

Total Tweets

Unique Users

Positive Tweets

Negative Tweets

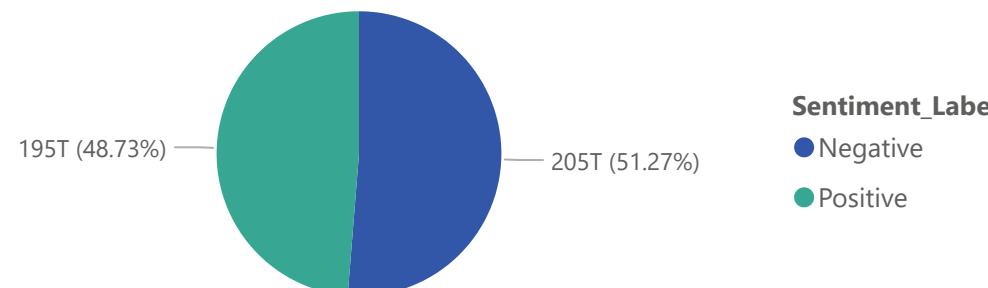
Avg Sentiment Score

Tweets with Hashtags

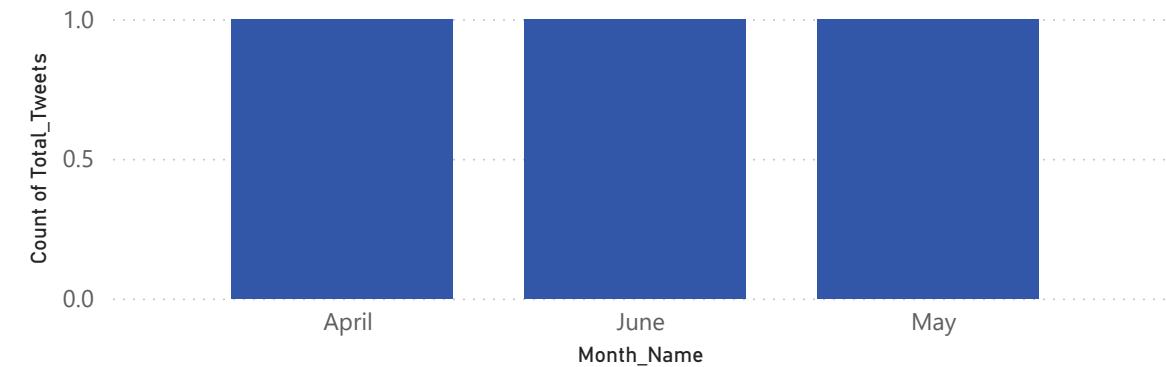
200.00K 148.42K 100.00K 100.00K 0.14 4.62K

Sum of Value

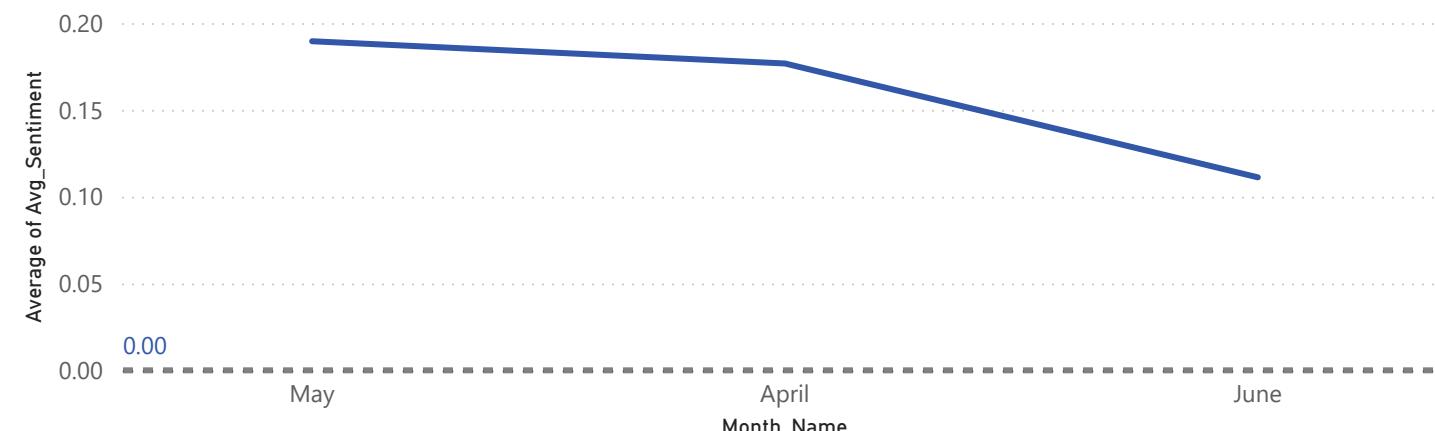
Sentiment Pie Chart

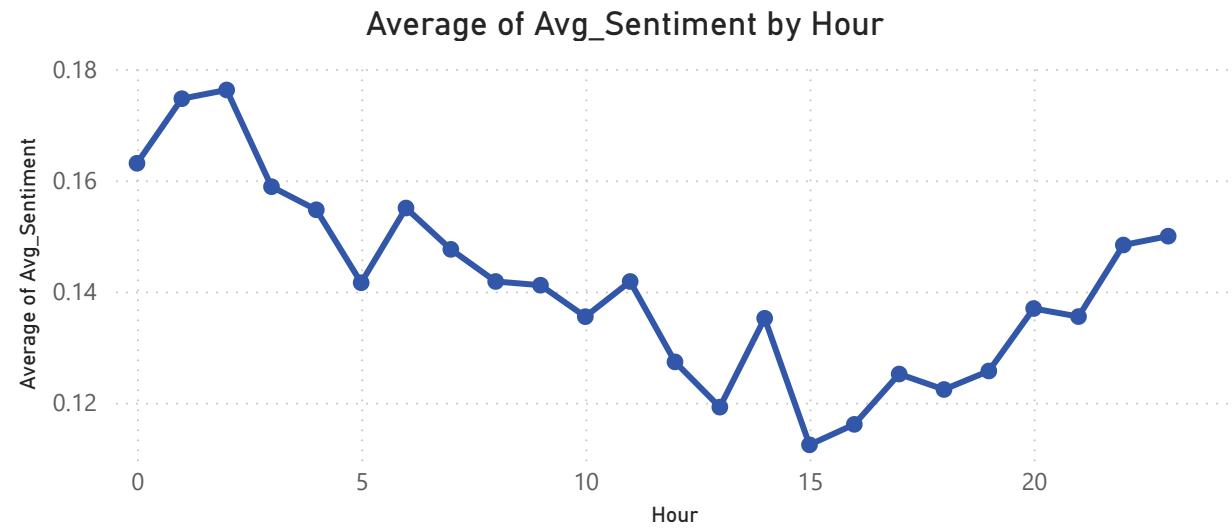
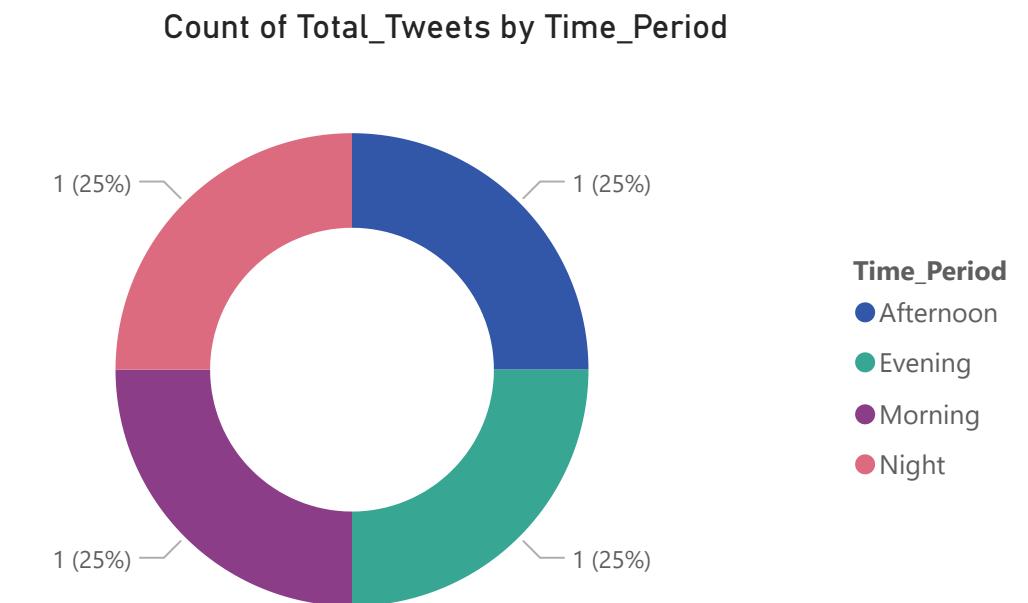
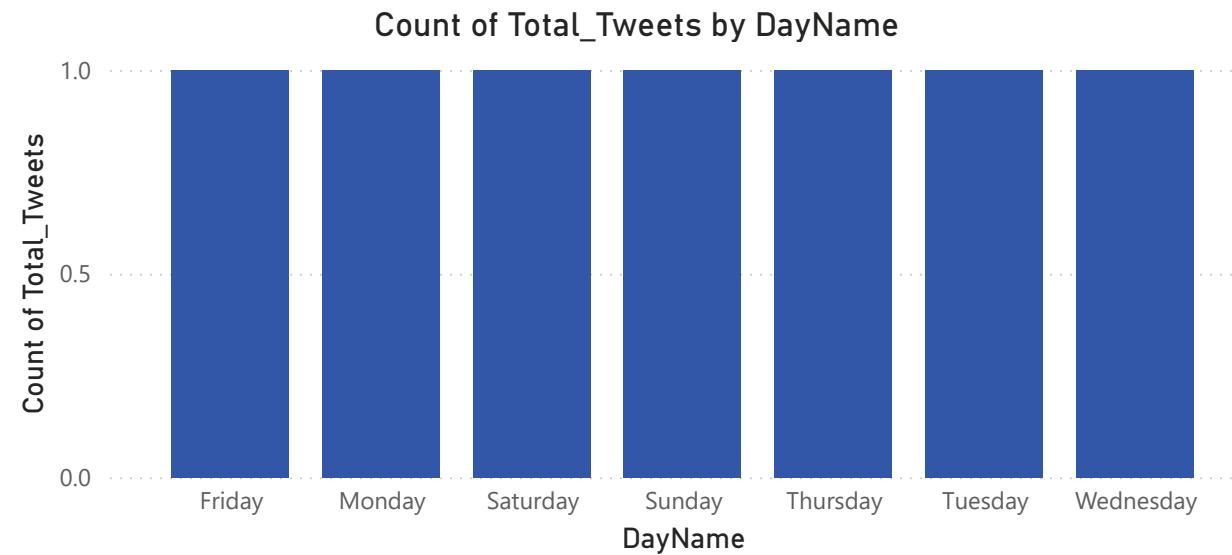


Tweet Volume by Month



Sentiment Trend



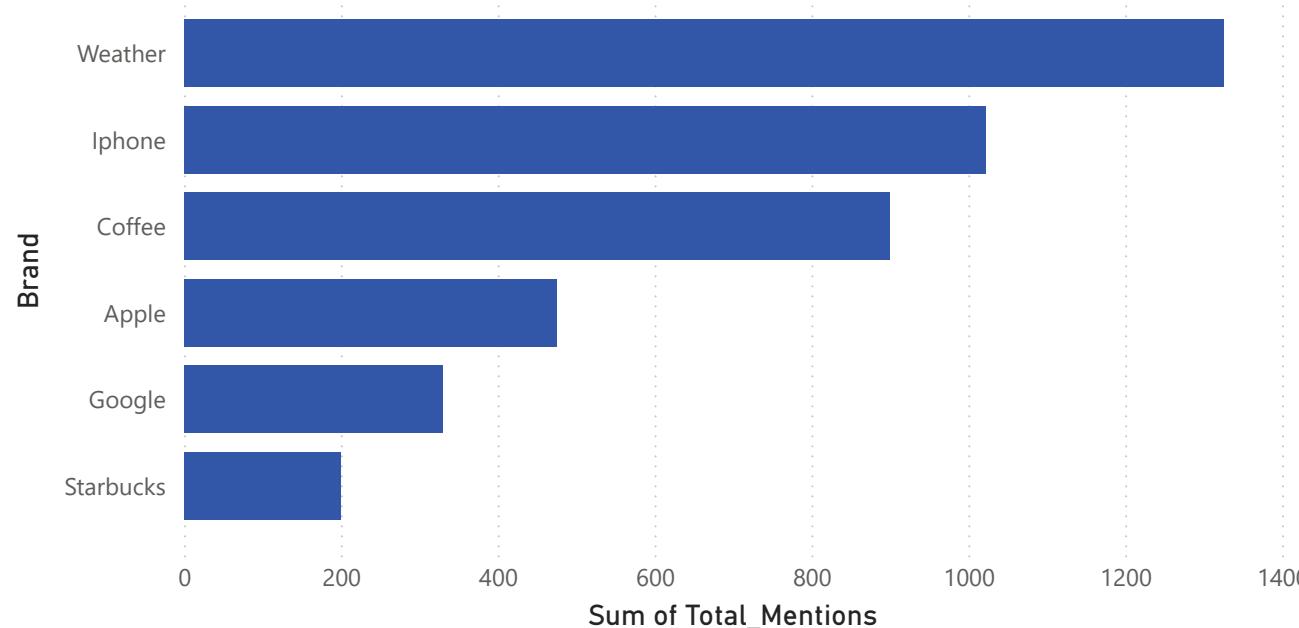


Day vs Hour

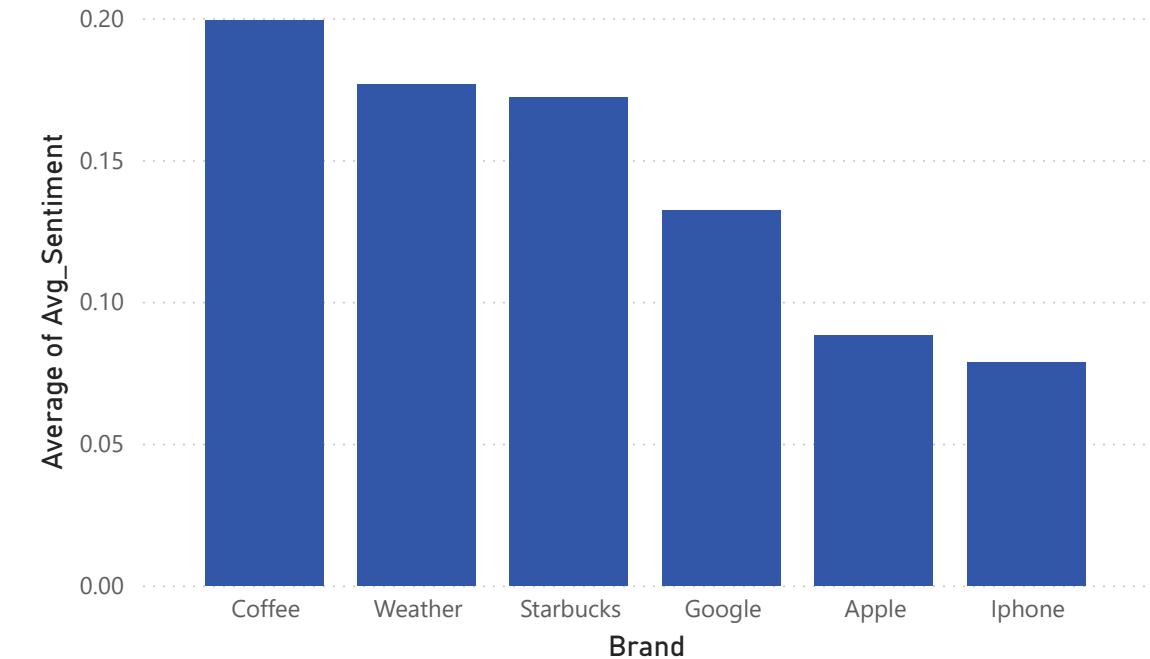
DayName	0	1	2	3	4	5	6	7	8	9	10	11	12	13
Friday	0.15	0.17	0.13	0.13	0.12	0.11	0.17	0.16	0.13	0.17	0.17	0.15	0.14	0.14
Monday	0.19	0.20	0.21	0.17	0.18	0.16	0.17	0.17	0.18	0.18	0.14	0.13	0.13	0.12
Saturday	0.16	0.18	0.19	0.16	0.18	0.15	0.14	0.16	0.15	0.15	0.14	0.14	0.14	0.15
Sunday	0.18	0.18	0.17	0.19	0.17	0.17	0.18	0.17	0.18	0.19	0.20	0.20	0.19	0.16
Thursday	0.05	0.08	0.10	0.06	0.01	0.01	0.05	0.02	0.00	0.02	-0.01	0.04	-0.04	-0.01
Tuesday	0.20	0.18	0.20	0.16	0.18	0.19	0.18	0.16	0.11	-0.01	0.01	0.03	0.03	0.01
Wednesday	0.10	0.10	0.12	0.11	0.12	0.09	0.10	0.07	0.09	0.08	0.08	-0.05	-0.03	-0.02
Total	0.16	0.17	0.18	0.16	0.15	0.14	0.16	0.15	0.14	0.14	0.14	0.14	0.13	0.12



Brand Sentiment Comparison

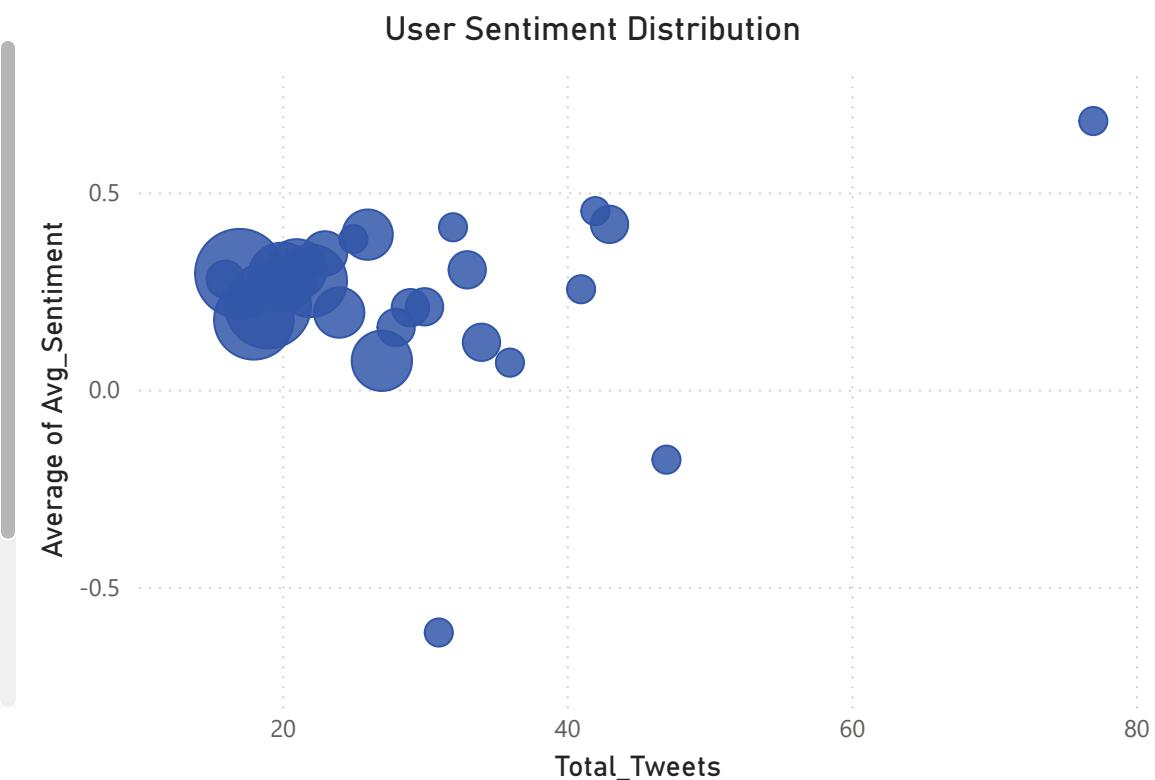
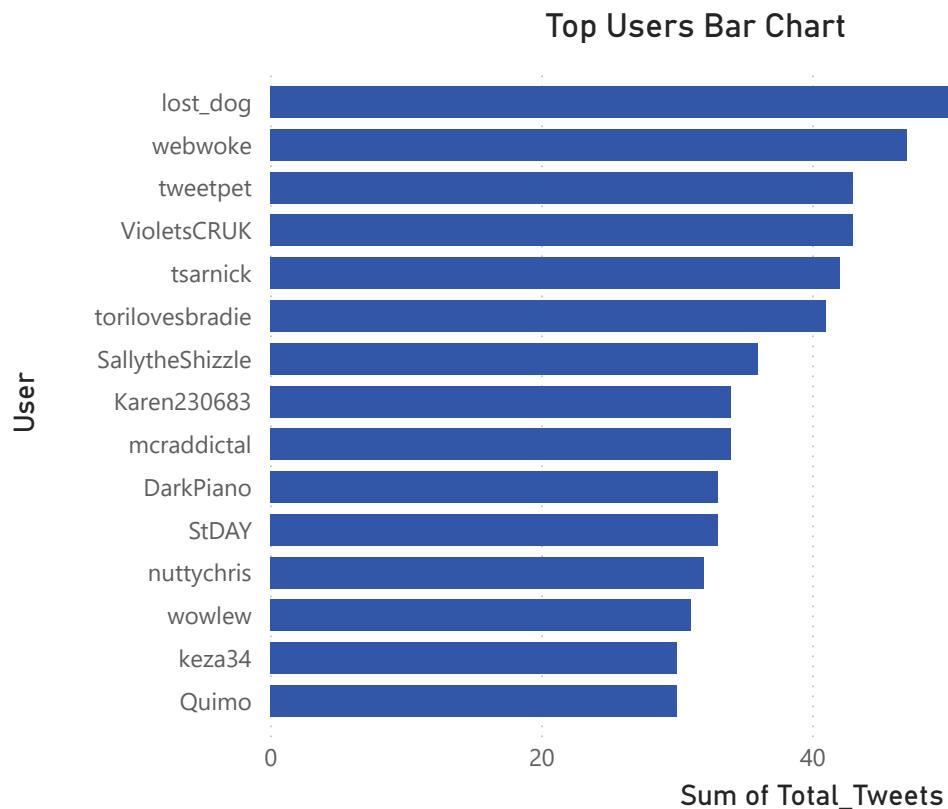


Brand Sentiment Scores



Brand Details Table

Sum of Total_Mentions	Sum of Positive_Count	Sum of Positive_Percentage	Brand	Sum of Negative_Count	Sum of Avg_Sentiment
199	118	59.30	Starbucks	81	0.17
329	193	58.66	Google	136	0.13
475	220	46.32	Apple	255	0.09
1022	300	29.35	Iphone	722	0.08
1326	510	38.46	Weather	816	0.18
900	564	62.67	Coffee	336	0.20
4251	1905	294.76		2346	0.85



Year	Quarter	Month	Day	user	text	Sentiment_
2009	Qtr 2	April	6	_problematique	@adeline_sky that sounds fantastic! You're amazing! We need to watch some Muse gigs too! Shall we do it Saturday night?	Positive
2009	Qtr 2	April	6	7_7	Let me pre-empt the inevitable "When a man is tired of GH he is tired of life" comment by saying I'm just tired, in general	Positive
2009	Qtr 2	April	6	730Fam	@LoveMeagan how i mss the snippet hun?..wts it of may i ask?..i wanna hear	Negative
2009	Qtr 2	April	6	abean2007	..and of course... I have access to my Halo 3 Mythic Map Pack re-download.. but bad news.. not the Legendary Map Pack... ugh.. 600MS...	Negative
2009	Qtr 2	April	6	acnewhouse	@moethebeat aww moe! I was planning on leaving tomorrow evening are you gonna be in town by chance?	Negative
2009	Qtr 2	April	6	adamginsberg	oh - and triple H won at wrestlemania...not that I'm counting, but 100% of my predictions were accurate	Positive
2009	Qtr 2	April	6	adamjackson	Catching Up on Emails, RSS and Random BACN. Then I'm cutting out early tonight (11:30PM) to have Dinner with @lauraw	Positive
2009	Qtr 2	April	6	agilepulse	@mynameisgerard haha! i'm not saying u should try it.. but maybe u should	Positive
2009	Qtr 2	April	6	aimxandxfire	rawr! boredd out of my brain	Positive
2009	Qtr 2	April	6	ajwconsulting	Hey check out my new blog, http://www.examiner.com/x-6143-Chicago-Enneagram-Examiner Learn about the Enneagram to land that great boss!	Positive
2009	Qtr 2	April	6	alanzeyes	Nice, my contract was extended for another month	Positive
2009	Qtr 2	April	6	aleskywalker	@nick_carter Come to the chat just 15 minutes please? http://fanclub.backstreetboys.com/chat.php	Negative
2009	Qtr 2	April	6	alliecine	@robgokeemusic I know - I should have made some, taken them to my meetings &; I should have foreseen my sister was going 2 pick up a stray	Positive

Sentiment_Label

Negative

Positive

Month_Name

April

June

DayName

Friday	Sunday	Wednesday
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Monday	Thursday
Saturday	Tuesday