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TWEETMOOD: ANALYZING BRAND SENTIMENT TRENDS

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Our Team

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Introduction

In the digital era, social media platforms are key for understanding public sentiment on brands and products, crucial for shaping marketing, product improvement, and fostering customer relations. Our project, "Understanding Public Sentiment Towards Brands and Products on Social Media," analyzes tweets for user sentiments on brands and products. Leveraging advanced machine learning, we aim to offer strategic recommendations for businesses' brand reputation and consumer engagement.

Objectives

01

Sentiment Analysis

Analyze tweets for brand/product sentiment: positive, negative, or neutral.

02

Insight Generation

03

Recommendations

Provide actionable insights for businesses to enhance brand image and engage with the audience.

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The data

Source:

- The dataset used in this project was obtained from CrowdFlower.

Content:

- The dataset consists of tweets mentioning Google and Apple products.

Labels:

- The tweets are labeled with sentiment positive, negative, or neutral, emotion.

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Modeling

In our project, we utilized a technique called Natural Language Processing (NLP) to understand how people feel about Apple and Google products by analyzing tweets. We developed a system that could read a tweet and understand if it was expressing a positive, negative, or neutral sentiment. Our findings will demonstrate how we can better understand people's opinions about these products by looking at what they say on Twitter.

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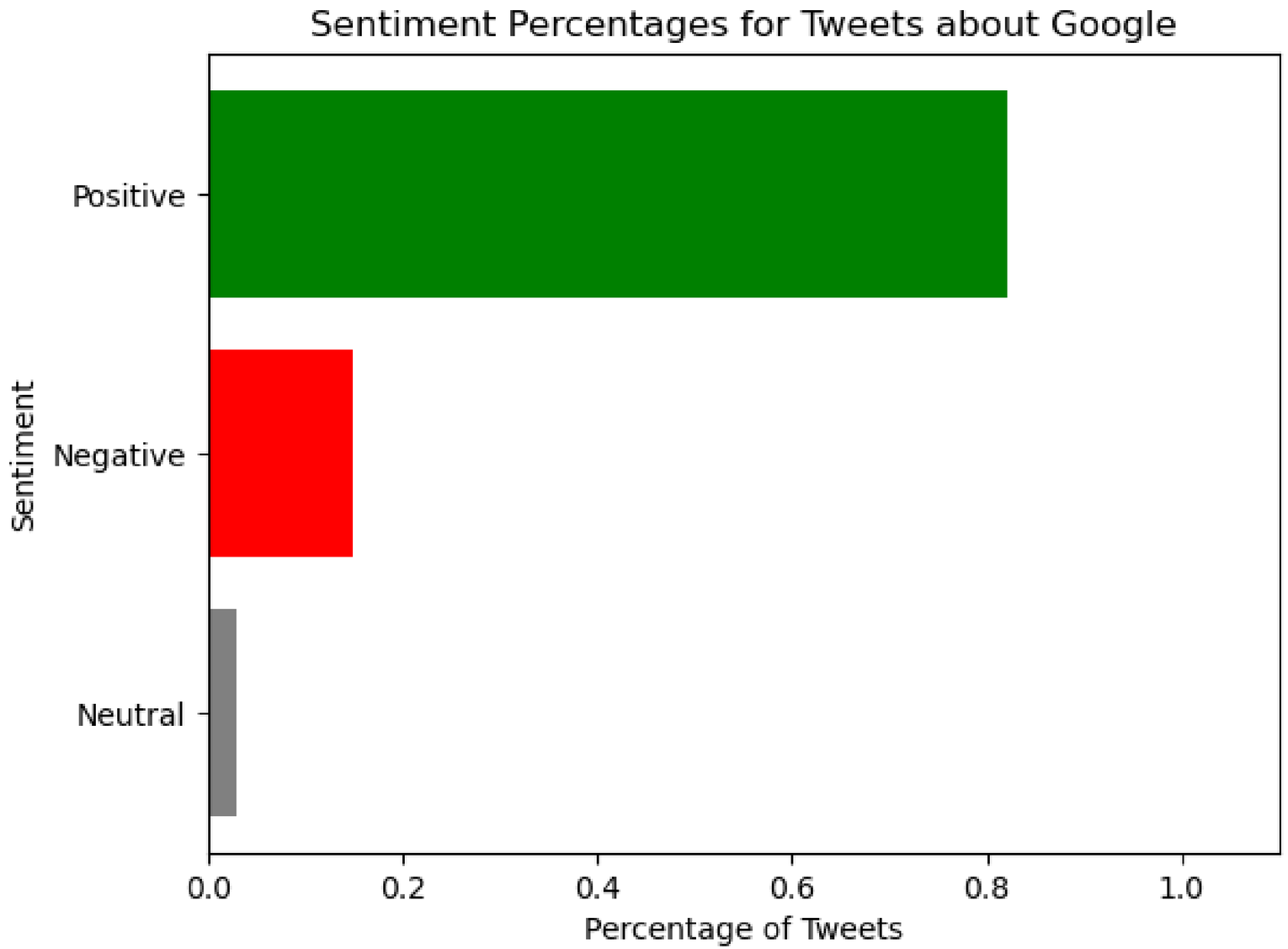
Key Findings - Sentiments Google

The graph shows that 80% of the tweets about google were positive and less than 20% were negative and Neutral.



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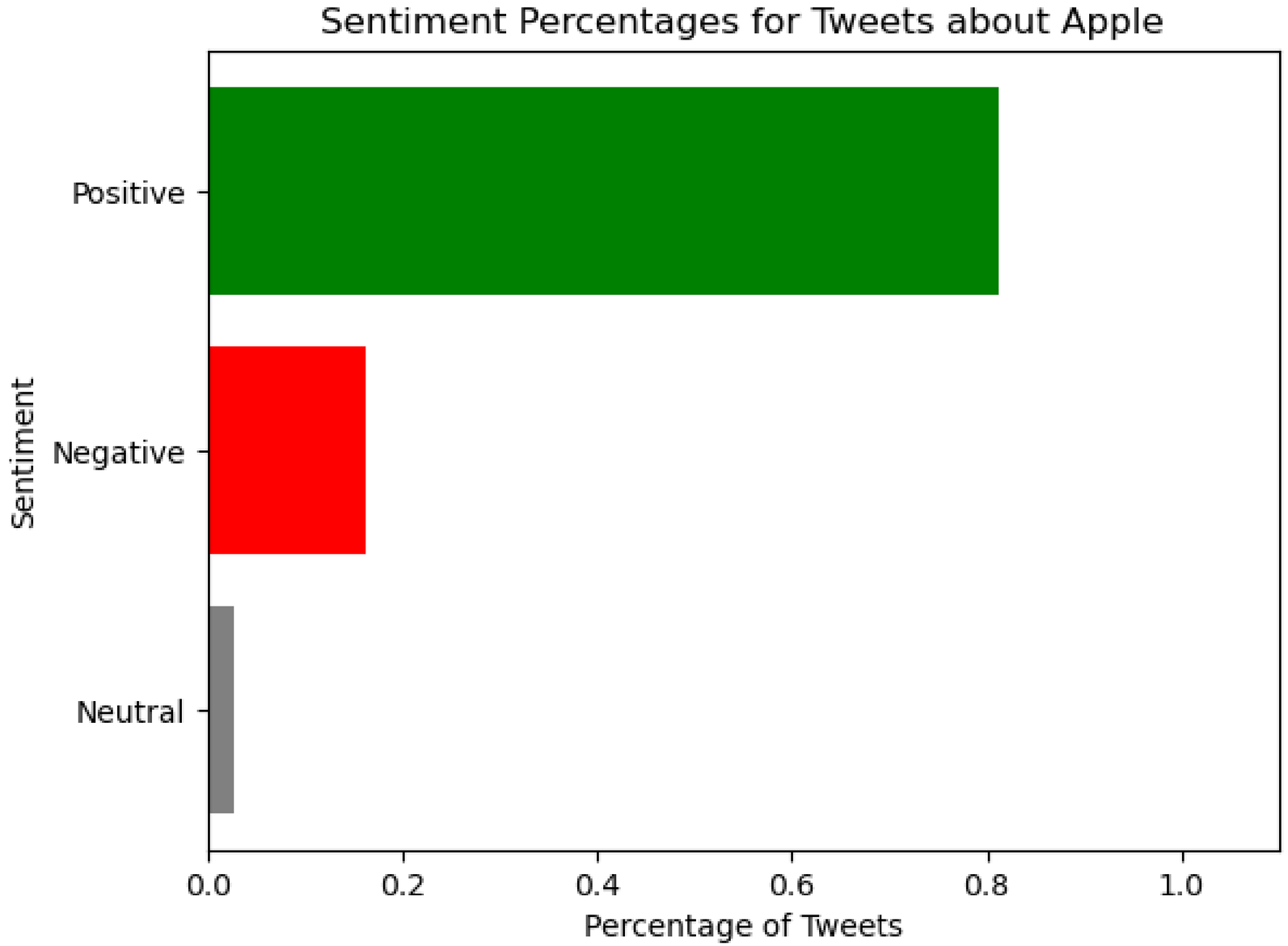
Key Findings - Sentiments Apple

The findings are similar to Google:- 80% of the tweets about apple were positive and less than 20% were negative and Neutral.



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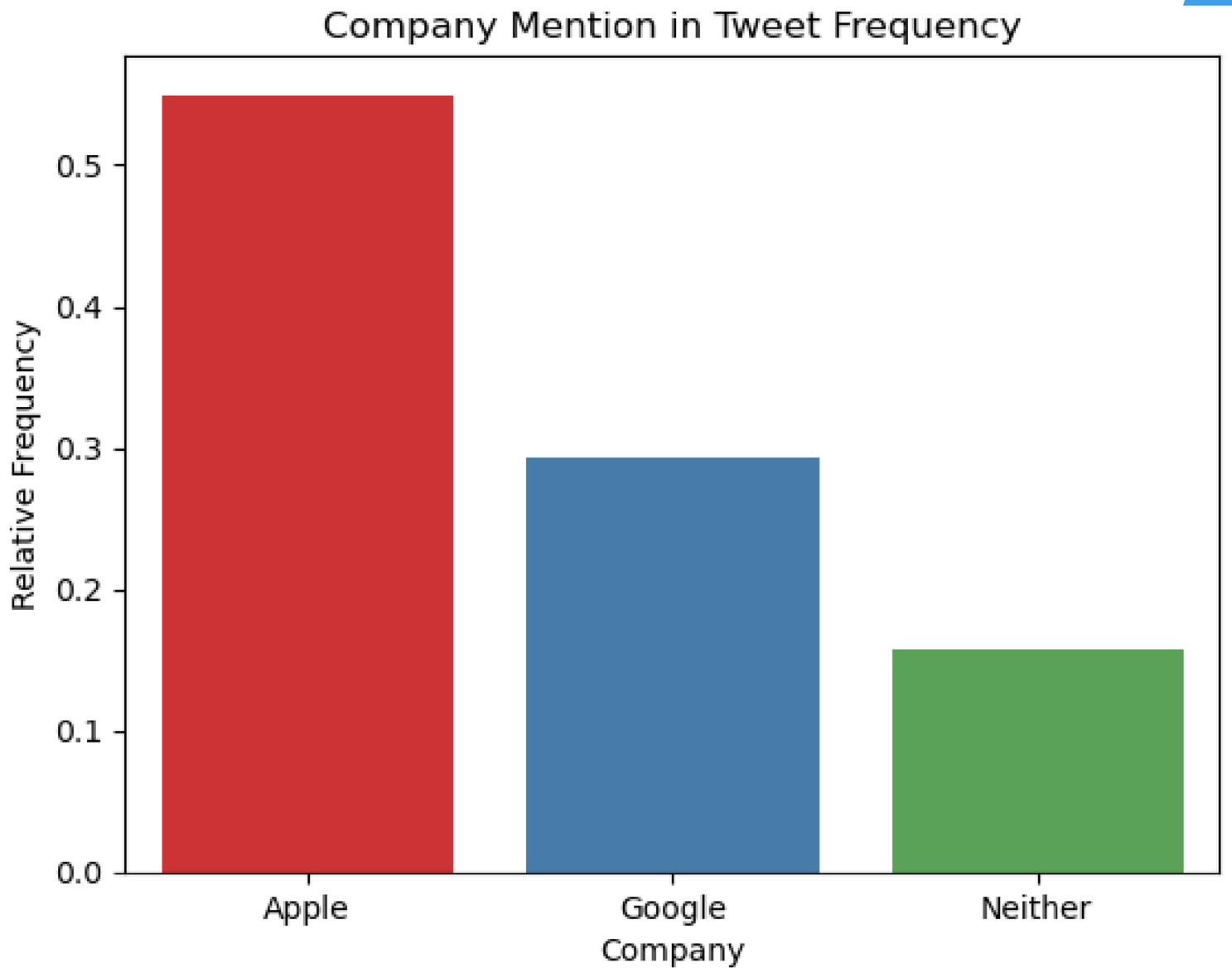
Key Findings - Company Mention

The graph shows that most tweets were about Apple, followed but Google and then others



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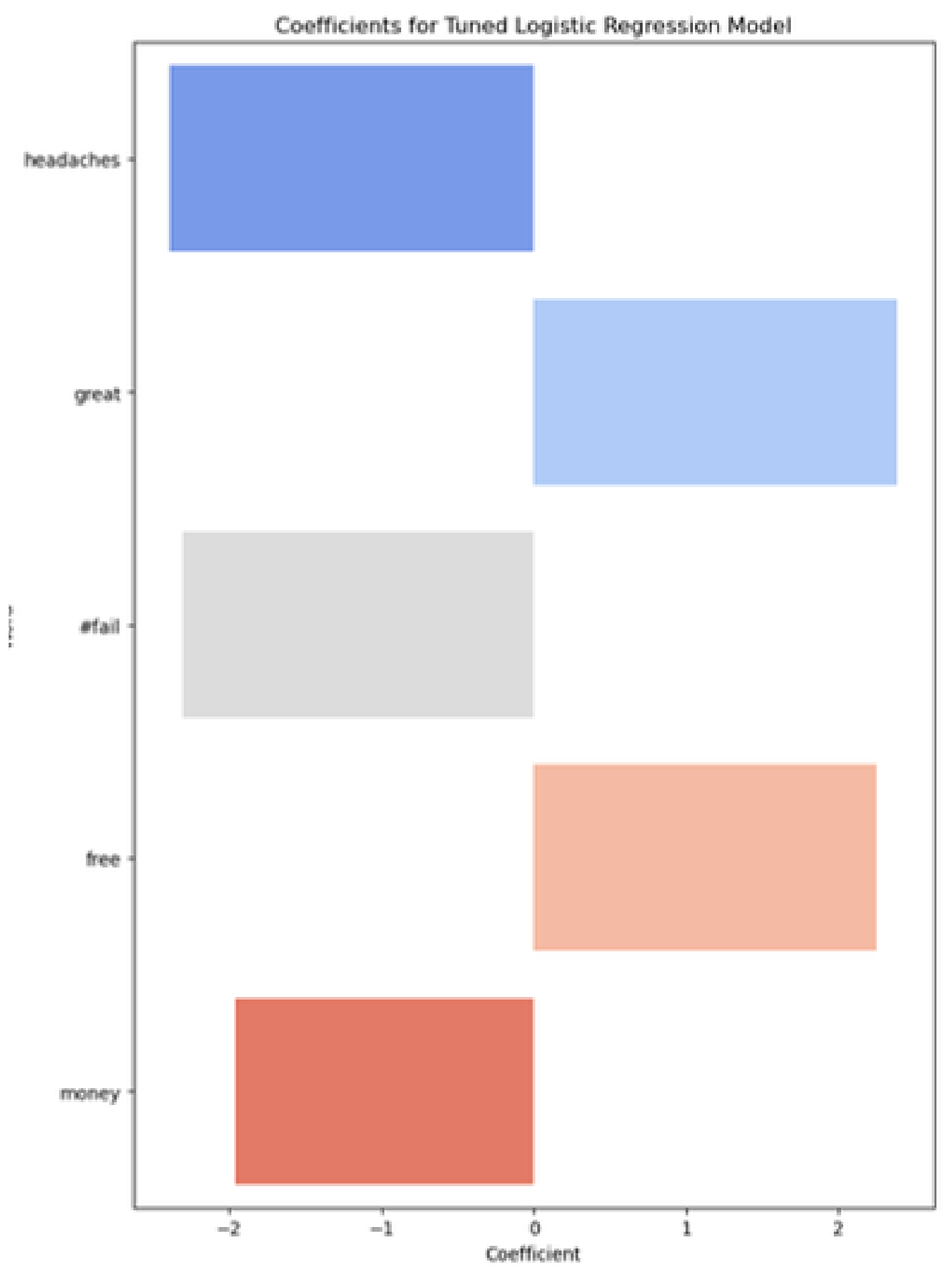
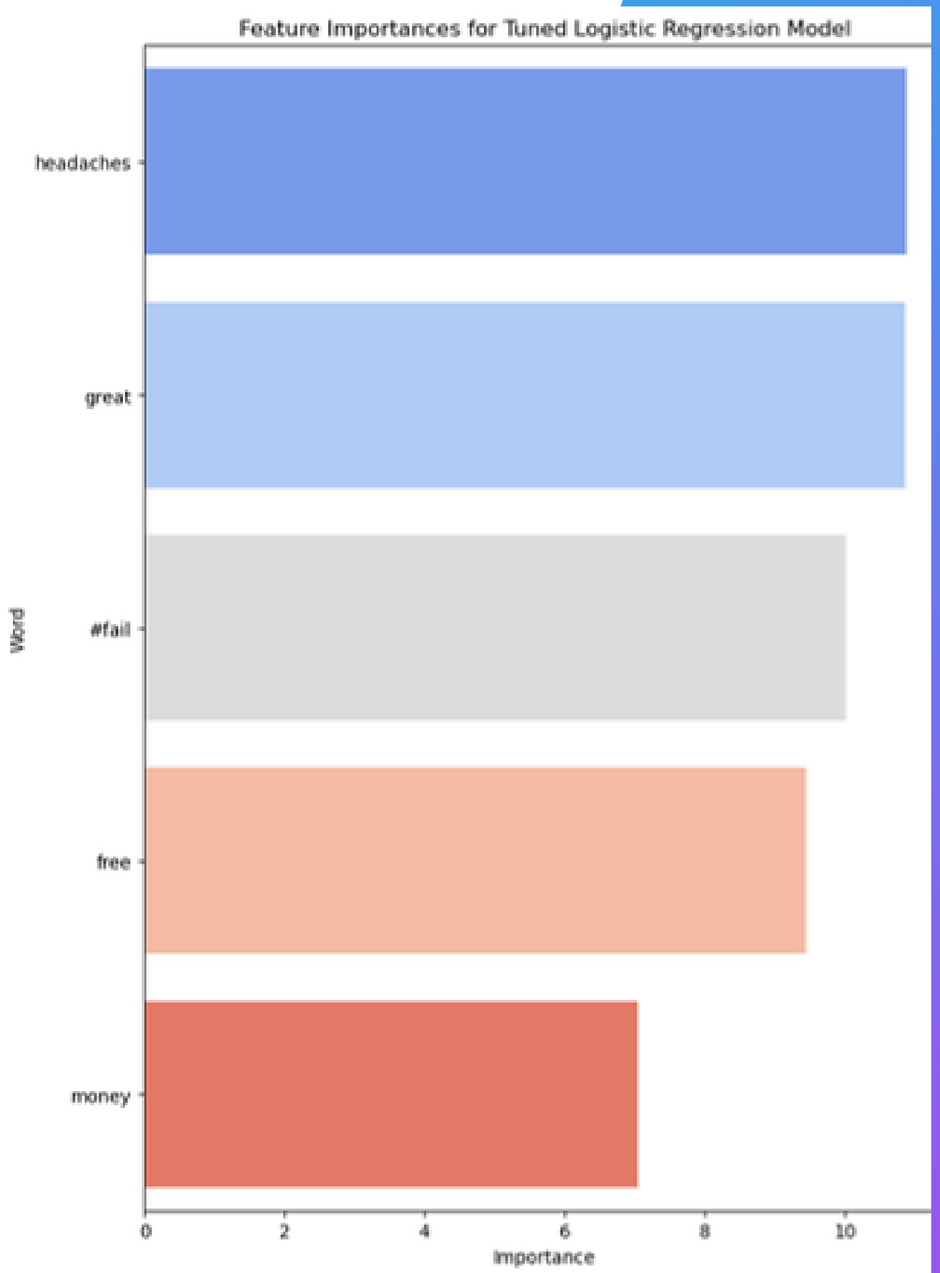
Key Findings - Top mentions

The visual shows the top 5 words that are mentioned the most in the tweets.





Conclusion

Our sentiment analysis provides a nuanced comprehension of public sentiment, uncovering positive endorsements, constructive criticism, and neutral mentions across various brands and products. Additionally, our exploration of the data has unveiled trends in consumer behavior and preferences, shedding light on emerging topics and recurring themes within diverse industries. Based on these insights, we offer the following recommendations.

RECOMMENDATIONS FOR APPLE

1. **Improve iPhone Battery Life:** Address negative sentiment by enhancing battery performance.
2. **Redesign iPad:** Respond to user feedback to refine design elements.
3. **Optimize Product Launches:** Utilize pop-up stores and event launches for brand excitement and engagement.

RECOMMENDATIONS FOR GOOGLE

1. **Resolve Android OS Issues:** Investigate and fix reported bugs to enhance user satisfaction.
2. **Enhance Google Products:** Innovate and prioritize user-friendly features to compete effectively.
3. **Optimize Customer Support:** Improve assistance for Android OS and Google product users.

Challenges

- Crowdsourced data poses labeling challenges due to subjective interpretations of tweet sentiment.
- Context is key; errors like misinterpreting sarcasm can affect data quality.
- Limited dataset: Only 9,092 tweets, reduced to 3,000 after removing neutral tweets.
- Imbalanced classes: 61% neutral, 33% positive, 6% negative tweets, impacting insights.

Quote

“X is a great place to tell the world what you're thinking before you've had a chance to think about it.”

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THANK YOU