Analyzing Sentiment toward Apple Brand and Products
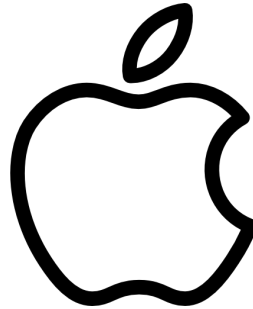
Business Understanding

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

Data Understanding

~8,000 tweets

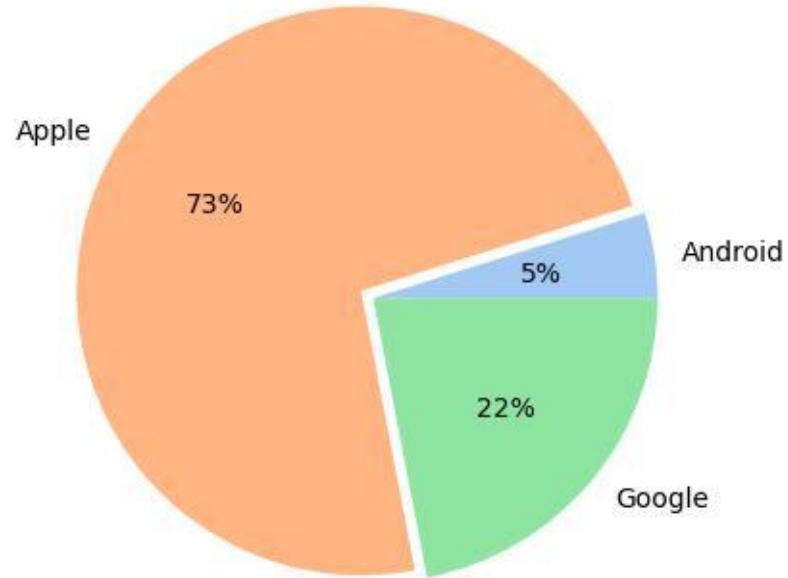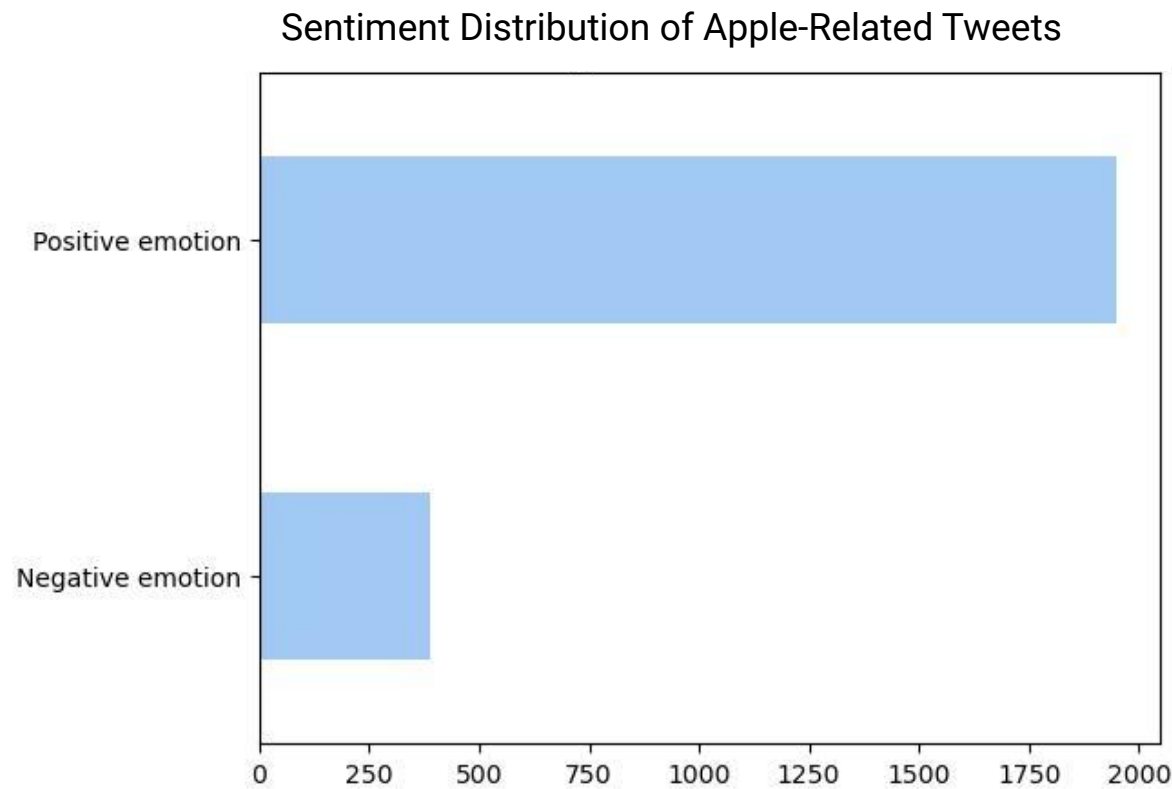SXSW conference

Apple | Google | Android

Data Analysis

Apple brand & Apple products are ***the most mentioned.***
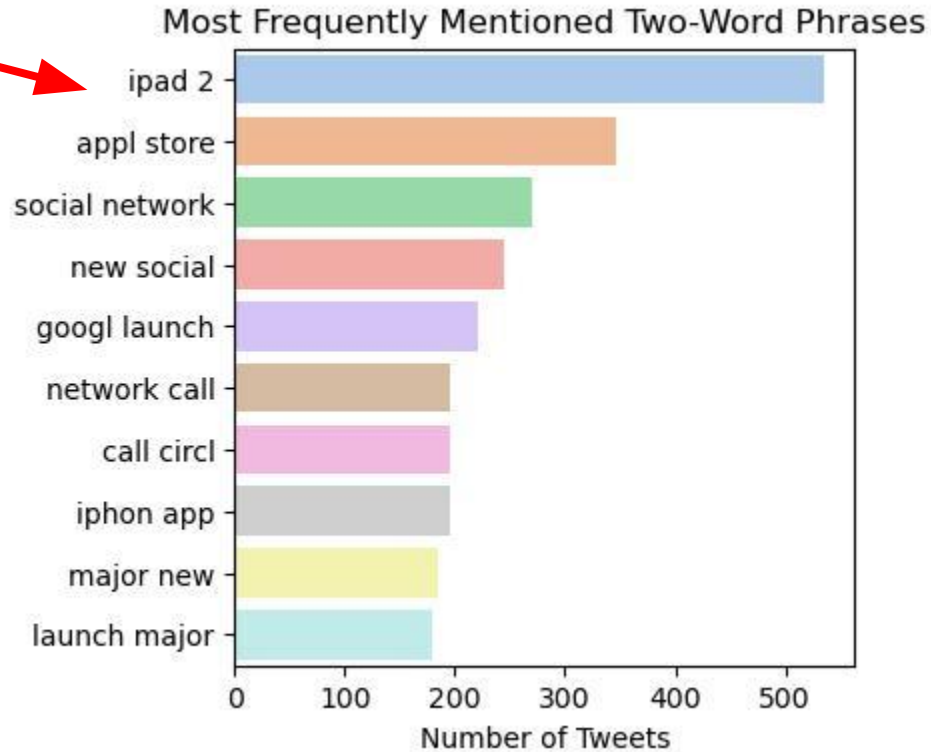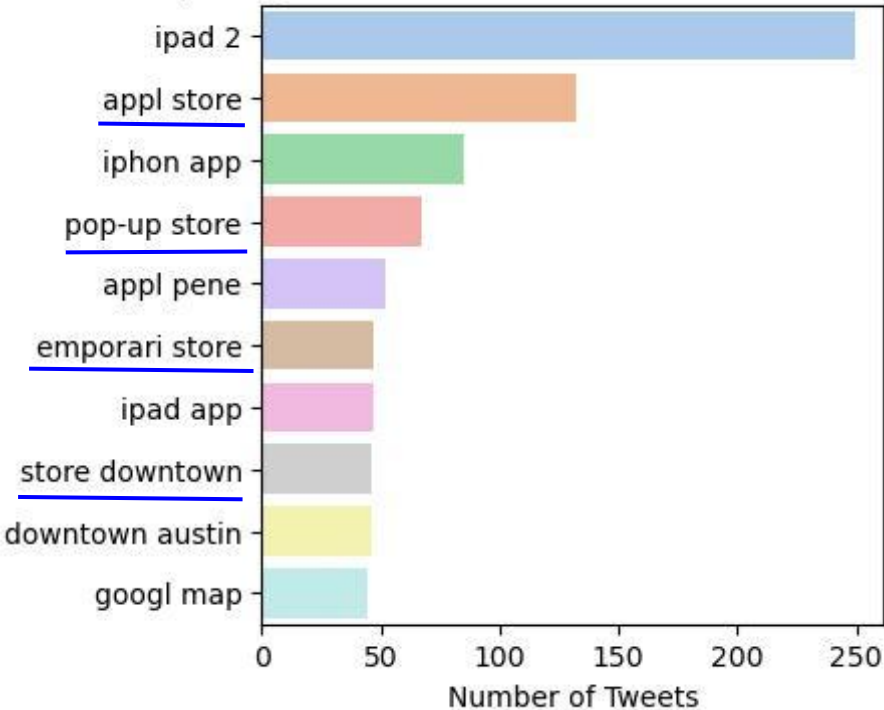
Tweets directed at each Brand

Data Analysis

Sentiment Distribution of Apple-Related Tweets

More than
4:1 positive
to negative
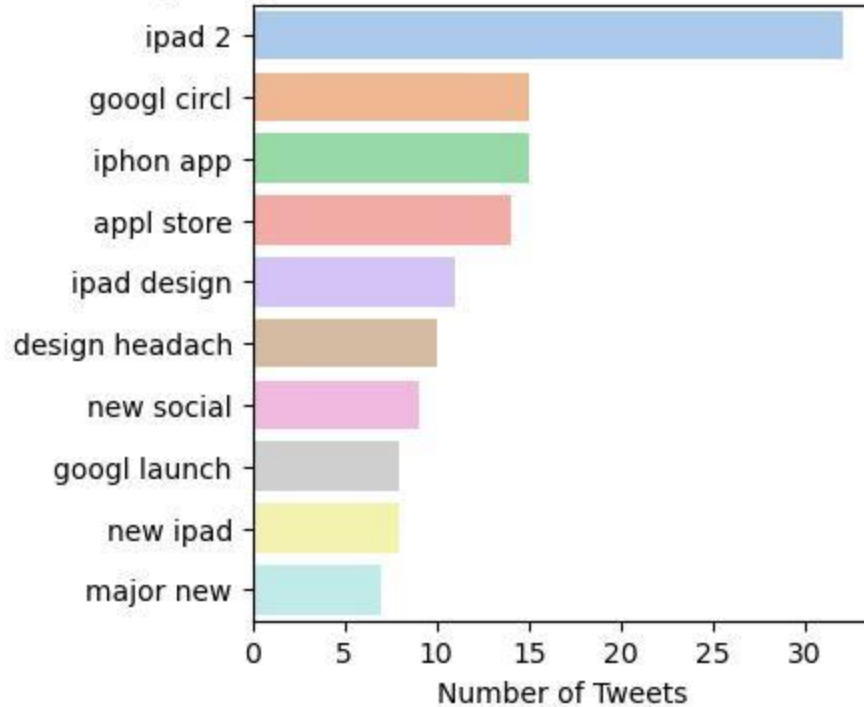
Data Analysis

ipad 2 and appl
store at the top

Most Frequently Mentioned Two-Word Phrases

Data Analysis

Pop-up store is received extremely positively.

Most Frequently Mentioned Two-Word Phrases in POSITIVE Tweets

Phrase	Number of Tweets
ipad 2	~250
appl store	~135
iphon app	~85
pop-up store	~68
appl pene	~52
emporari store	~48
ipad app	~48
store downtown	~46
downtown austin	~46
googl map	~44

Data Analysis

Relatively few
negative
tweets

30 regarding
ipad 2

Most Frequently Mentioned Two-Word Phrases in NEGATIVE Tweets

Modeling

Find the **most negative** and **most positive** tweets.

Classification problem
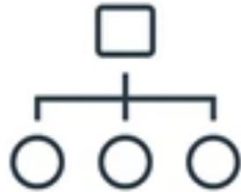
Accuracy:
what percentage of all model predictions are correct?

84.2%

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

Class	Precision	Recall	F1 Score	Support
Negative Tweets	0.49	0.6	0.54	108
Positive Tweets	0.93	0.89	0.9	602

Performance is better for positive tweets.

Recommendations

Next Year's Conference

- Repeat the pop-up store (but keep an element of surprise)

- Time the launch of a new feature or product (iPad 2 release garnered a lot of positive attention!)

Thank you!

Any questions?

linkedin.com/in/rebeccaneel

rebecc.clark@gmail.com