
TWITTER SENTIMENT ANALYSIS

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TABLE OF CONTENTS

- Goals
 - Data Analysis & Methods
 - Positive vs. Negative Tweets
 - Modeling Results
 - Suggestions
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GOALS

- Understand tweet sentiments
- Generate emoji suggestions

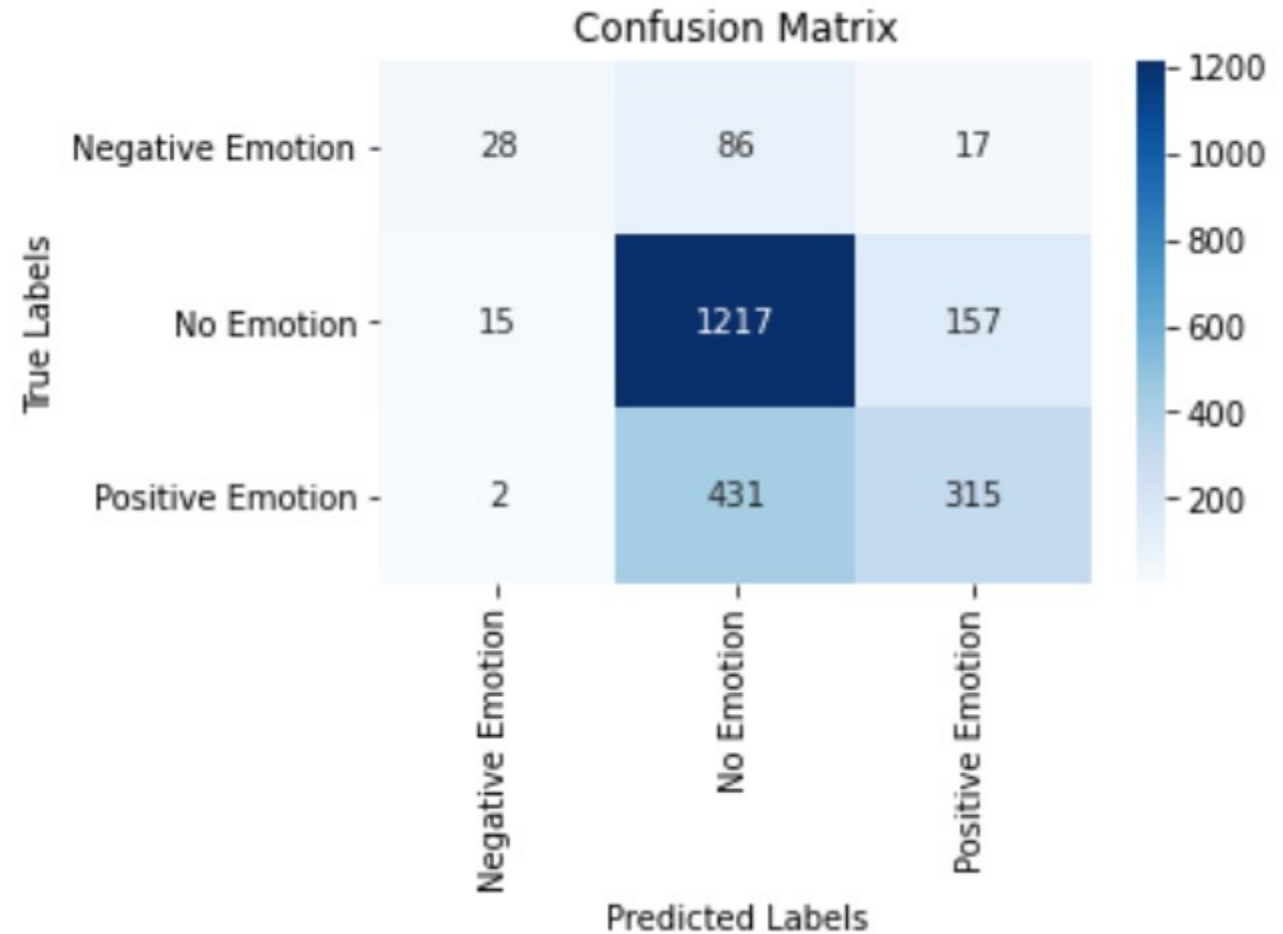


DATA ANALYSIS & METHODS

- Tweets were cleaned up
 - Analysis completed on tweet length
 - N-gram analysis performed
 - Count vectorization technique applied
 - Sample Minority Oversampling Technique (“SMOTE”) applied to class imbalance
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MODELING RESULTS

- Random Forest Classifier concluded as best model.
- 68.8% accuracy



SUGGESTIONS

1. Twitter should implement a thumbs up and a thumbs down emoji as responses to tweets. These are basic emojis that people are very likely to use.
 2. Twitter should also keep their heart emoji as it has been around for a long time and users are familiar with it. Familiarity is directly tied to comfort.
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