

Turning Tweets into Sentiments using Tweepy

Potential of social media:

Every data point is an opportunity to improve the social strategy. Social media data gives us a great awareness about trends, preferences or dislikes from the consumer. Without this data, we may be catching red flags too little too late or missing massive opportunities to enhance your audience's experience. Twitter is one place where consumer experience of a product is reflected thoroughly giving us opportunities to obtain their experience.

335 M+ monthly users

500 M+ tweets everyday

80% tweets uses a brand

Benefits of Social Media Usefulness:

Collectable

Interpretable

Measurable

This volume of data allows us to do sentiment analysis by placing bulk social media posts of a particular product, campaign or a company into categories such as positive and negative giving us insights on perception of user about the brand.

Technologies:

Tweepy

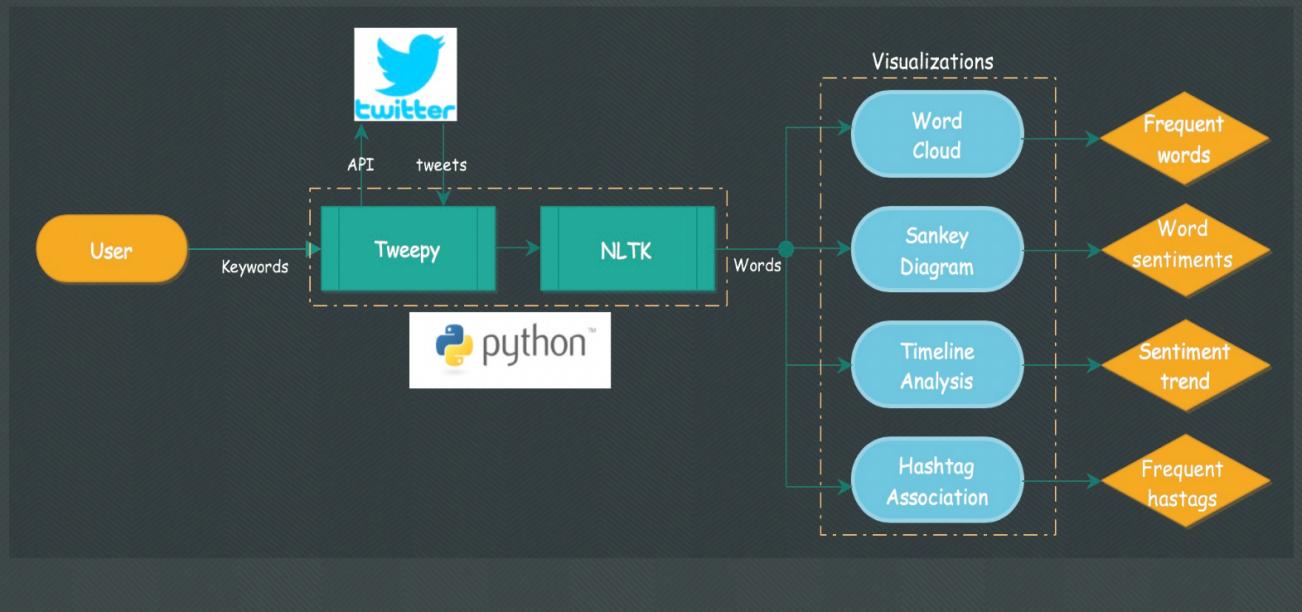
Tweepy is an open-sourced library which enables Python to communicate with Twitter platform and use its API.

Through tweepy, we can extract information from twitter such as tweets of a user, location of the user for the desired time period. We use this library to extract information about product specific tweets

NLTK

NLTK is a leading library to make Python programs work with human language data. NLTK uses natural language processing and helps in processing the raw text data to useful information. We have used this library to assess the sentiment of the tweets about a particular product.
Classifier user : Naives –Bayesian

Workflow Process:



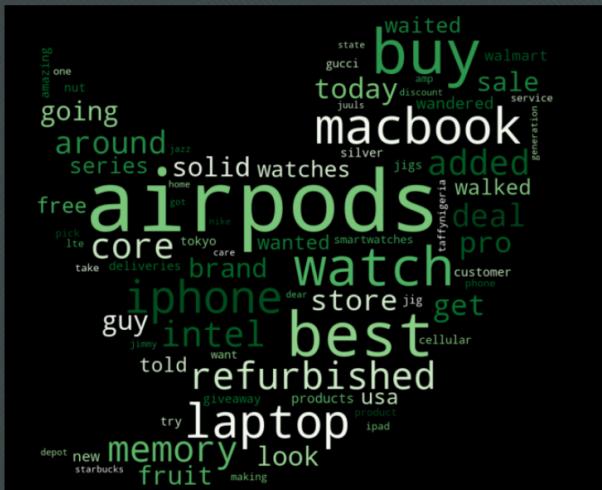
Use Case:

- Best Buy sells various kinds of electronic products from different brands. Here, the procedure is performed to observe the user experience of Apple brand in BestBuy

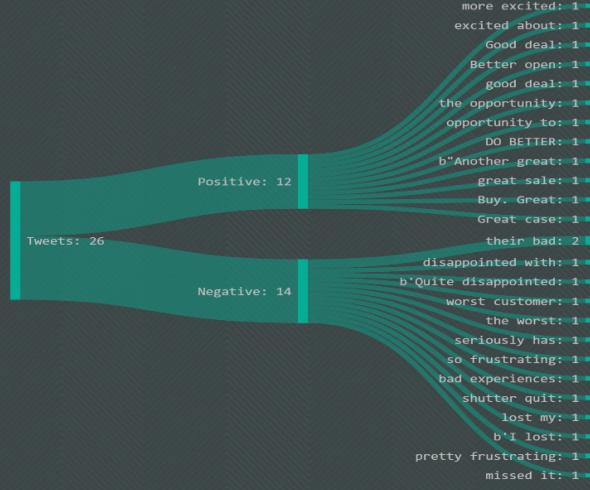


Visualizations:

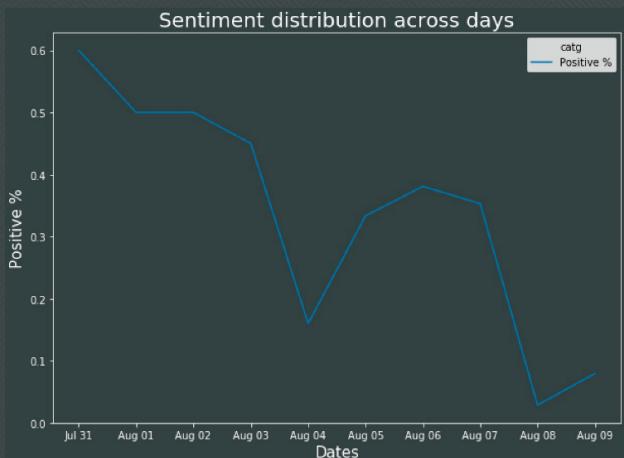
Popular words



Distribution of words



Timeline



Popular hashtags



Conclusion:

These informative visualizations enable us to understand the customers' experience of the product or a company allowing them to find opportunities for improvement.

There are several other applications on using the twitter data such as:

- 1) Competitor sentiment analyses
 - 2) Influential twitter user analysis
 - 3) Region specific analysis
 - 4) Campaign impact analysis

Group members:

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