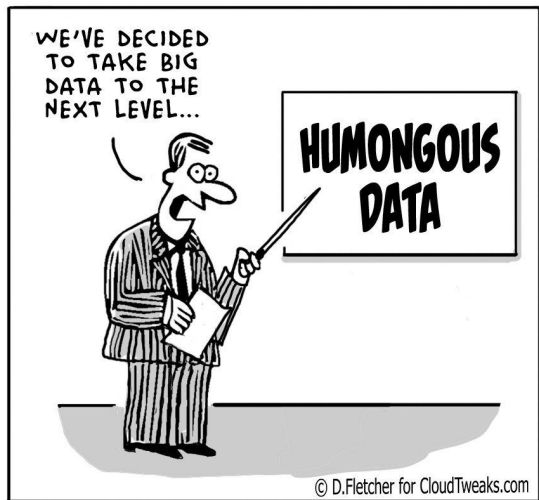


Company Sentiment Analysis from Twitter

From Hammer Consultants
For Apple & Google Product Teams

The Data



- 9,000 + Tweets
- Data.world
- For the Data we analyze 85 / 15 breakdown positive negative Tweets so we SMOTE to normalize

Goal?

- Build a model to predict positive and negative sentiment from Tweets about a company
 - Show what features people are complaining about
-

Google Positive and Negative



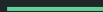
Apple Positive and Negative



Final Model Accuracy

88%

- Random forest model
- Gridsearch does not improve our accuracy so we use the regular random forest model



Next Steps

- MORE DATA / more tweets
- More models
- Individual models / word aggregators based on individual products



"I lost the five grand. What's our next step?"

Contact Information



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