# APPLE AND GOOGLE

SENTIMENT ANALYSIS

CONTENT

INTRODUCTION

In today's digital age, social media platforms like Twitter serve as invaluable public sentiment and opinion sources. Monitoring the sentiment expressed by Twitter users towards Apple and Google companies and their products can help businesses make informed decisions. This sentiment analysis can inform product development, marketing strategies, and customer relations.

The data used comes from CrowdFlower via Data World.
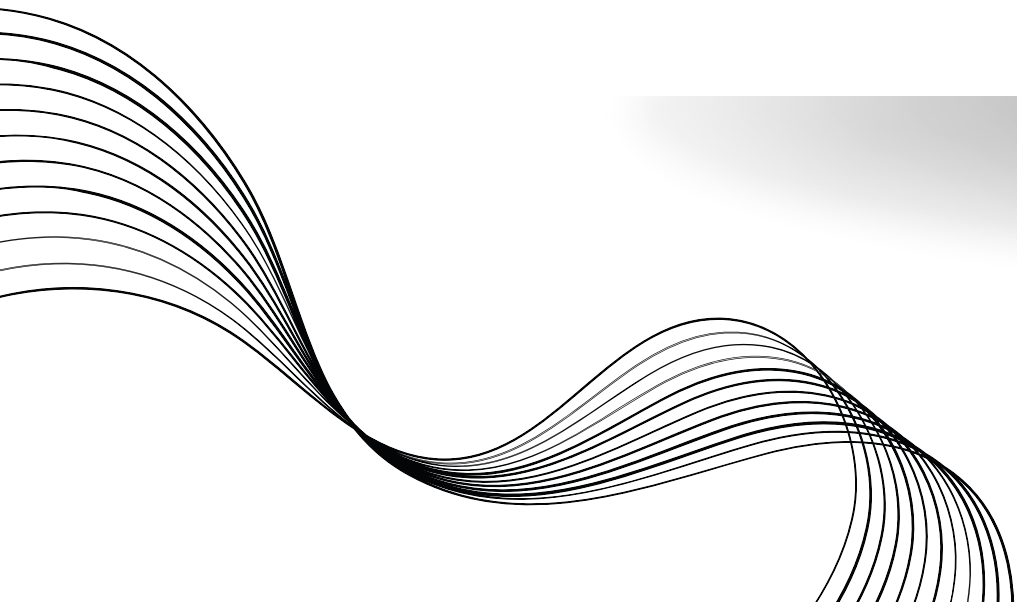
PROBLEM STATEMENT

Twitter is a platform where millions of users express their opinions and experiences daily. Manual analysis of these tweets is not feasible due to the sheer volume of data. Therefore, there's a need for a reliable NLP model that can classify tweets into positive, negative, or neutral sentiment categories.
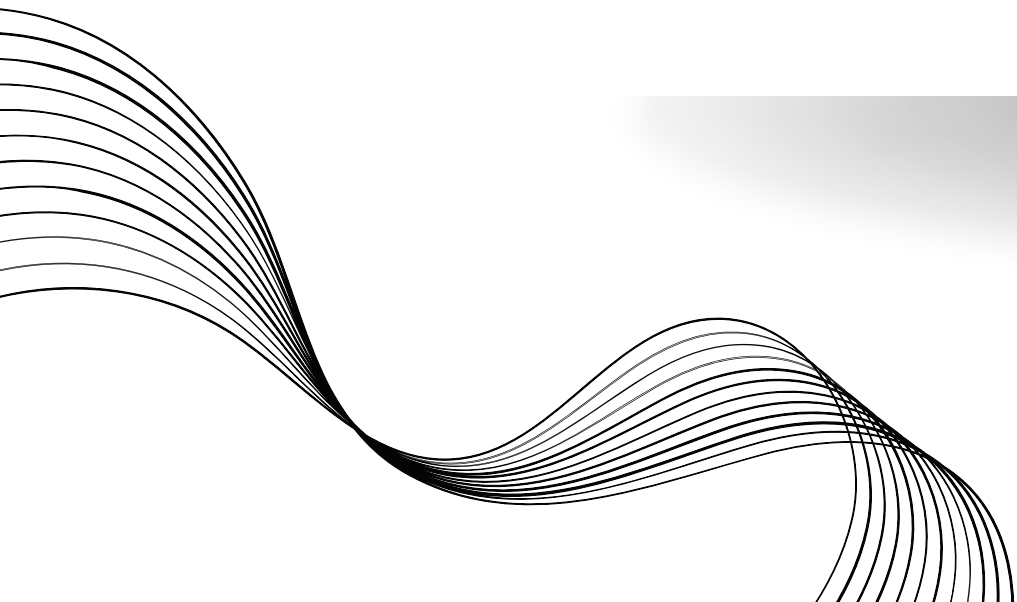
GOALS AND OBJECTIVES

Research Question

How do consumers perceive one company relative to the other?

Main Objective

To build a proof-of-concept NLP model that can accurately rate the sentiment of tweets about Apple and Google products
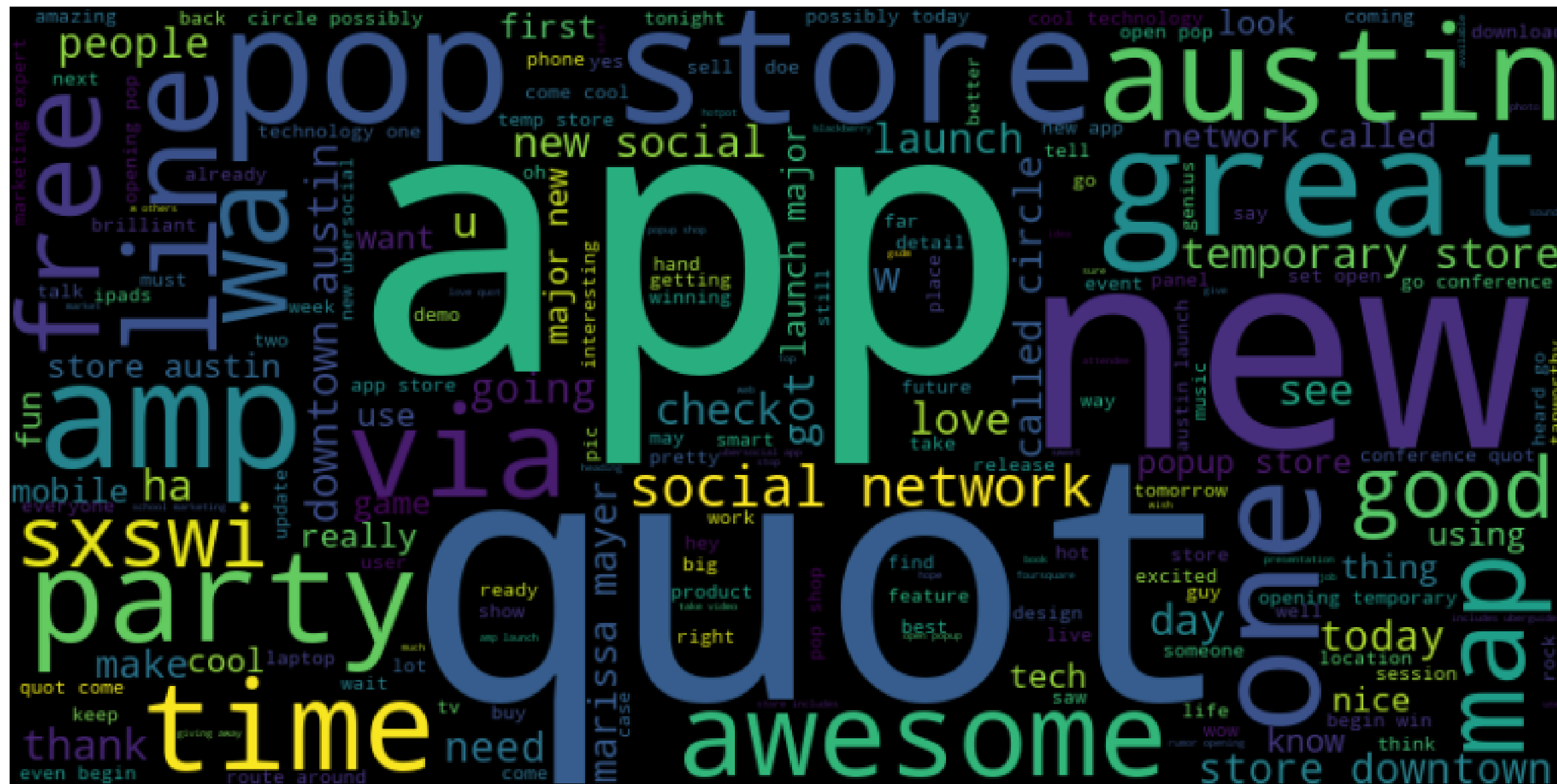
Specific Objectives

- To identify key topics and themes within positive and negative tweets for both Apple and Google.

- To Identify critical areas for enhancement in Apple and Google products.

- To Identify areas where one company may have a competitive advantage in public perception.
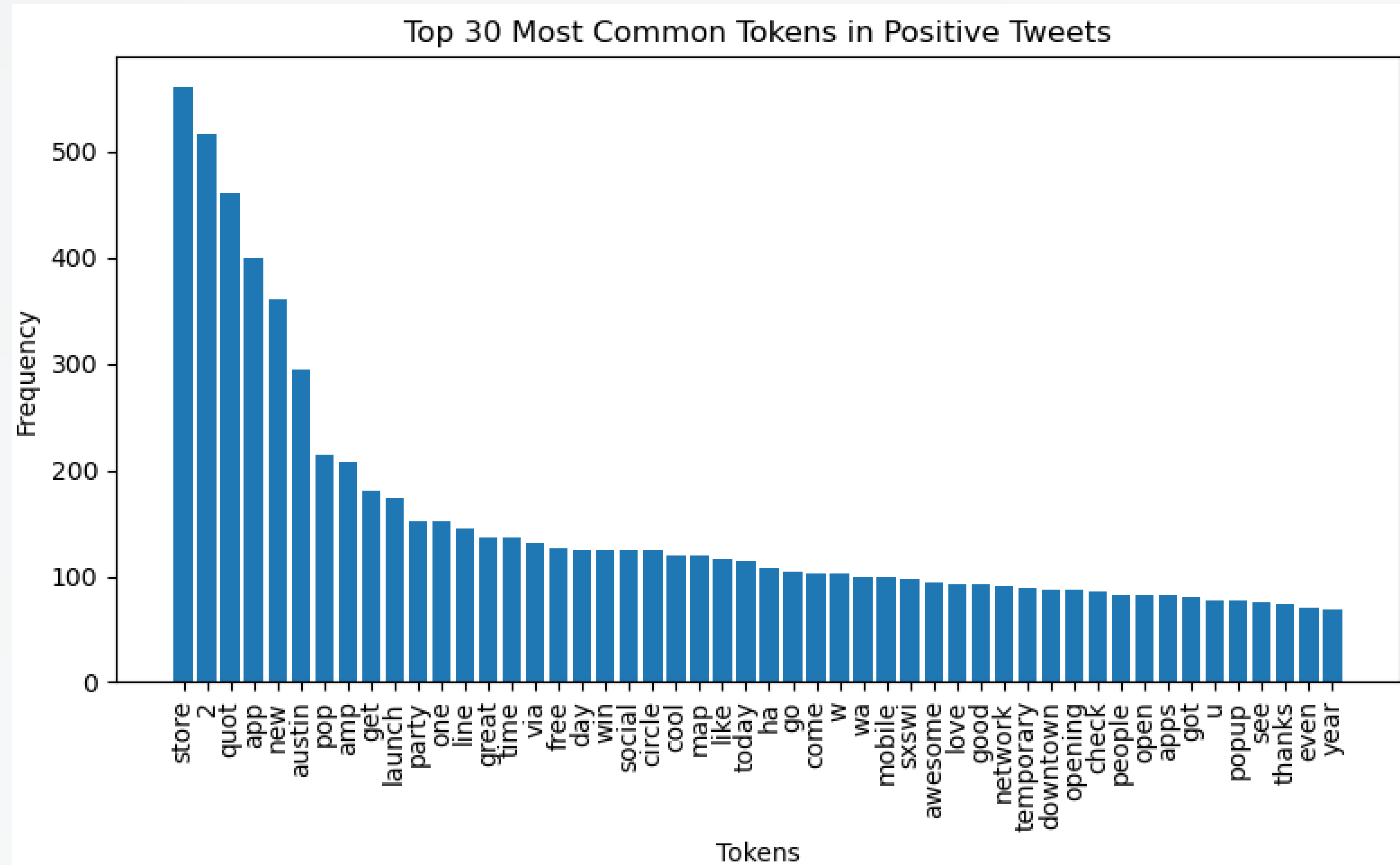
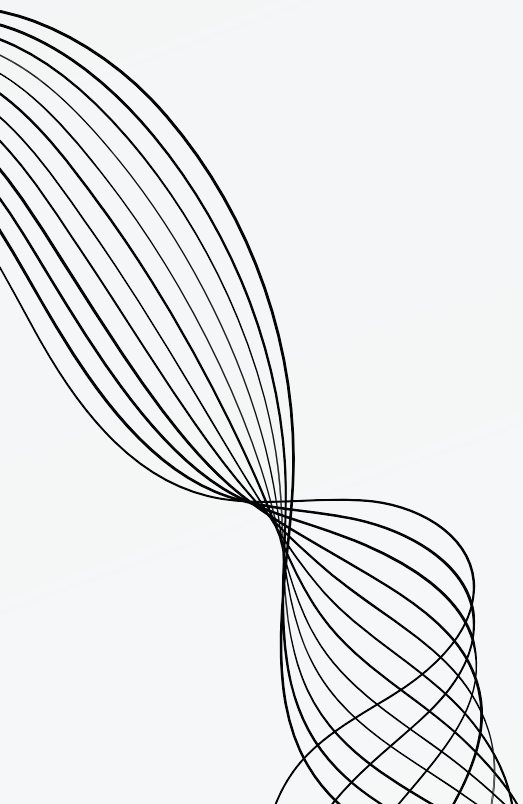# PATTERNS
&
FINDINGS

Most Common Words in Tweets With Positive Sentiments

Most Common Words in Positive Tweets

Top 30 Words in Tweets With Positive Sentiments

Top 30 Most Common Tokens in Positive Tweets

Most Common Words in Tweets With Negative Sentiments

Most Common Words in Negative Tweets

Top 30 Words in Tweets With Negative Sentiments

Top 30 Most Common Tokens in Negative Tweets

How Sentiments are distrubeted in Apple-Related Tweets
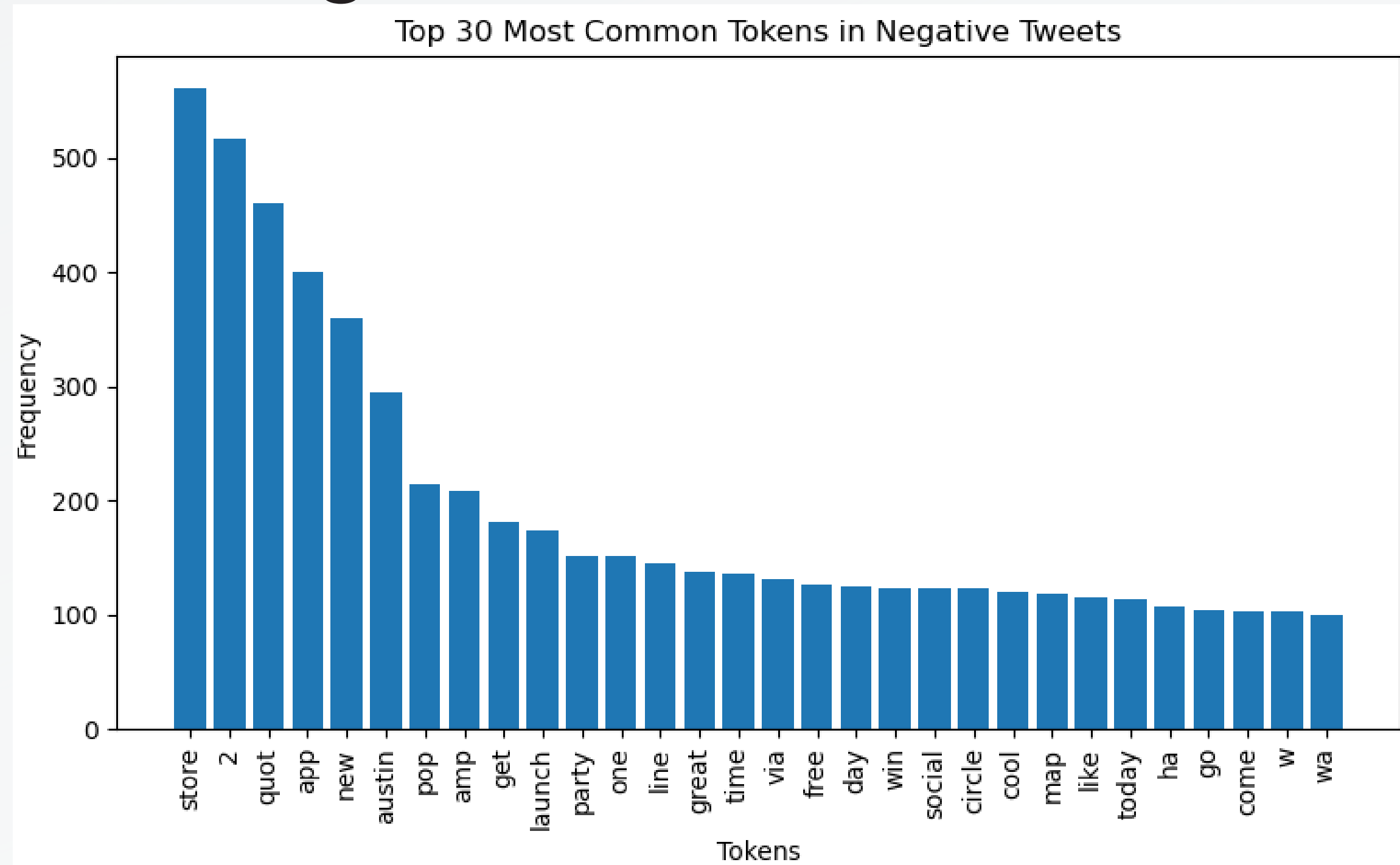
Sentiment Distribution in Apple-Related Tweets

How Sentiments are distrubeted in Google-Related Tweets
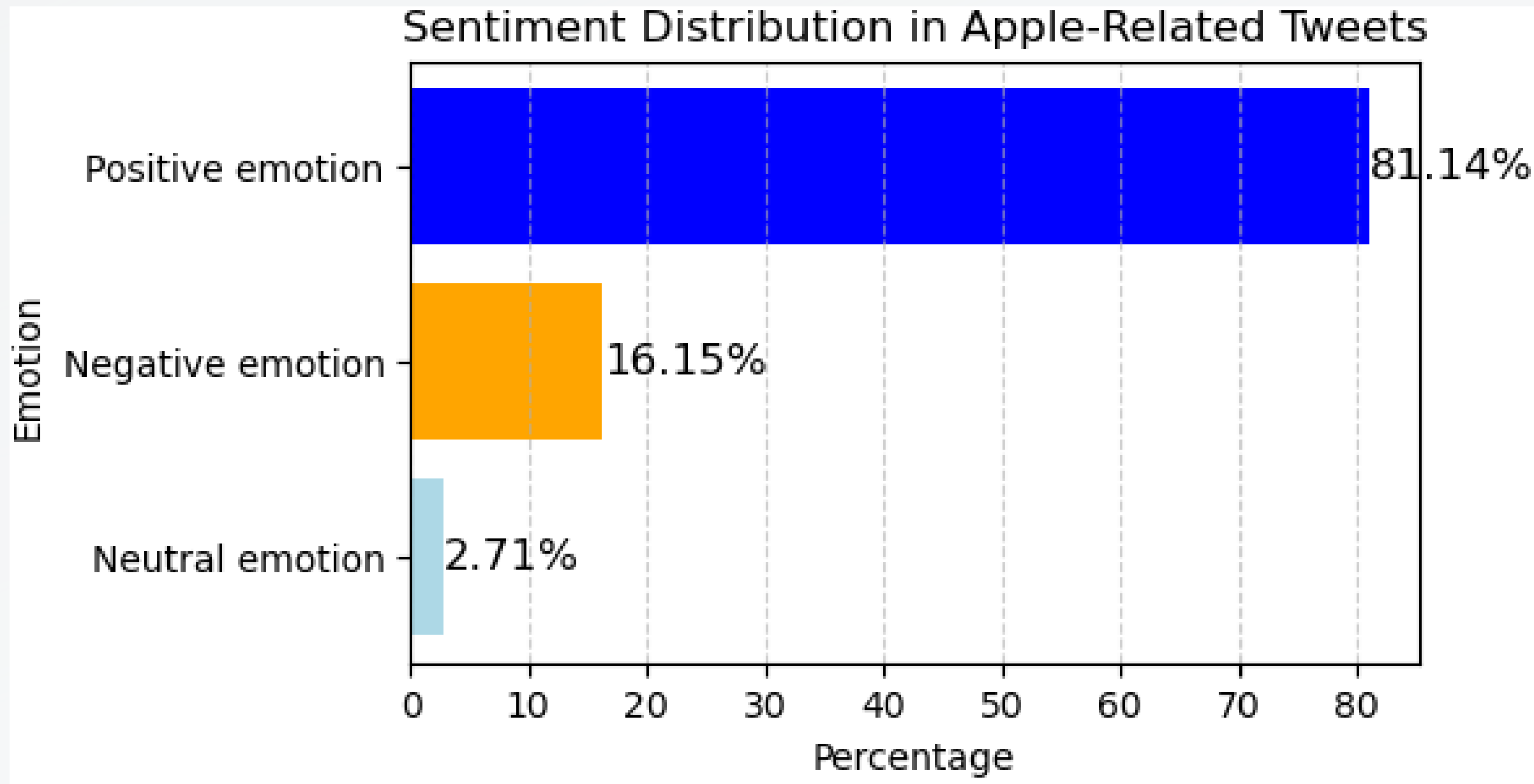
Sentiment Distribution in Google-Related Tweets
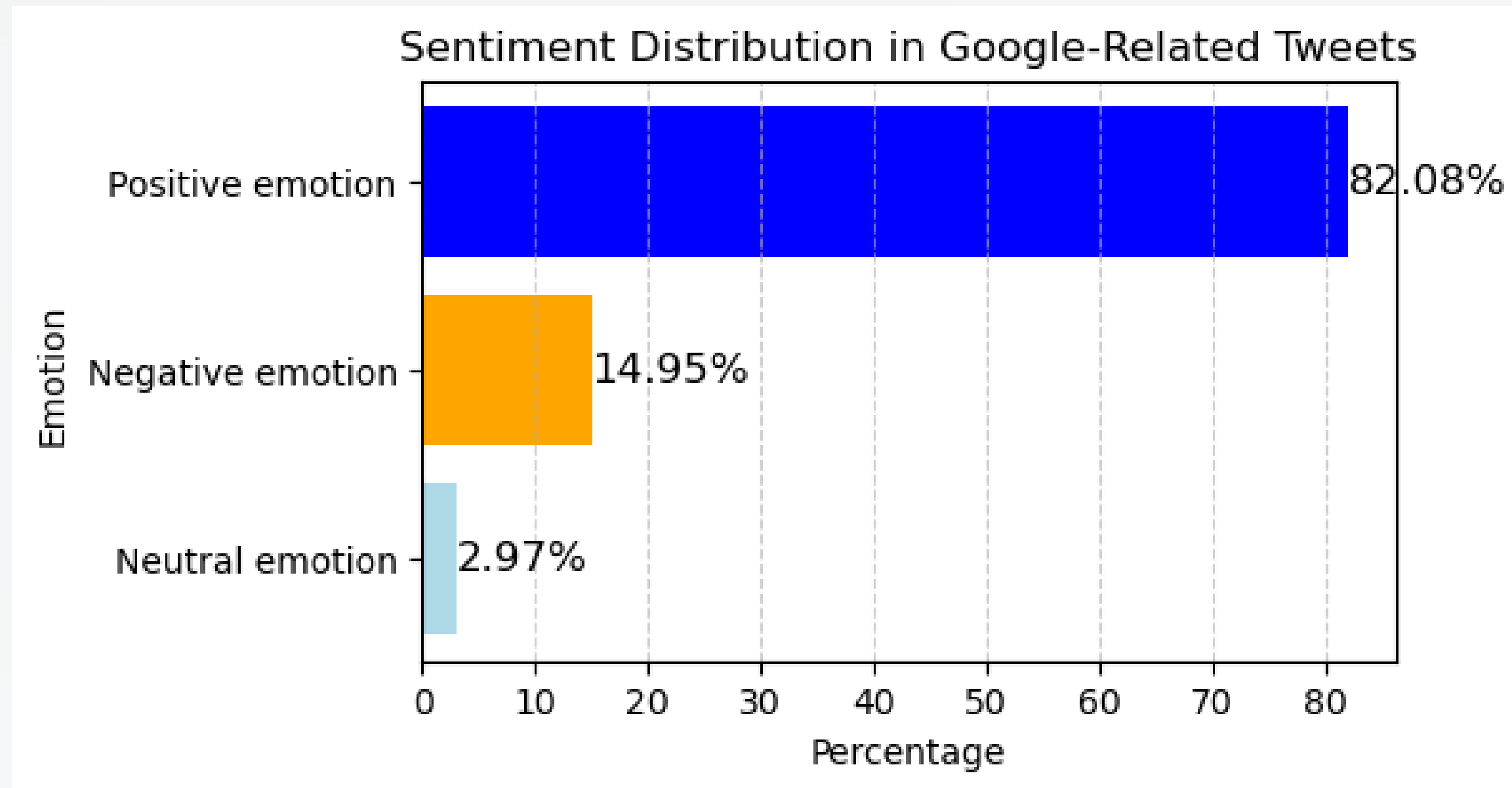
CONCLUSIONS

- Both Apple and Google enjoy predominantly positive sentiments on Twitter, indicating strong brand perception.

- Key positive topics for Apple include retail stores, product launches, and community engagement. Negative sentiments often relate to app and autocorrect issues.

- For Google, positive discussions center around Google+, mapping services, and mobile apps. Negative sentiments occasionally touch upon Google Maps and location-based services.

RECOMMENDATIONS

- Capitalize on the overwhelmingly positive sentiment around brands and products. Highlight successful product launches, engage with the community, and promote events.

- Pay close attention to common pain points mentioned in negative tweets. Continuously improve app functionality, battery performance, iPad's design, and autocorrect features for Apple. For Google, addresses concerns related to mapping services and location-based features.

- Emphasize innovation in product offerings, as this generates positive discussions. Encourage excitement around new features and updates.

- For both companies, maintain a strong presence on social platforms like Google+ and actively engage with users to foster positive sentiment.

THANK YOU