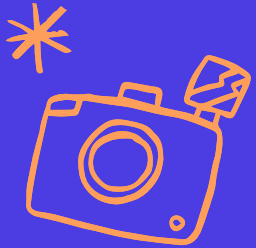


Apple Sentiment Twitter Analysis

Aug 4, 2023



Team Members



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Agenda



- 1 Business Situation
- 2 Data Overview
- 3 Data Analysis
- 4 Modeling
- 5 Recommendations and Next Steps

Bottom Line



Improving consumer relations through targeted marketing and excellent product design is key to continuing Apple's market share growth & industry dominance.



Business Overview

- Hyper competitive marketplace
- Apple became market share leader 2022
- Innovation driven consumer base
- Targeted marketing improves sales



Data Overview



Data Overview



2,846 Tweets from South by
Southwest (SXSW) 2013



Filtered for Apple products &
consumer sentiment



Imbalanced and messy data



Metrics: F1 Score

Why is this important?



50%

Of people aged 16-24
use Twitter for brand
research

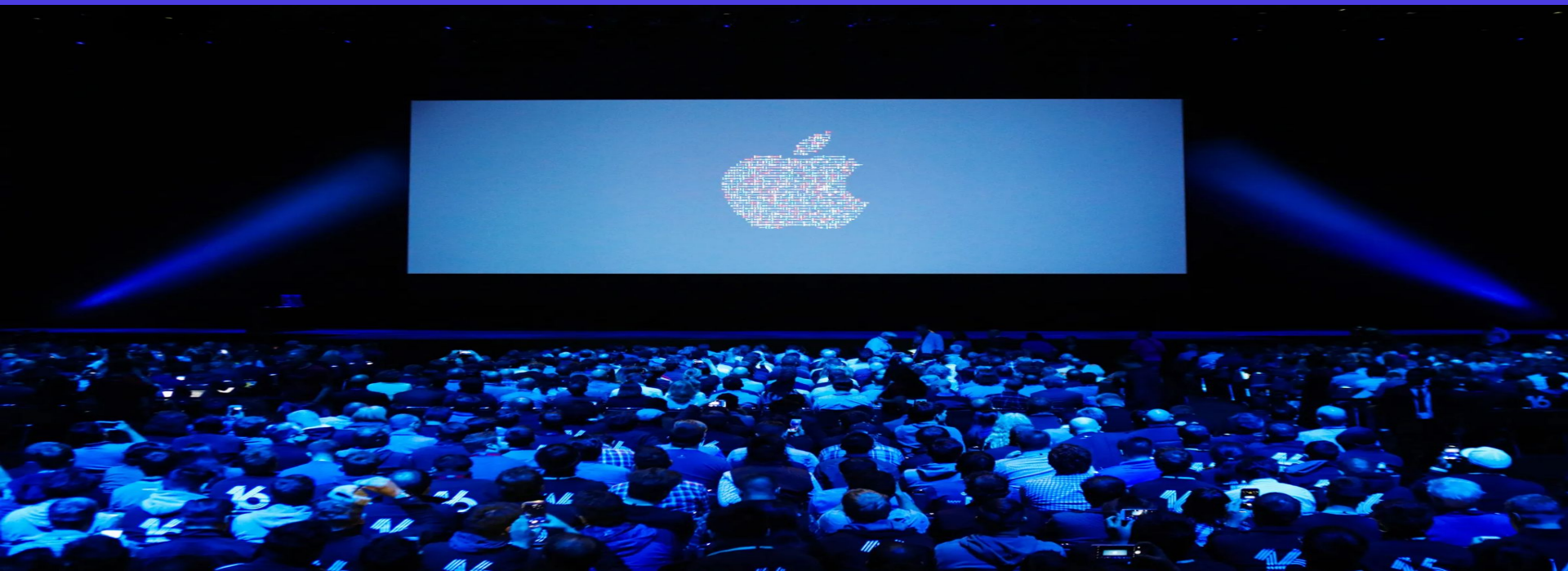
76%

Of users say they've
bought something
based on Twitter
conversations

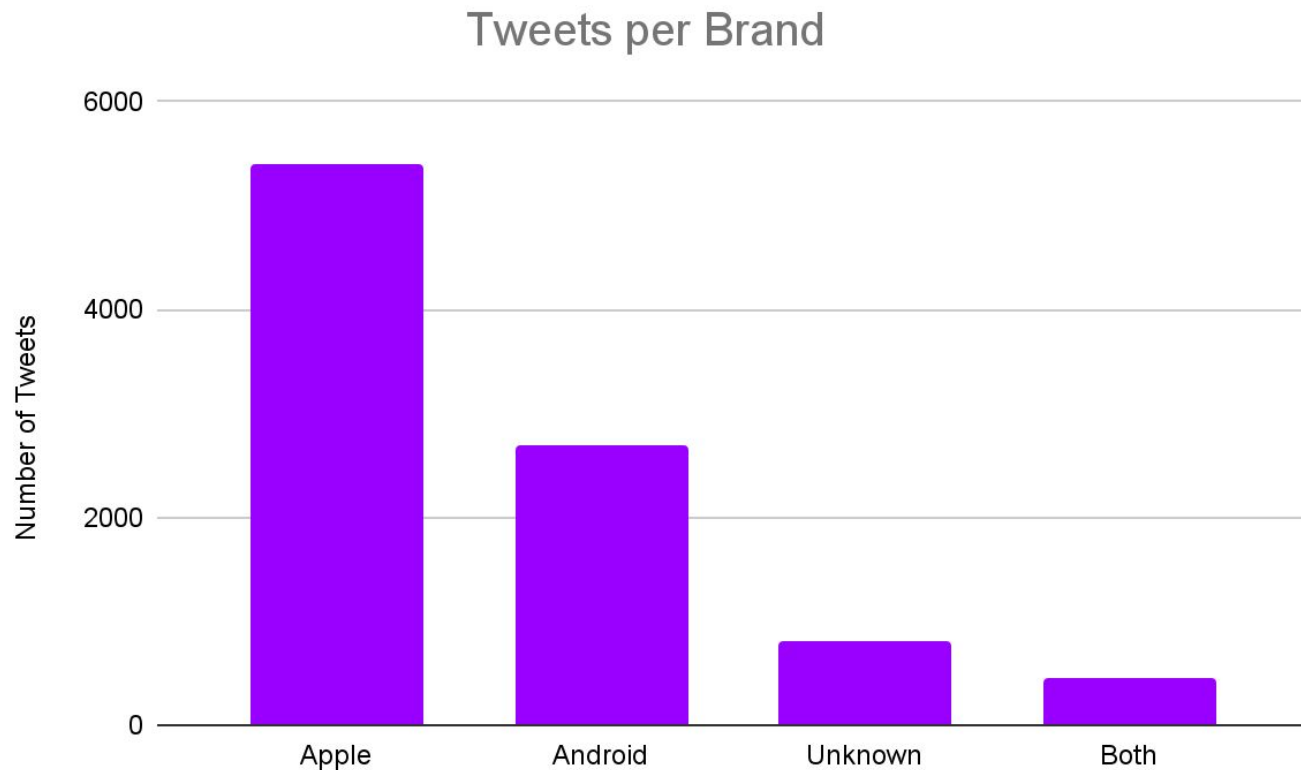
545 million

Potential viewers of
advertisements

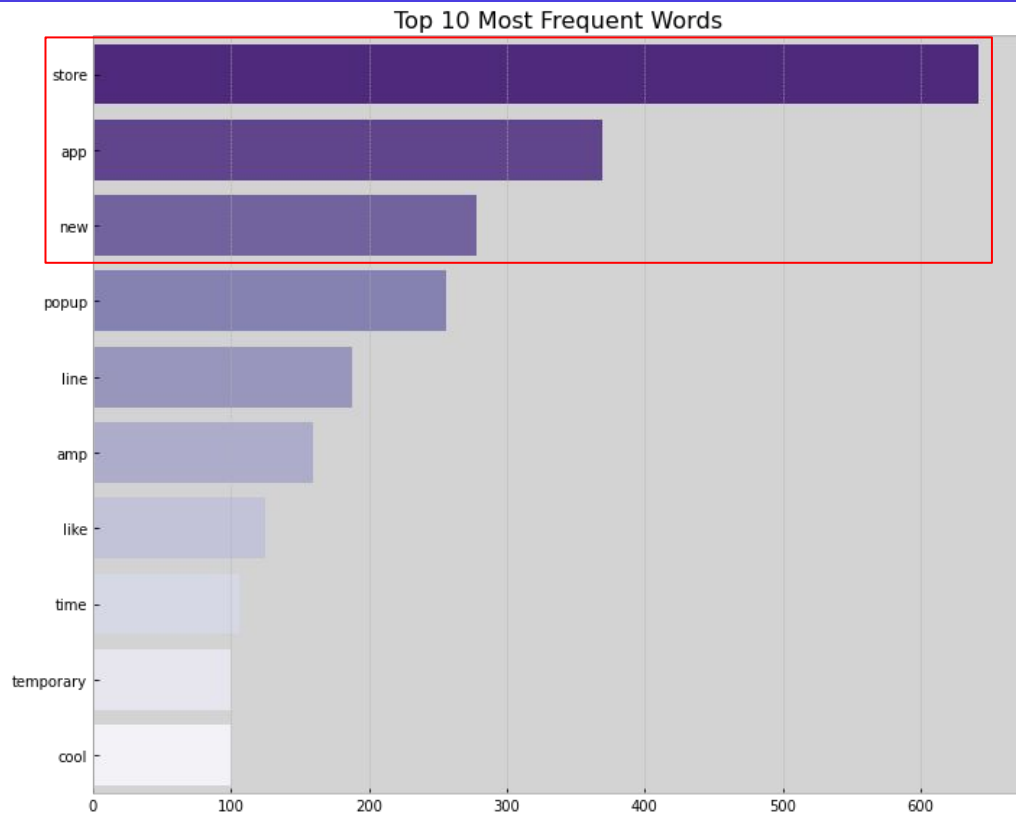
Data Analysis



Apple = More Engagement



Word Frequency



People Enjoy New Things

Word Cloud - Ipad Positive Sentiment



Word Cloud - Ipad Negative Sentiment



Apps are the Key

Word Cloud - Iphone Positive Sentiment



Word Cloud - Iphone Negative Sentiment

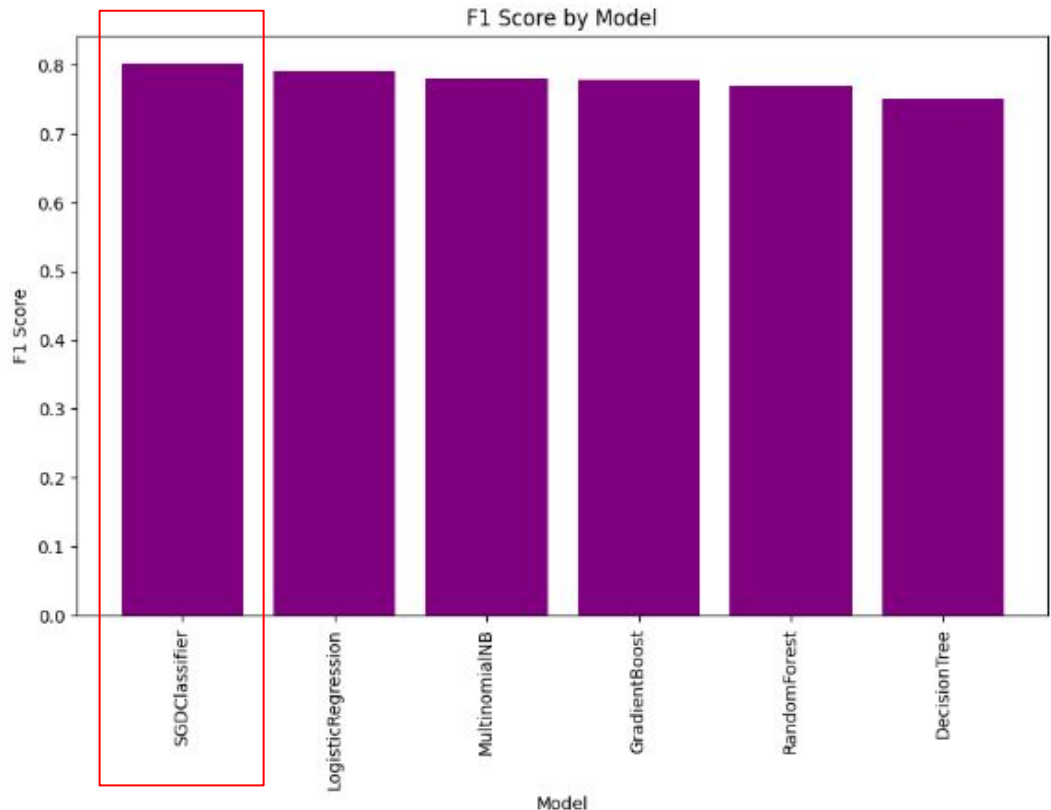


Modeling



Model

- F1 score of 80%
- Shows a strong performance in recognizing positive tweets while minimizing false positives and false negatives.



Recommendations

- Focus on app functionality
- Improve battery life
- Ensure design is appealing to customers



Next Steps

- Acquire recent data from Twitter
- Look into alternate ways of dealing with the imbalanced data
- Use deep learning models to capture complex patterns in the data



Questions?




FOLLOW



Rajesh Reddy

Presentation Lead



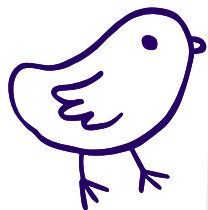
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Thank you!

