

Determining Sentiment Utilizing Sentiment Analysis for Airline-Related Tweets



Background

You are a new hire on the public relations team of United Airline. You've been tasked with revamping the company's social media presence after experiencing some bad PR in the last few years. Social media's rising popularity and use has made it very useful to gauge customer satisfaction and gain feedback. Your first project on your team is to utilize a model analyzing user sentiment on one of the biggest social media platforms, Twitter (now X). Your goal is to identify the most common keywords used by consumers in tweets to help better train this model and to know what words your team should look out for in Tweets and social media posts.

Deliverables

- **Deliverable 1:** Produce a list of the most common keywords in the tweets for each sentiment. Create a Github repository with the code and results of this, along with other additions as detailed in the attached rubric.
- **Deliverable 2:** Create a presentation summarizing your findings and their implications for your team.
- **Challenge:** If you are up for it, utilize the time stamps on the tweets to draw conclusions on the times of year that are most active in regards to airline-related tweets. Include these in your repository and presentation