Streamlining Social Media Analytics with Sentiment Analysis

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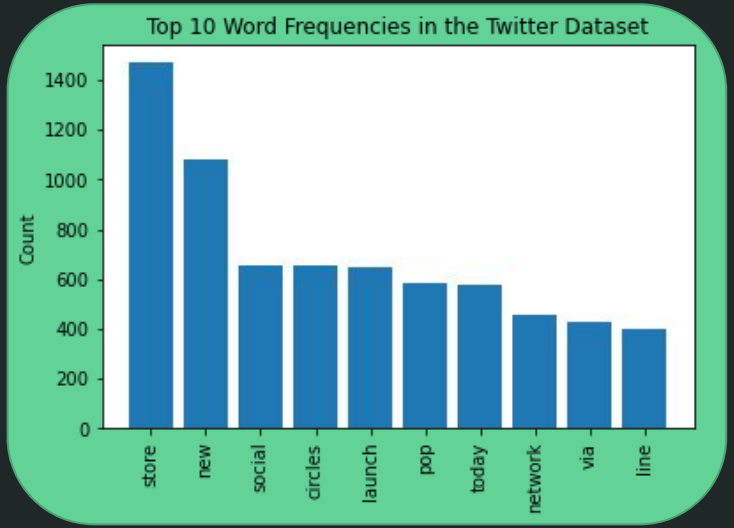
Agenda

- Introduction
- Sentiment Analysis
- Model Overview
- Results
- Next Steps

Why We're Here

- Help analysts meet the needs of our clients
- Show the power of natural language processing



The Power of Sentiment Analysis

Words in negative Tweets

Words in positive Tweets

Our Classification Model

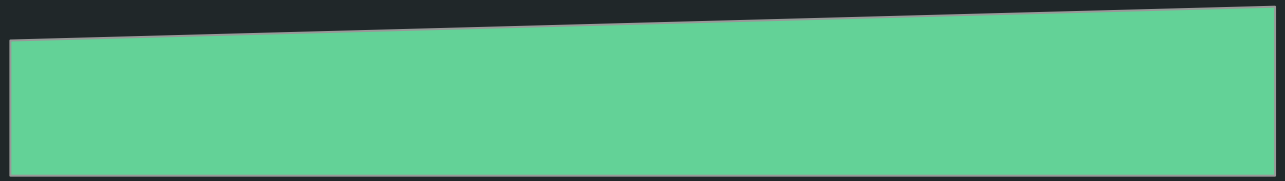
Analyze 10,000 tweets in a second

Classifies text 3 ways with an accuracy of 67%

Highly customizable

Next Steps

More Data = More Effective



Thank You

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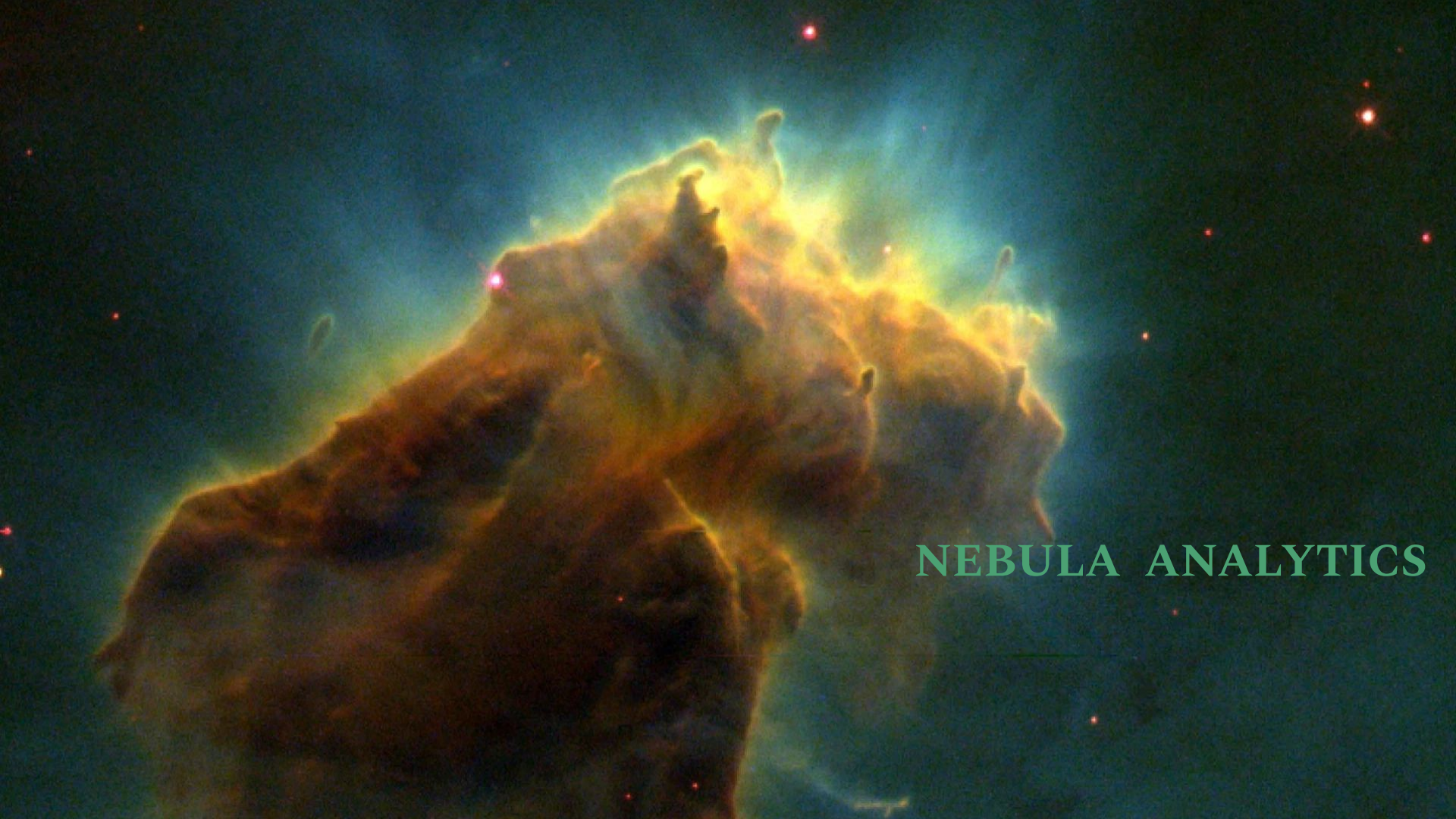
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