



# Apple Advertising on Twitter

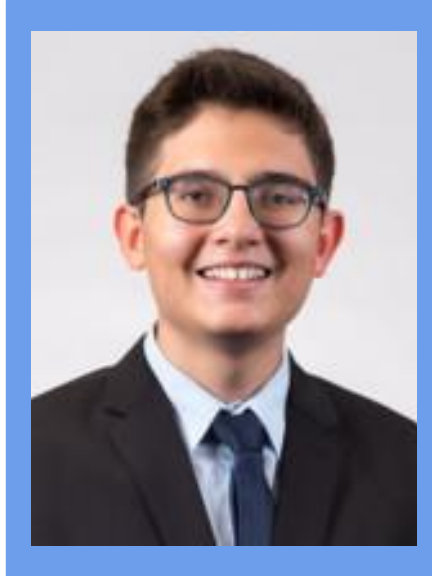
Isaac, Mustafa, Seraj

# TEAM

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Data Scientist



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Data Scientist



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Data Scientist

# Agenda

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1

Business Understanding

2

Dataset Overview

3

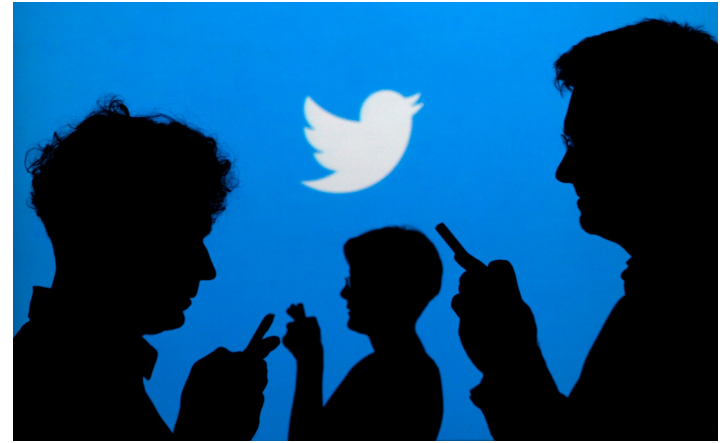
Methods

4

Findings & Recommendations

5

Future Research



# Classifying sentiment of Tweets

+63% accuracy

# Business Understanding

# Advertisement Campaign



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Identifying which users to send Apple advertisements to on  
Twitter

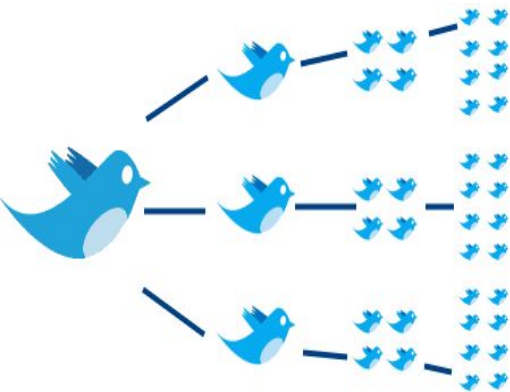


Data

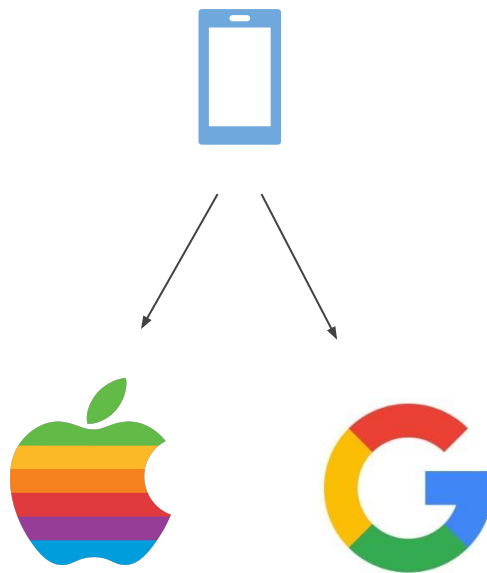
# Dataset



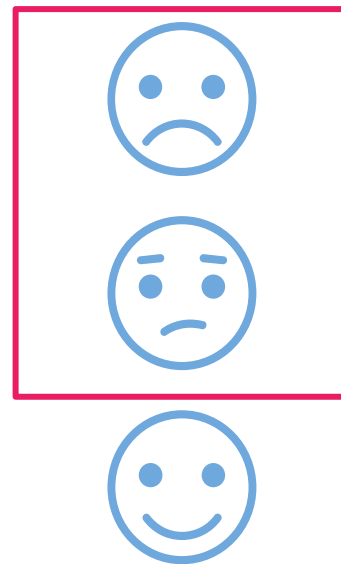
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Tweet



Product

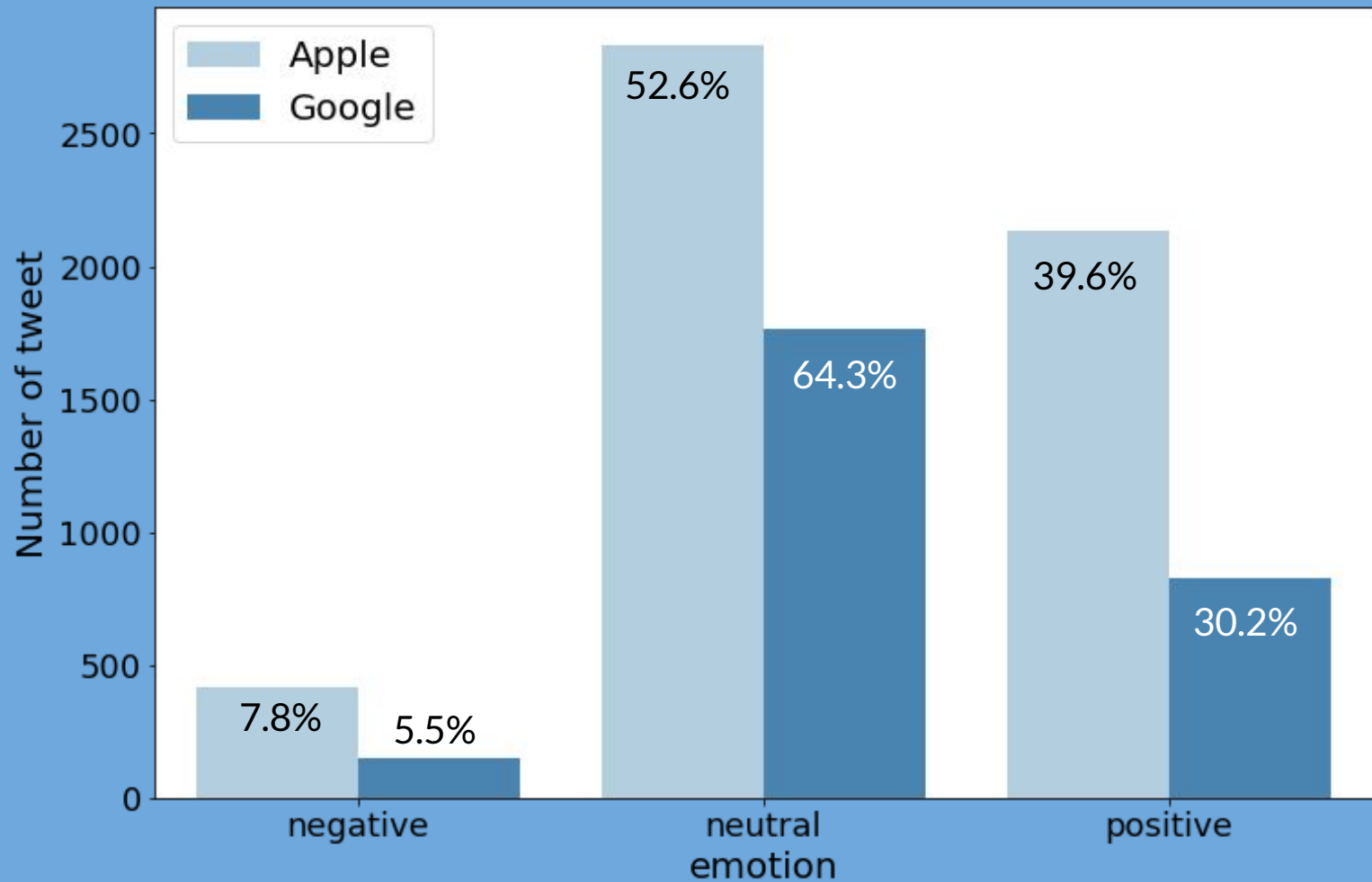


Sentiment





## Sentiment Distribution



# Methods

# Methods

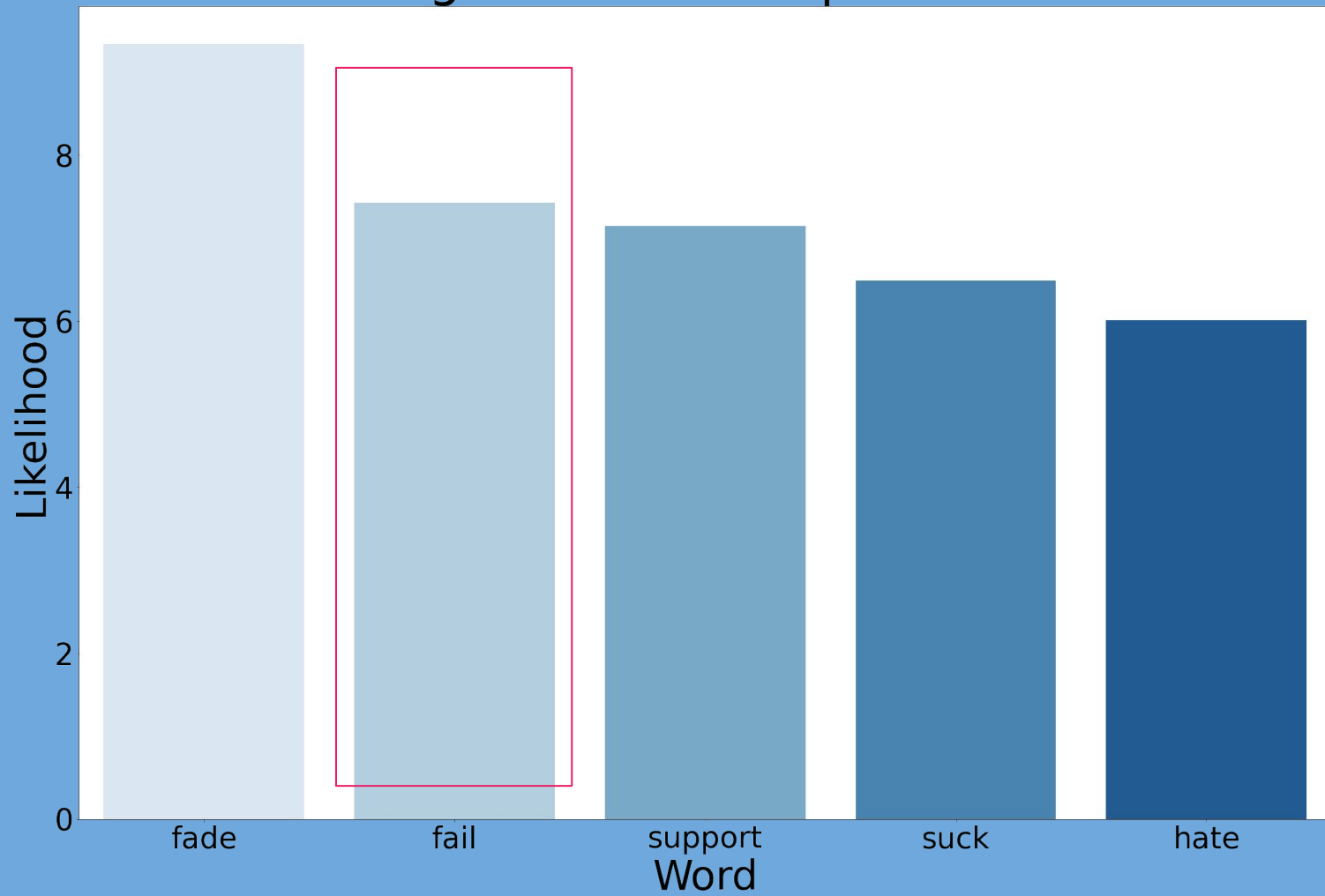


- Class imbalance → Oversample minority class
- Eliminate commonly used words
- Metric → Accuracy
  - Neutral
  - Negative



# Key Findings

# Negative word importance



# Recommendations

# Recommendations



- Focus on **neutral** and **negative** sentiment
- Google customers → Apple customers



# Future Research



# Areas of Future Research



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- Increase **negative** tweets
- Analyze positive tweets to recommend other Apple products
- Retweets



# Thank you!

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