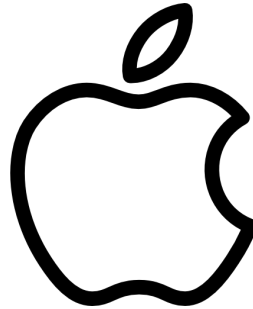


# **Analyzing Sentiment toward Apple Brand and Products**



## Business Understanding

**SXSW** ↙



Help the Apple marketing team plan next year's SXSW strategy.

# Data Understanding



~8,000 tweets



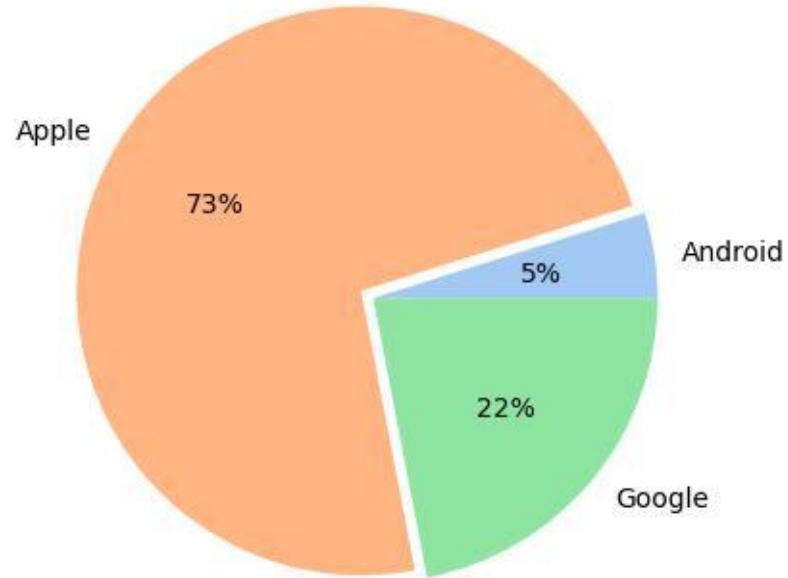
SXSW conference

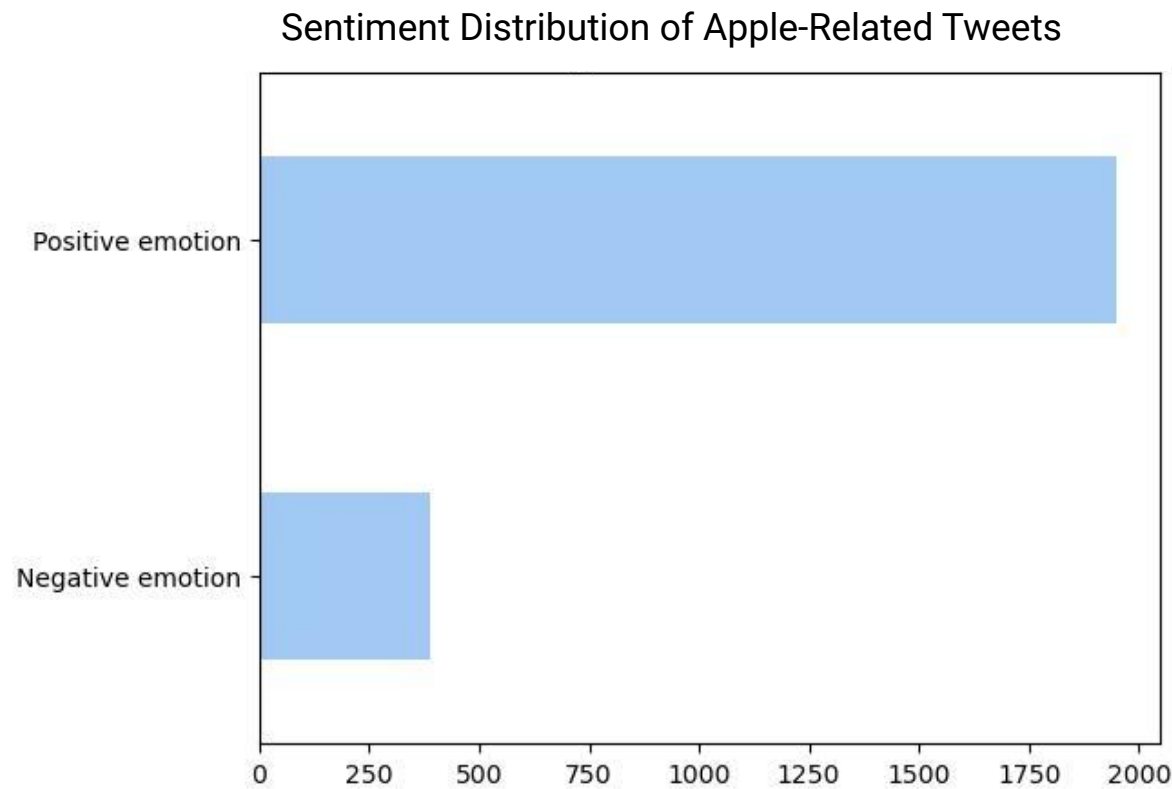
Apple | Google | Android



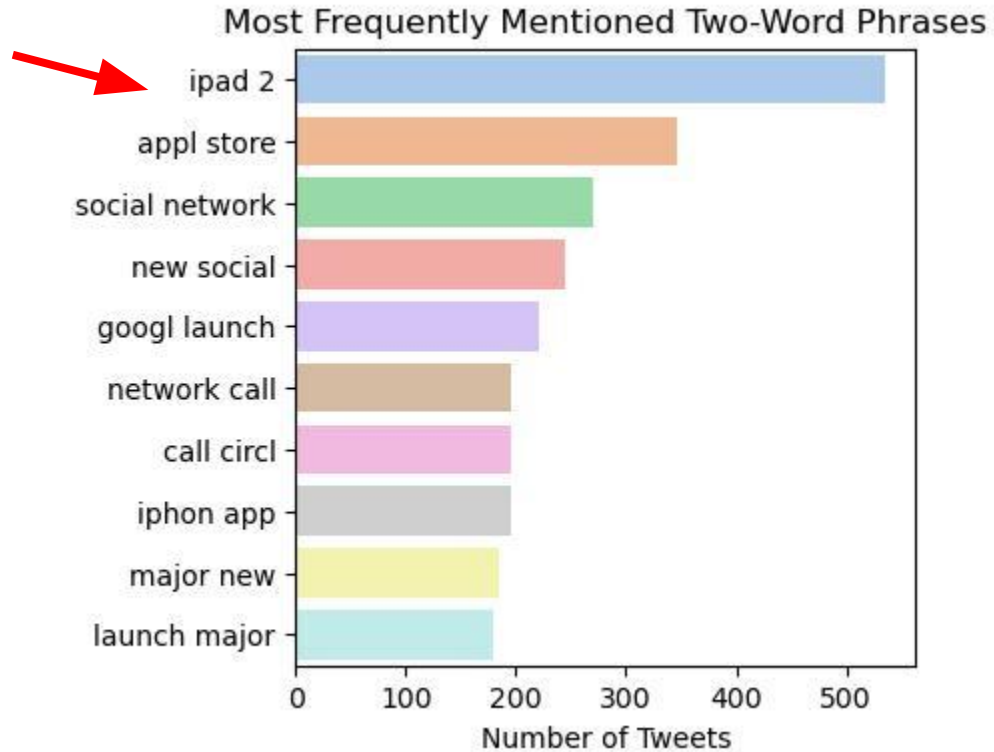
Apple brand & Apple products are ***the most mentioned***.

Tweets directed at each Brand

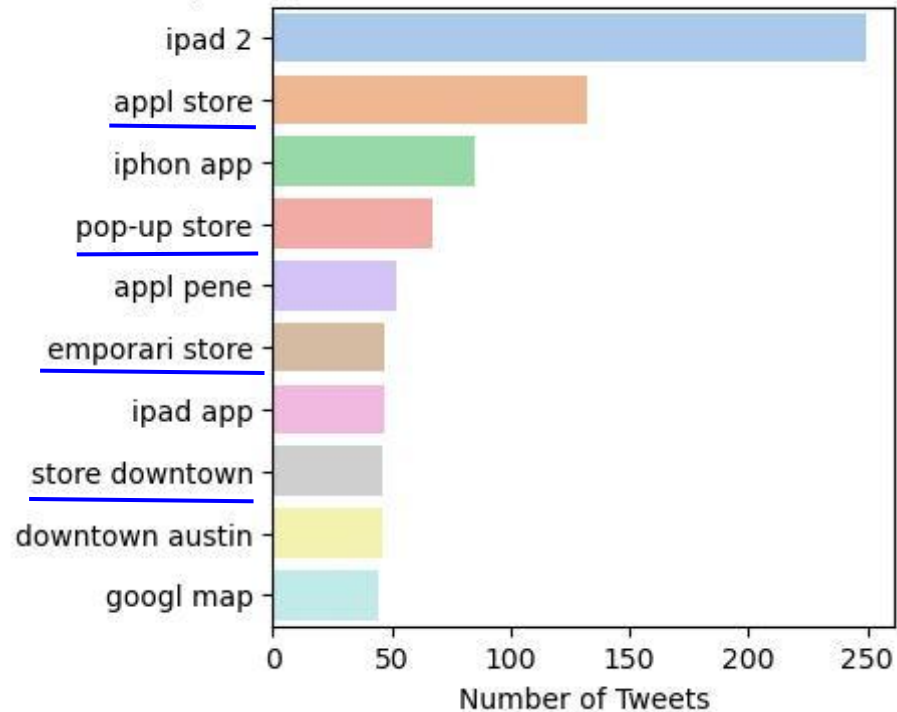




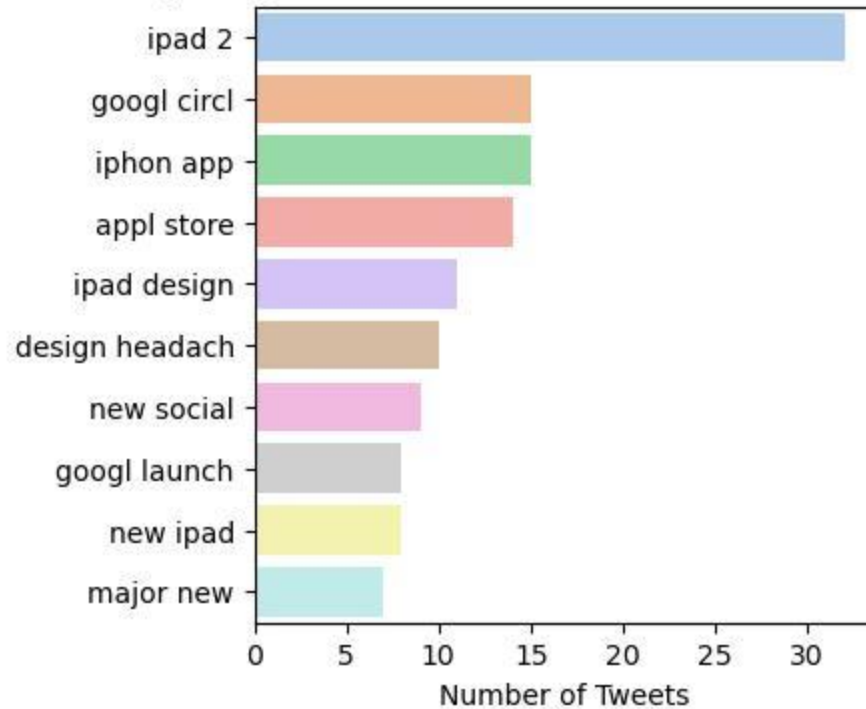
More than  
4:1 positive  
to negative



Most Frequently Mentioned Two-Word Phrases in POSITIVE Tweets



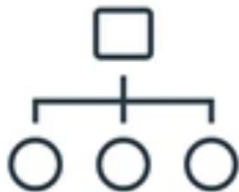
Most Frequently Mentioned Two-Word Phrases in NEGATIVE Tweets





## Modeling

Classification problem - is a tweet  
**positive** or **negative**?



## GOAL

Use the model's confidence that a tweet is positive as a measure of ***how positive*** the tweet is.

Find the top 5 most positive tweets.

## Evaluation / Results



Accuracy:

what percentage of all model predictions are correct?

**84.2%**

The most positive and most negative tweets are difficult to interpret based on the model's confidence score.

## Next Steps

Build a classifier focused on optimising the percentage of negative tweets classified correctly.

# Thank you!



Any questions?



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