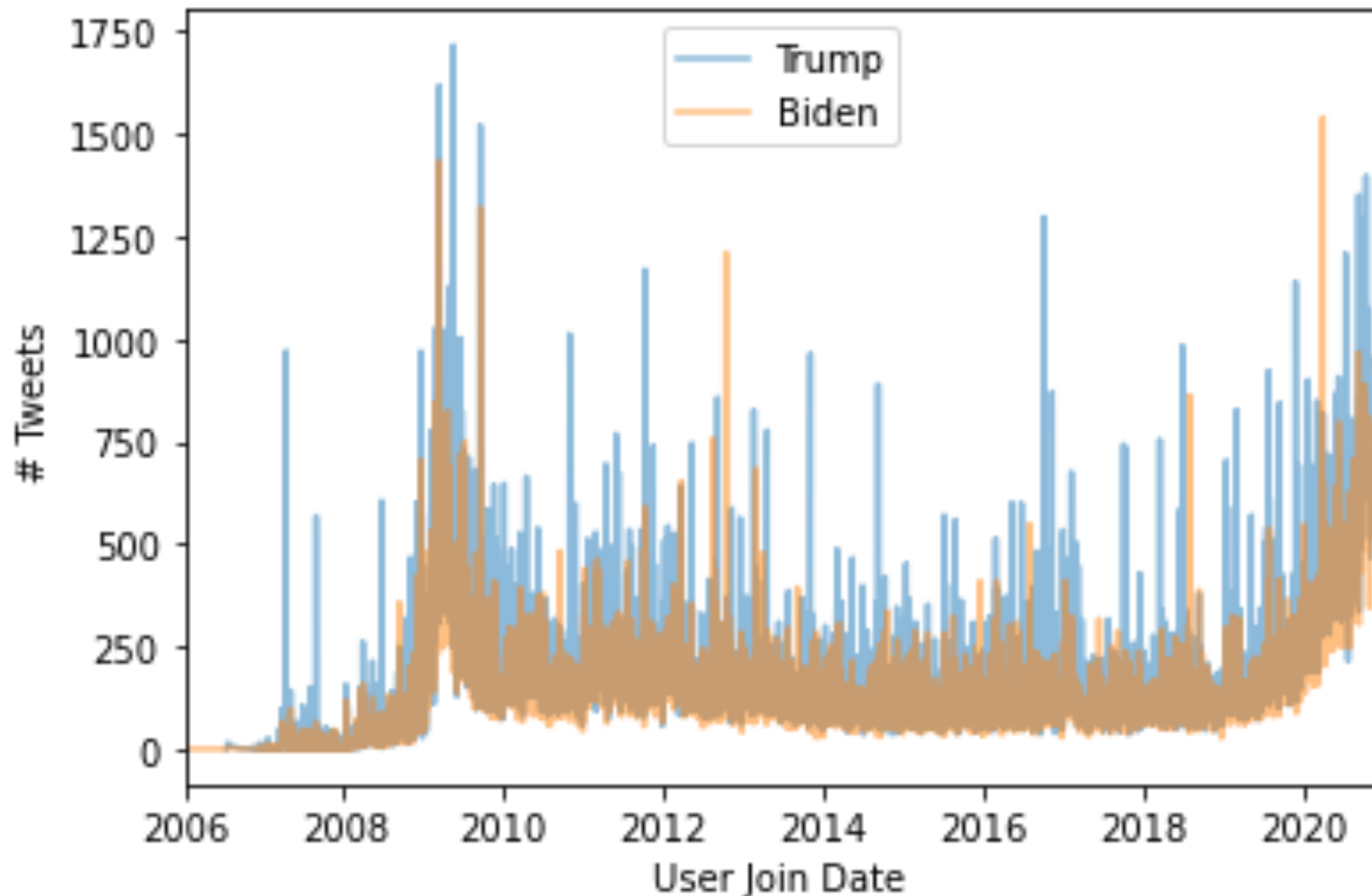
- Recommend which **locations** to have campaigns
- Recommend which **topics** to address
- Post analysis to gain insights



OVERVIEW

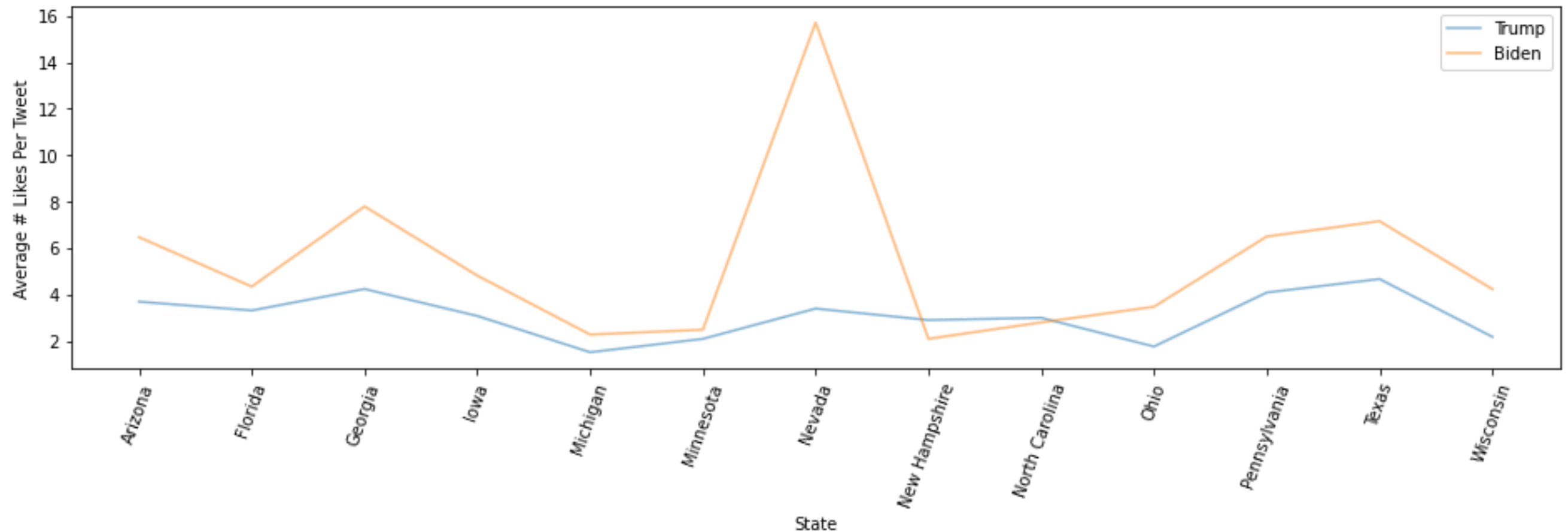
- Data Size: ~800MB so far
 - extended analysis on more data of earlier dates and other social media
- Data Source: <https://www.kaggle.com>
- Key Features: tweet content, # likes, # retweets, # user followers, state, country, user joining date, creation time, etc.
- Methods:
 - Natural Language Processing
 - Clustering and Classification Models

EXPLORATORY DATA ANALYSIS



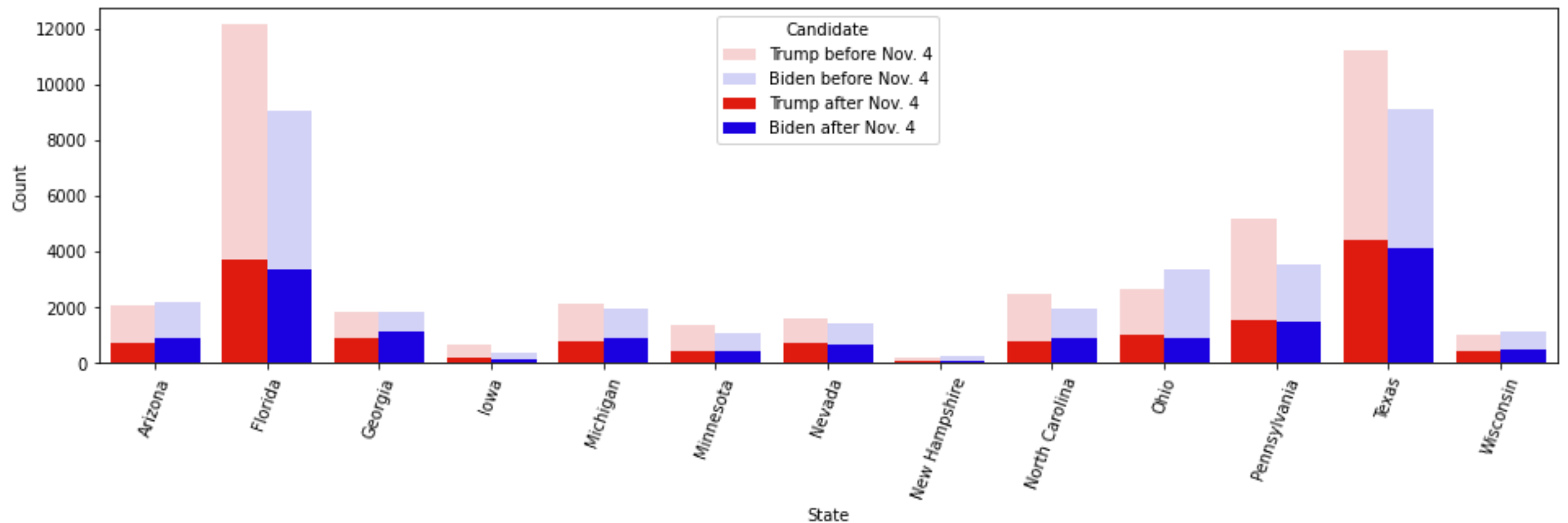
What happened to the cohort that joined around 2009?

EXPLORATORY DATA ANALYSIS



What is special about the tweets generated in Nevada?

EXPLORATORY DATA ANALYSIS



Identify potential battle-field states.

How the focus shifts before and after the election day?