

SENTIMENT ANALYSIS ON TWEETS



STANDARD DEVIANTS

LUKE Dowker
WILL Norton
SAAD Saeed
MARSHALL Wylder

@StandardDeviants



Luke Dowker
#TarnishedGuy

[LinkedIn](#)
[GitHub](#)



Saad Saeed
#ThesaurusRex

[LinkedIn](#)
[GitHub](#)



Marshall Wylder
#BigGradEnergy

[LinkedIn](#)
[GitHub](#)



Will Norton
#DerKaninchenbau

[LinkedIn](#)
[GitHub](#)

#Blessed



...or #Stressed?



Trevor DeHaas
@trev4president



The dinner that [@fyrefestival](#) promised us was catered by Steven Starr is literally bread, cheese, and salad with dressing. [#fyrefestival](#)



10:00 PM · Apr 27, 2017



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#GoodVibesOnly



#Data

- CrowdFlower



- Twitter

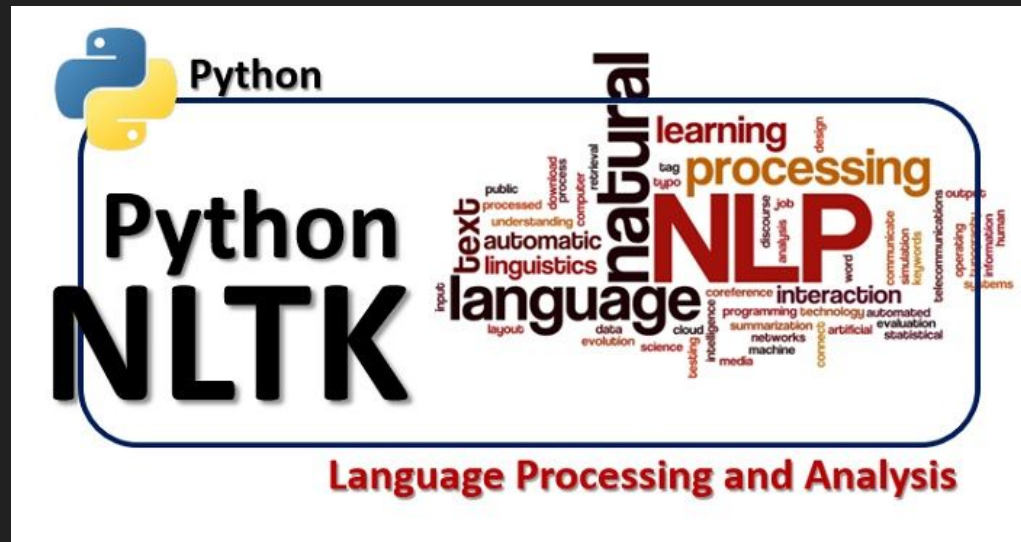


- SXSW

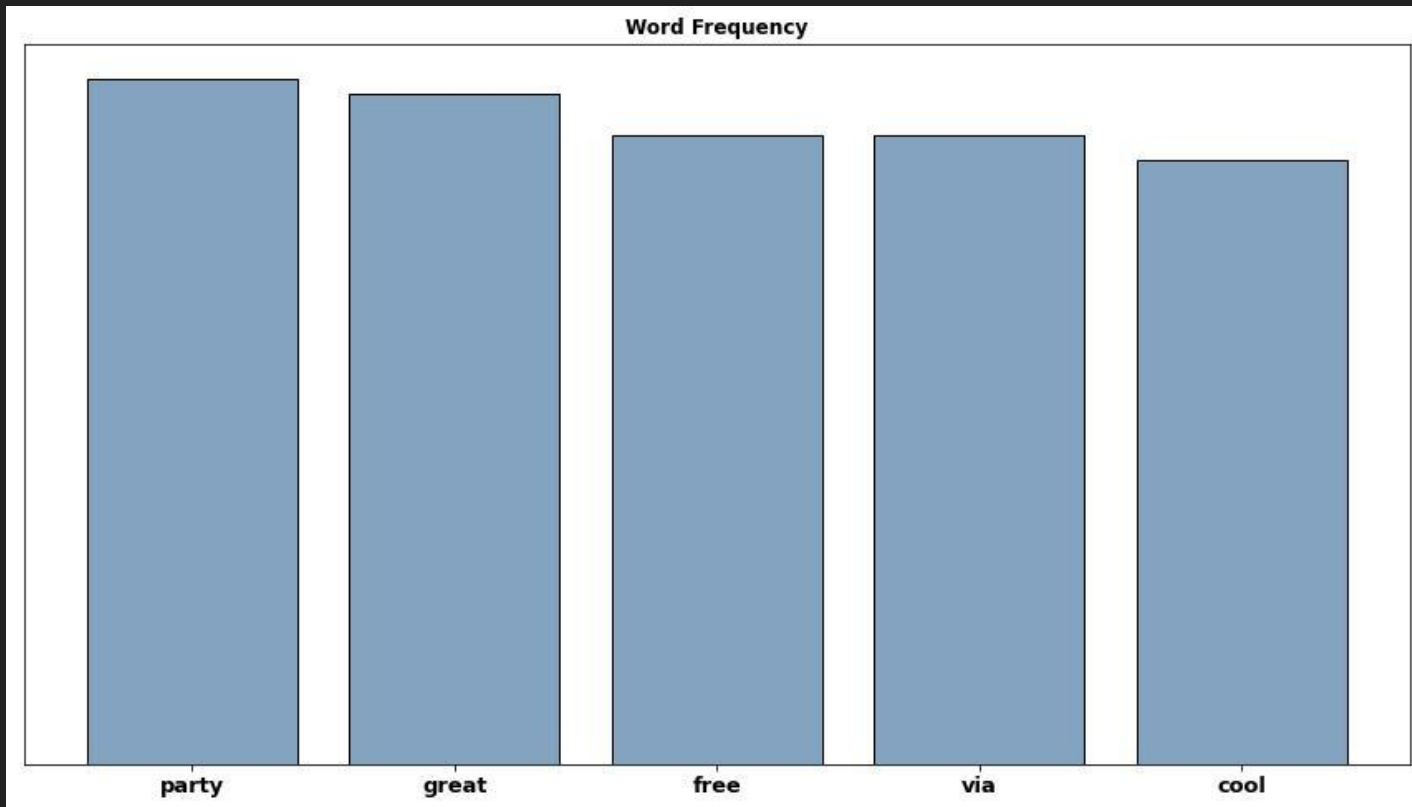


#Machine Learning

- Language Analysis
- Positive / Negative?



#Trending Up



#Identify

- 69% Accuracy Overall
- 89% on neutral tweets



#Do This

- Respond Fast
- Targeted Promotions
- Max Positive / Min Negative



#Infinity & Beyond

- Enhance Model
- Expand on languages
- Emergency situations





Any Questions?

#Appendix

Slide 3 - Left, Top Right, Bottom Right

Slide 4 - Left, Right (Fyre Fest)

Slide 5 - Left, Bottom Mid, Top Right,

Slide 6 - Icons 1, 2, 3

Slide 7 - NLTK

Slide 10 - Quick tech

Slide 11 - Buzz

Slide 12 - Thank You