

A wide-angle photograph of an Apple Store's exterior. The building features a large glass facade with a grid of dark metal frames. A large, white, three-dimensional Apple logo is mounted on the upper part of the glass. Inside the store, several wooden tables are arranged in rows, displaying various electronic devices. A few people are visible walking inside the store. The sky is overcast and grey.

SENTIMENT ANALYSIS

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TEAM



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AGENDA

Business Overview

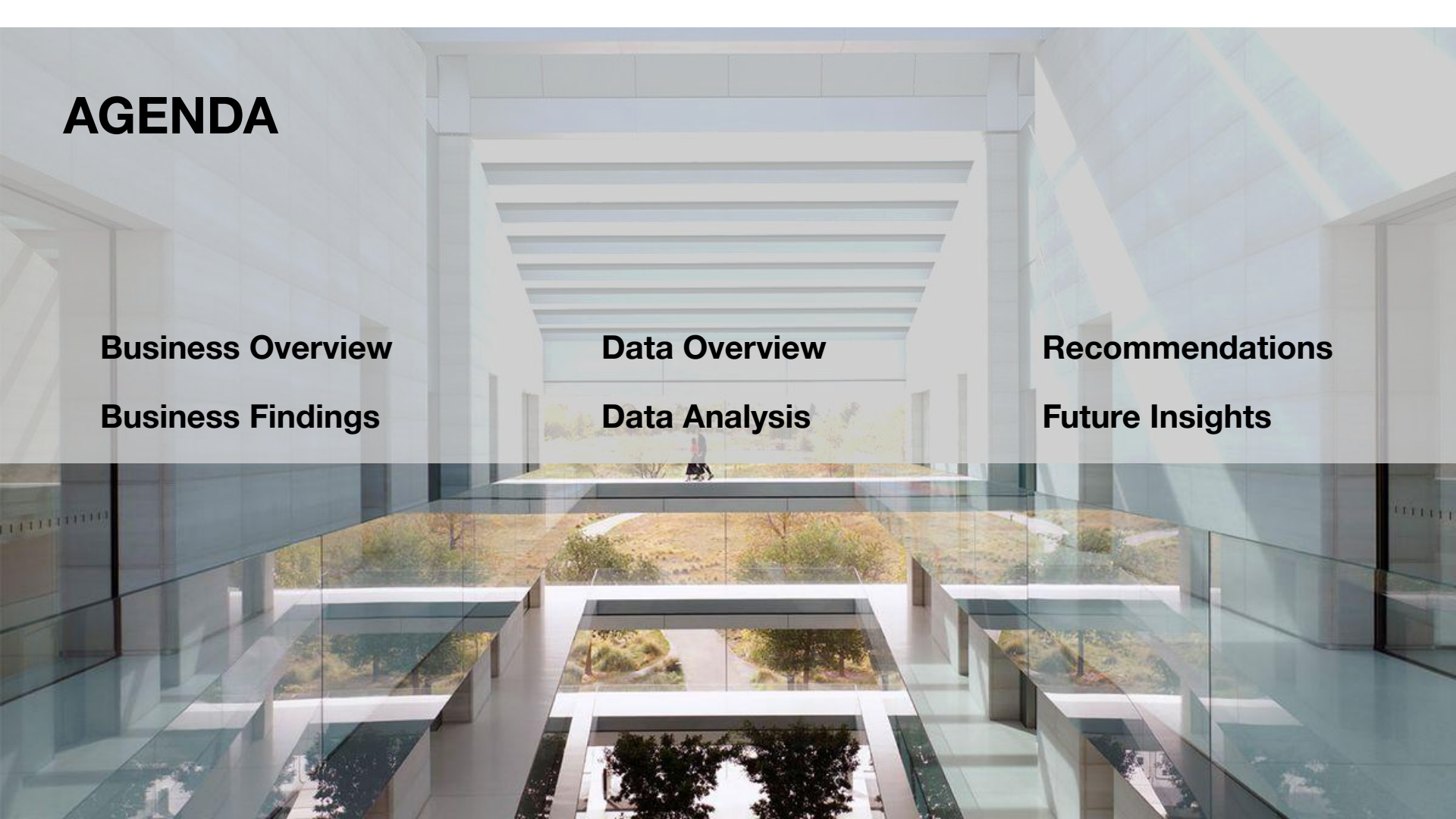
Business Findings

Data Overview

Data Analysis

Recommendations

Future Insights



BUSINESS OVERVIEW

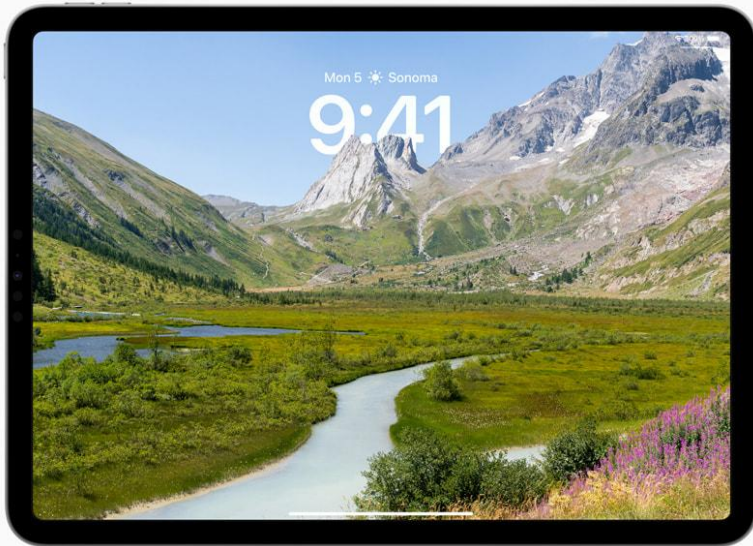
Build a model to predict negative emotion displayed in tweets about Apple products.



FINDINGS

Our model predicts negative tweets with 88% accuracy.

Concerns surrounded iPhone battery life and SXSW iPad rollout.





DATA OVERVIEW

Dataset:

CrowdFlower
9092 Tweets

Limitations:

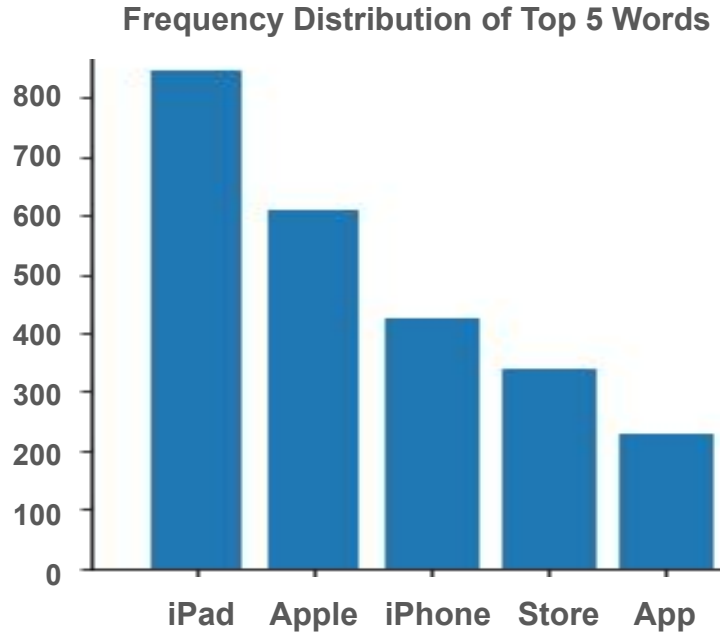
Imbalanced Data
Demographic Bias

Filtering:

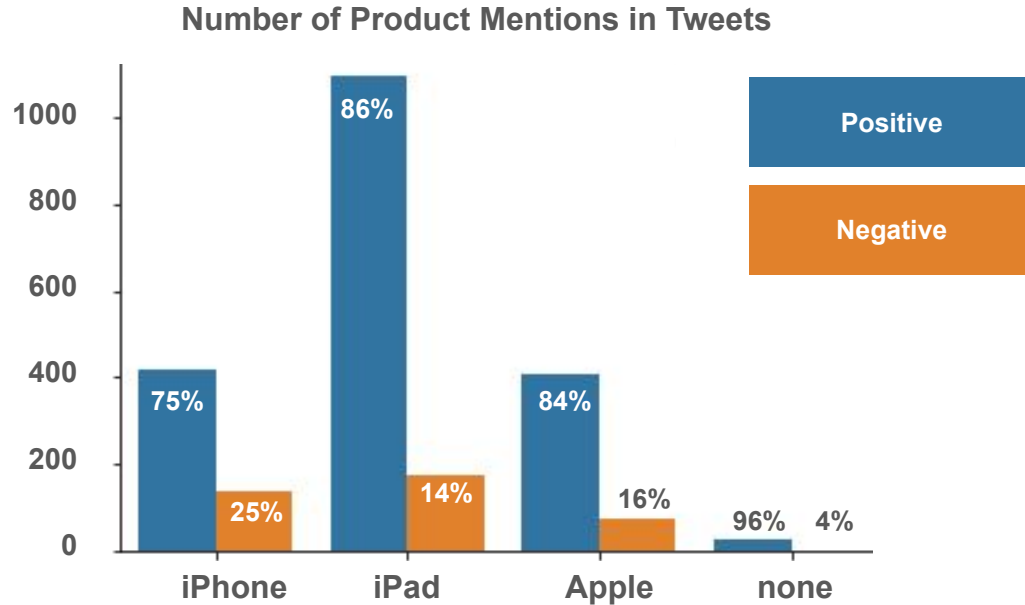
Apple
Negative & Positive
2337 Tweets



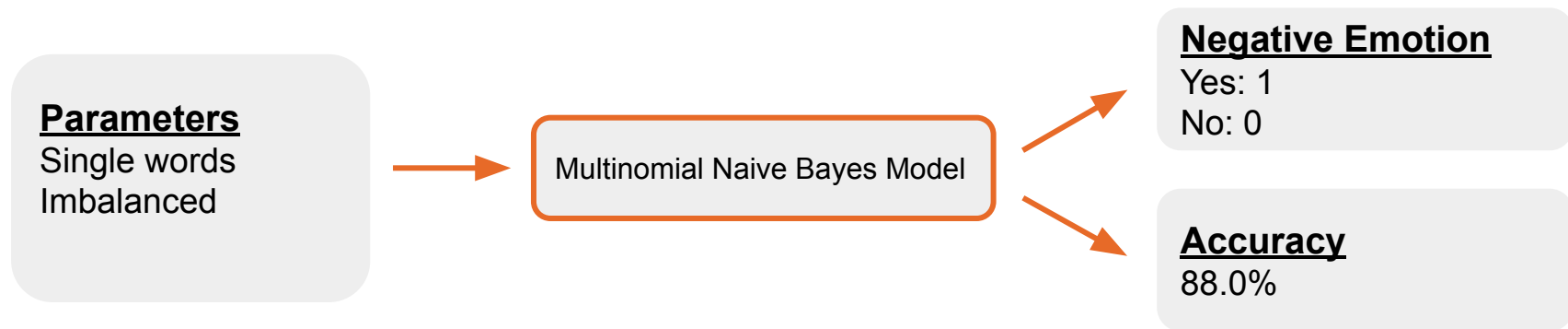
The most commonly tweeted word was 'iPad'.



iPhone has a larger ratio of Negative to Positive tweets



NLP ANALYSIS



Common Words in Negative Tweets



overheard at MDW (and I'll second it) "halfway
through my iPhone battery already and I
haven't even boarded the plane to [#sxsw](#)"
[#amateurhour](#)

9:24 AM · 3/11/11 from Earth

1 Repost



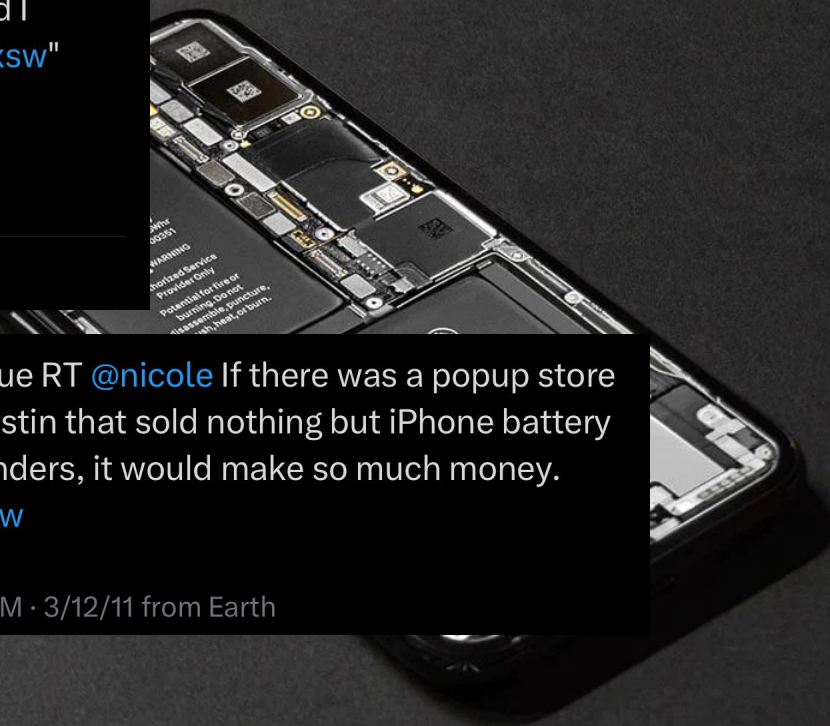
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So true RT [@nicole](#) If there was a popup store
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[#sxsw](#)

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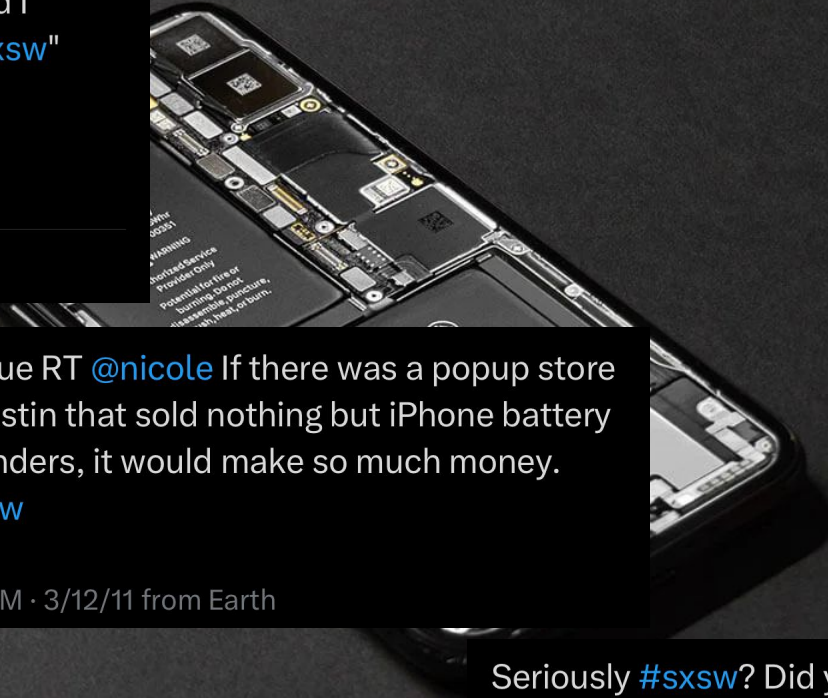
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So true RT [@nicole](#) If there was a popup store in Austin that sold nothing but iPhone battery extenders, it would make so much money. [#sxsw](#)

9:27 PM · 3/12/11 from Earth

Seriously [#sxsw](#)? Did you do any testing on the mobile apps? Constant iPad crashes causing lost schedules, and no sync for WP7.

11:28 AM · 3/12/11 from Earth





RECOMMENDATION

Thorough Partnership & Rollout Planning

Improve iPhone Battery Life

Expand iPad Accessories

FUTURE INSIGHTS

A wide-angle photograph of a desert landscape. In the foreground, there are reddish-brown, undulating sand dunes. In the middle ground, a series of white and light-colored rock formations with distinct horizontal layering stretch across the frame. The background shows a clear, pale blue sky.

Balance tweet samples

Study RT's affect on sentiment

Accurate tagging

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QUESTIONS?