

# ANALYZING US ELECTION 2020 TWEETS

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*Nov. 19th, 2020*

# OVERVIEW

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➤ Who:

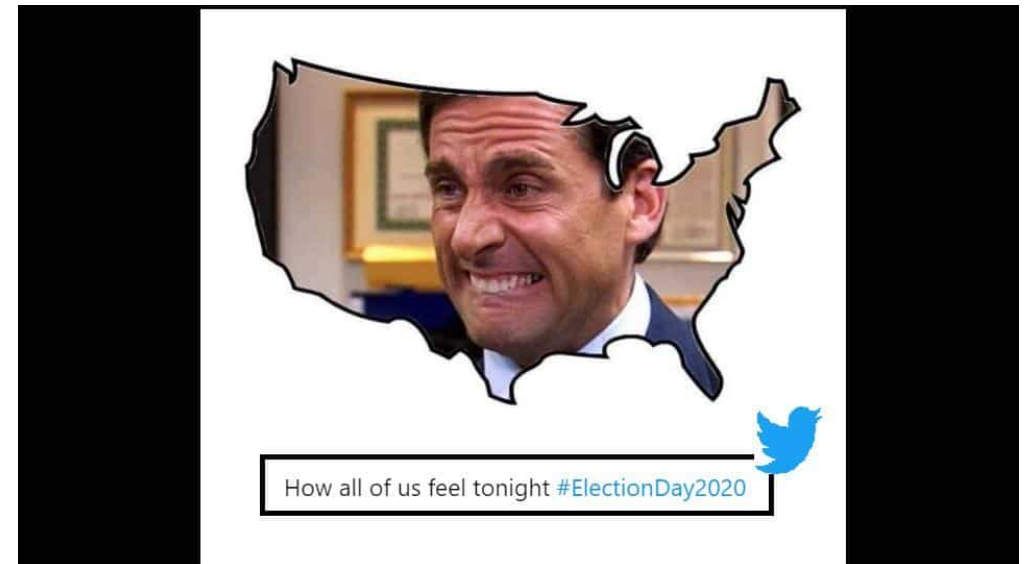
- Presidential campaign team

➤ How:

- Text and sentiment analysis

➤ Why:

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



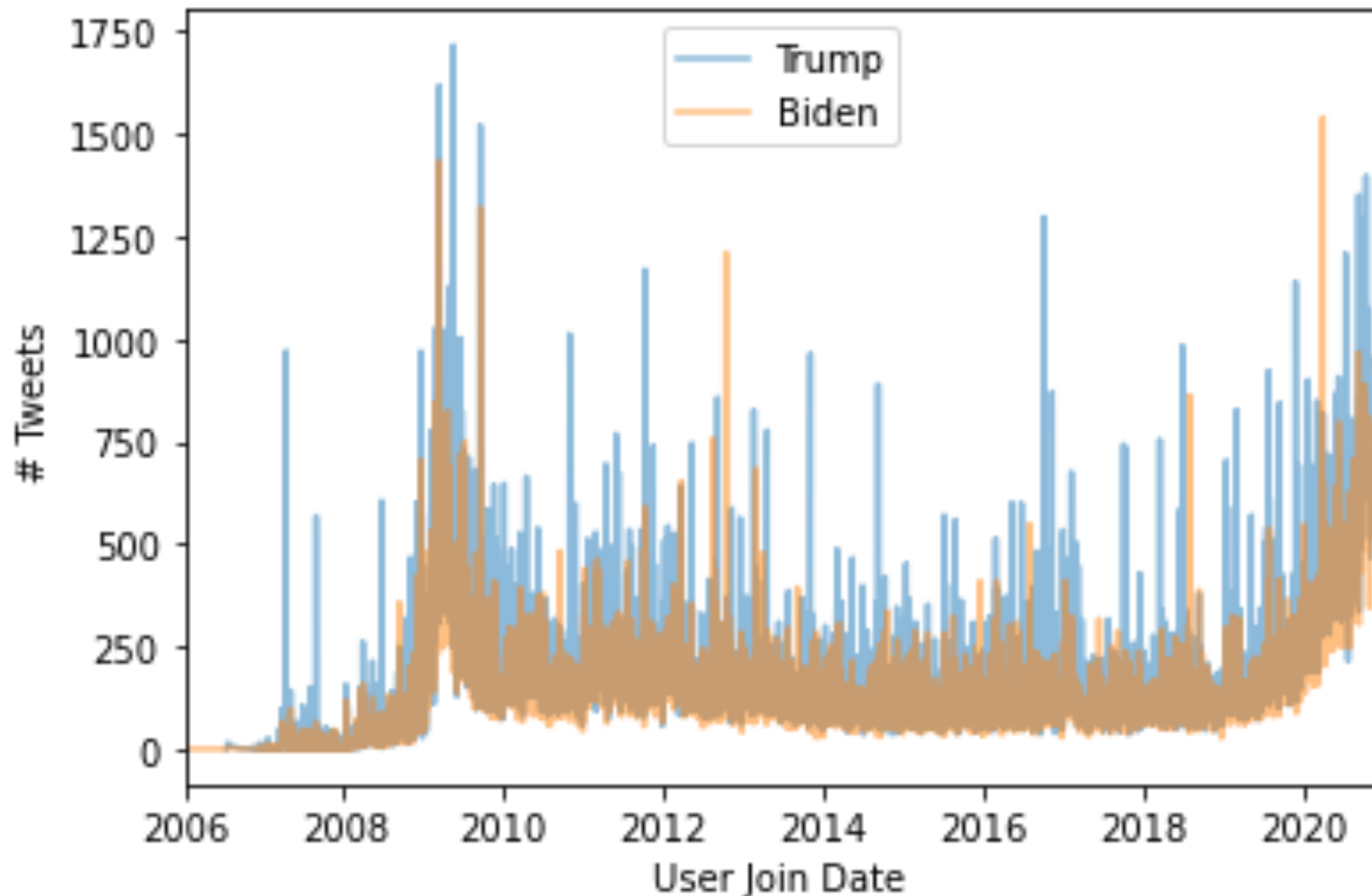
# OVERVIEW

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- Data Size: ~800MB so far
  - extended analysis on more data of earlier dates and other social media
- 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

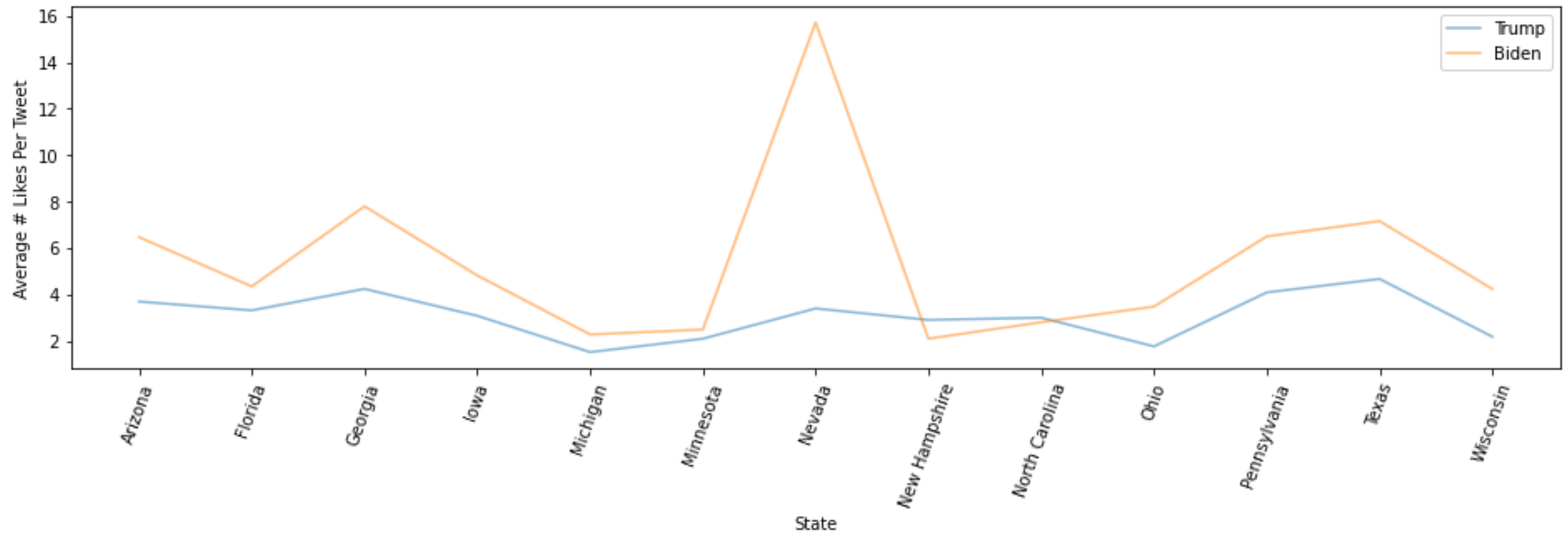
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*What happened to the cohort that joined around 2009?*

# EXPLORATORY DATA ANALYSIS

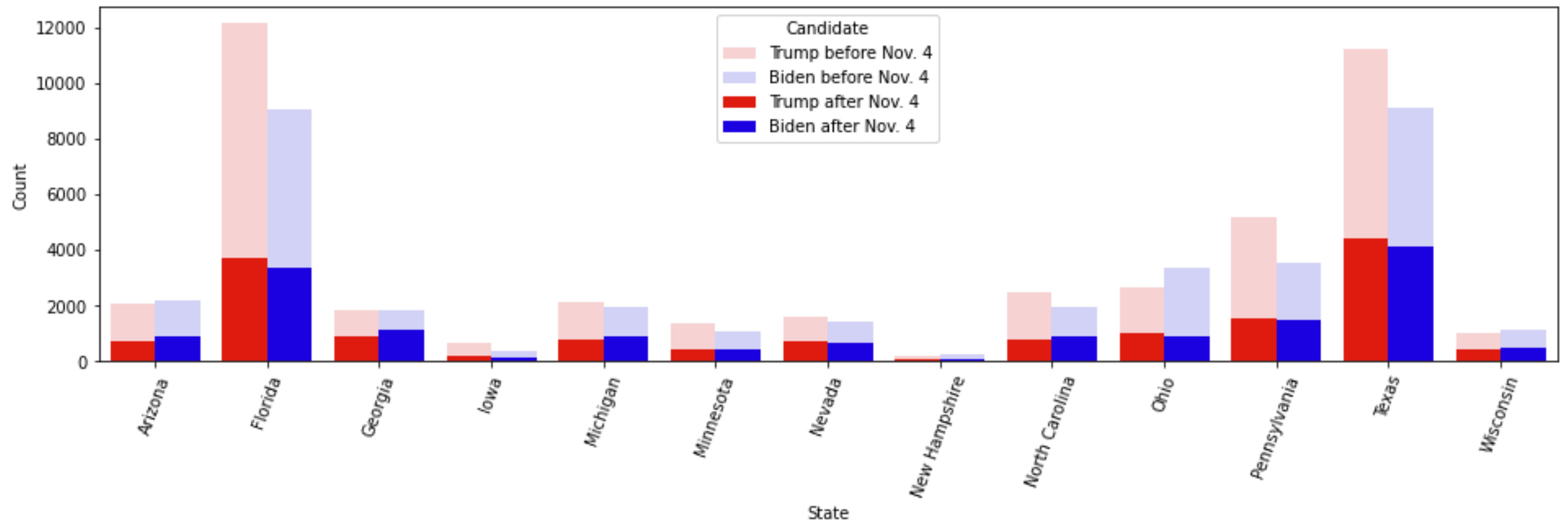
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*What is special about the tweets generated in Nevada?*

# EXPLORATORY DATA ANALYSIS

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*Identify potential battlefield states*

*How the focus shifts before and after the election day?*