
SXSW – TWITTER SENTIMENT ANALYSIS

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GOALS

- Understand tweet sentiment of SXSW tweets
- Create festival improvement suggestions

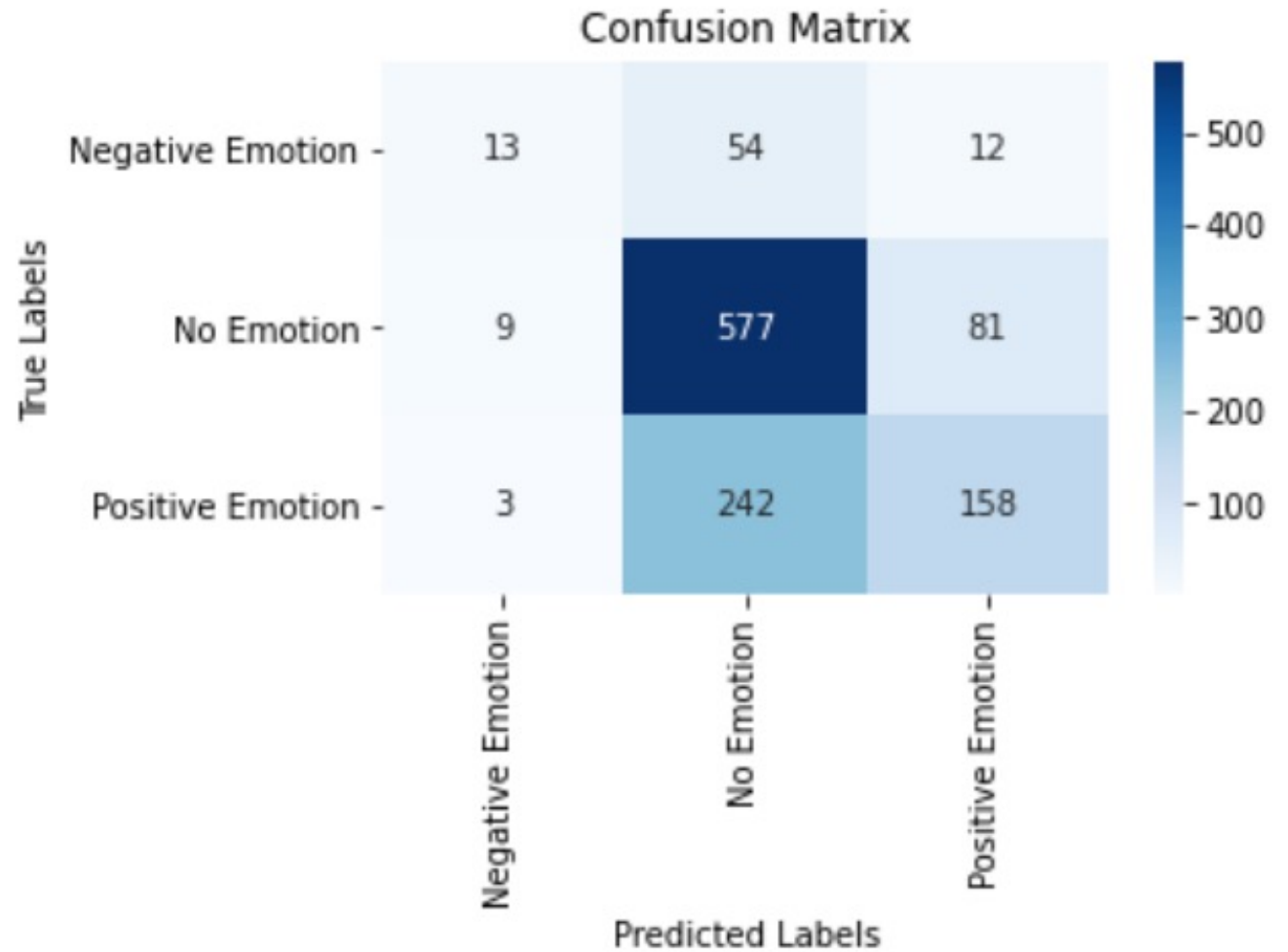


DATA ANALYSIS & METHODS

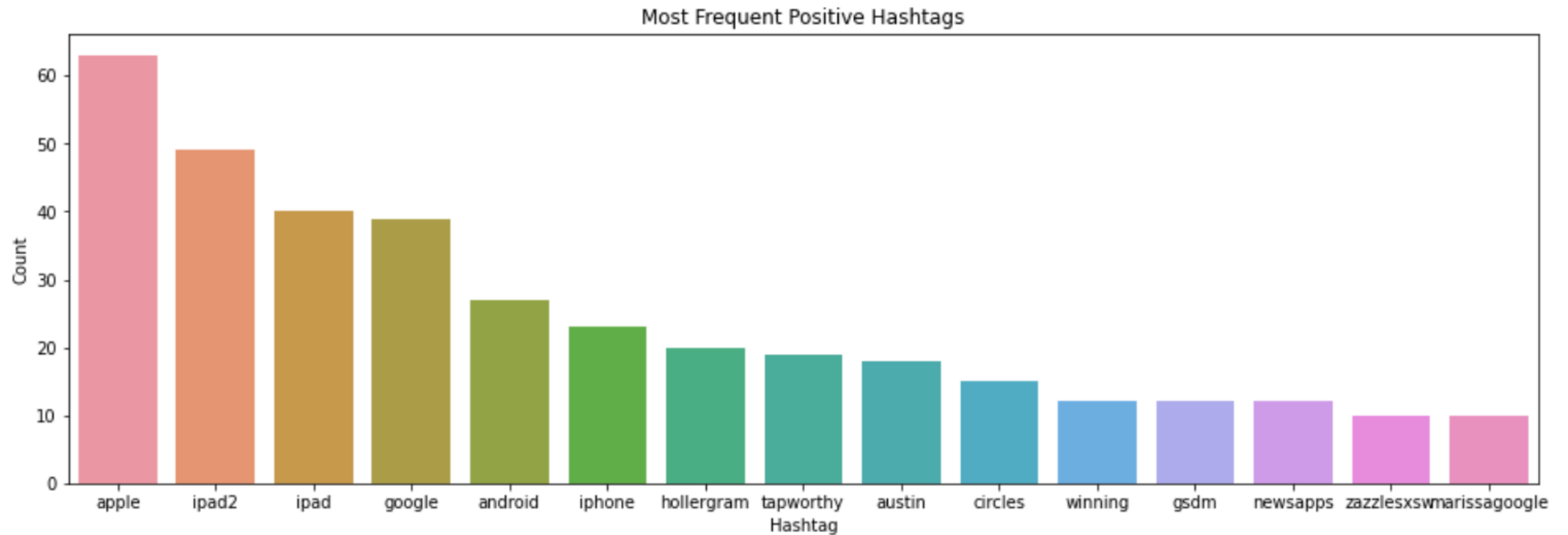
- Tweets were cleaned up
 - Analysis completed on tweet hashtags & length
 - N-gram analysis performed
 - Count vectorization technique applied
 - Sample Minority Oversampling Technique (“SMOTE”) applied to class imbalance
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MODELING RESULTS

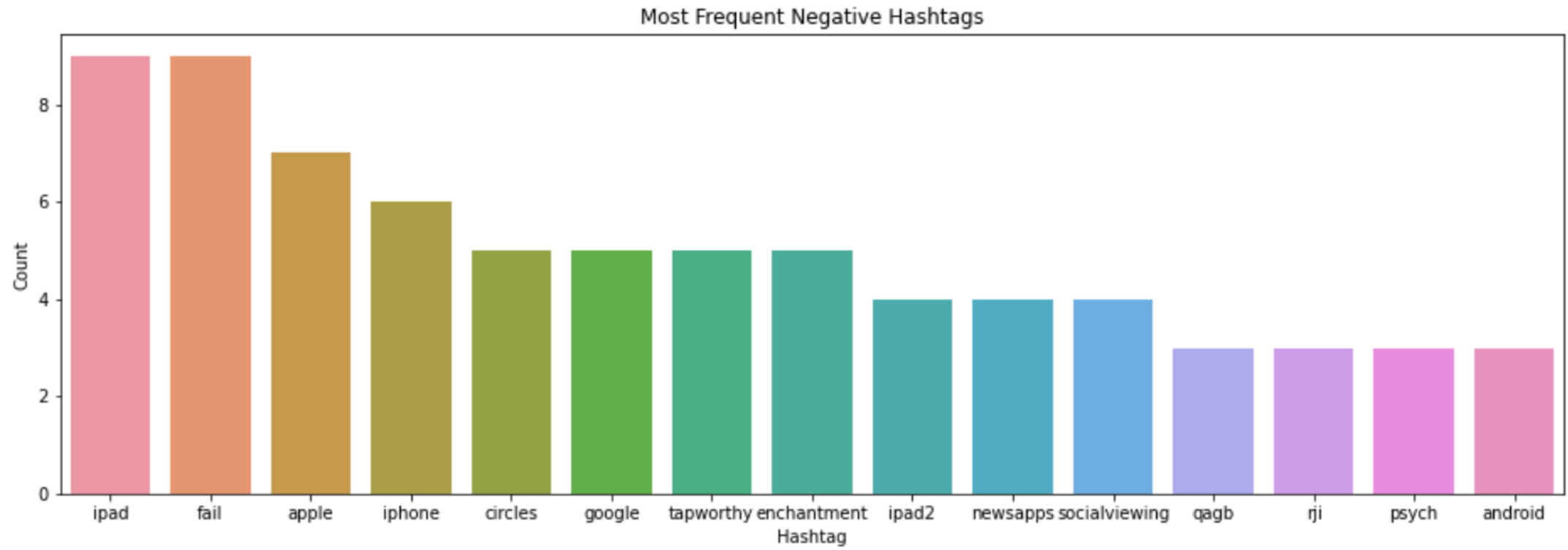
- Random Forest Classifier concluded as best model.
- 65.1% accuracy



COMMON POSITIVE HASHTAGS



COMMON NEGATIVE HASHTAGS



SUGGESTIONS



Improve the how
the app appears
on an iPhone.



Making the app
less crashy.



Improving the
android
interface.
