PRESIDENTIAL ELECTION 2020 PREDICTOR

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CIS 4914 Presentation 2

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SUMMARY

Motivation

GOVERNMENT AFFECTS EVERYONE

KNOWLEDGE IS POWER

VOTER TURNOUT 50-60%

Problem

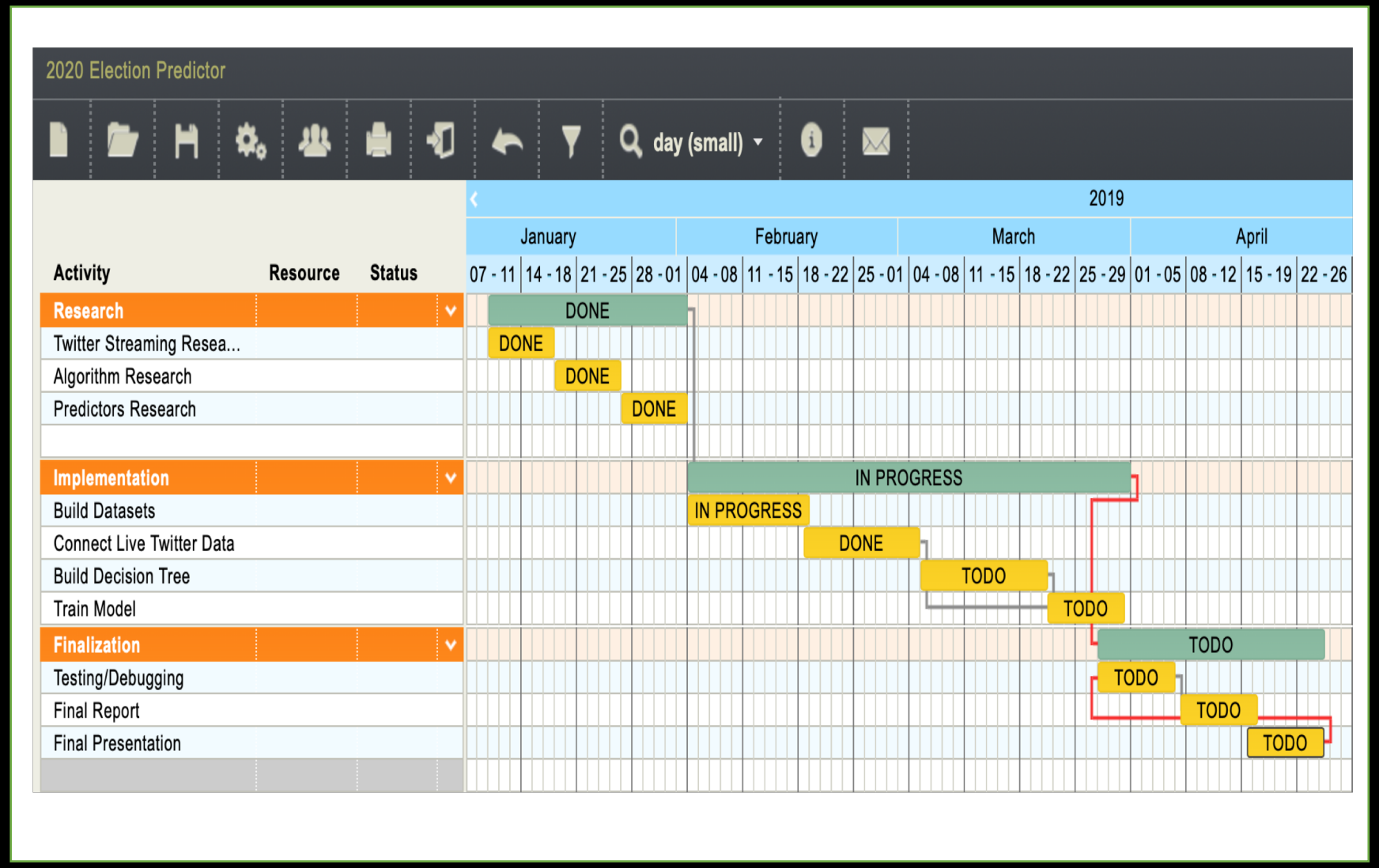
WITHOUT KNOWING WHO MAY WIN THE PRESIDENCY, IT IS DIFFICULT TO STRATEGIZE

Solution

UTILIZE MACHINE LEARNING TECHNOLOGY TO CREATE RELIABLE AND CUSTOM PREDICTIONS FOR THE PRESIDENT 2020

GANTT CHART

The entire project is broken down into three general categories: 1. Preparation, 2. Building and coding the model, and 3. Wrapping it up and documenting what was done.



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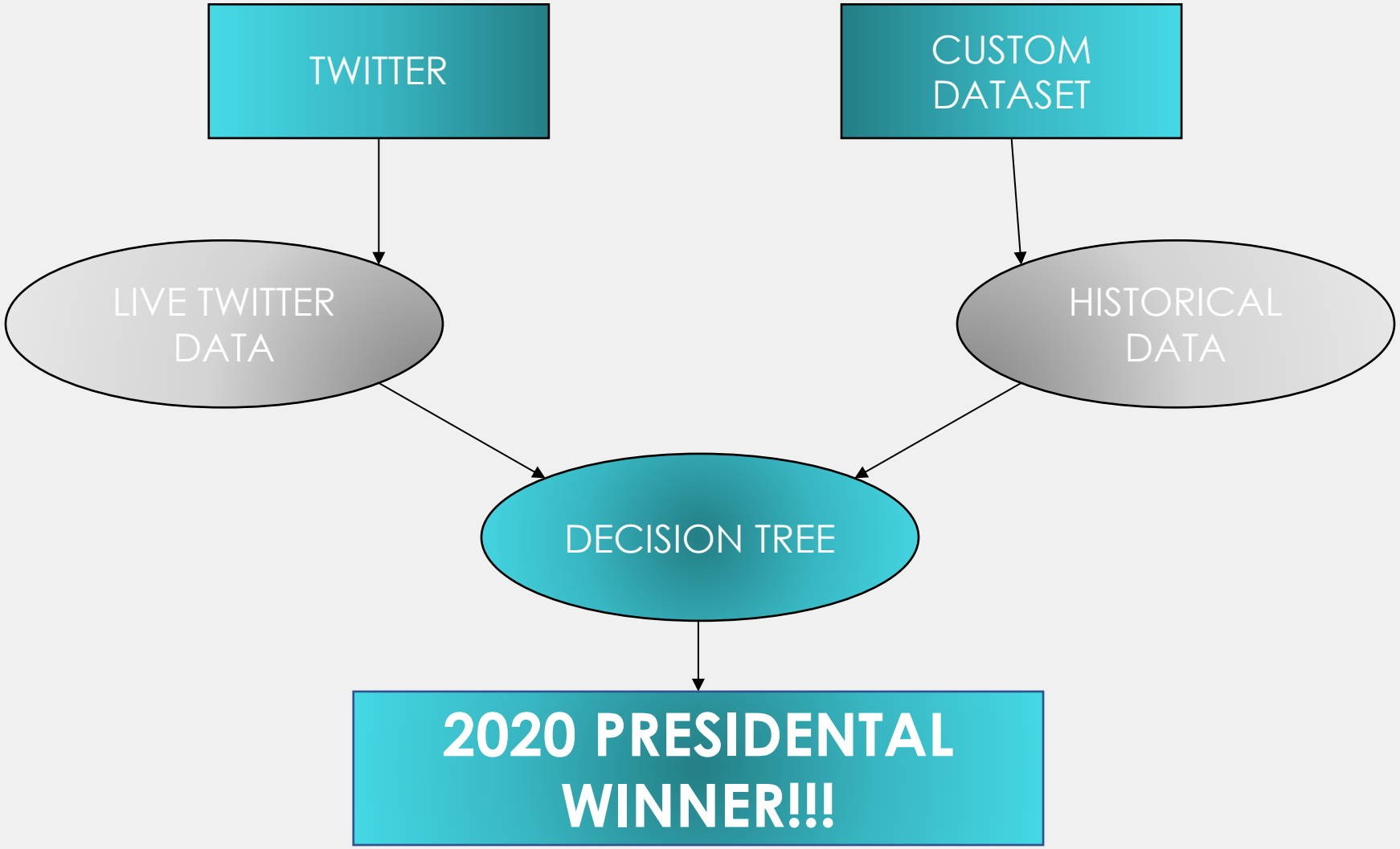
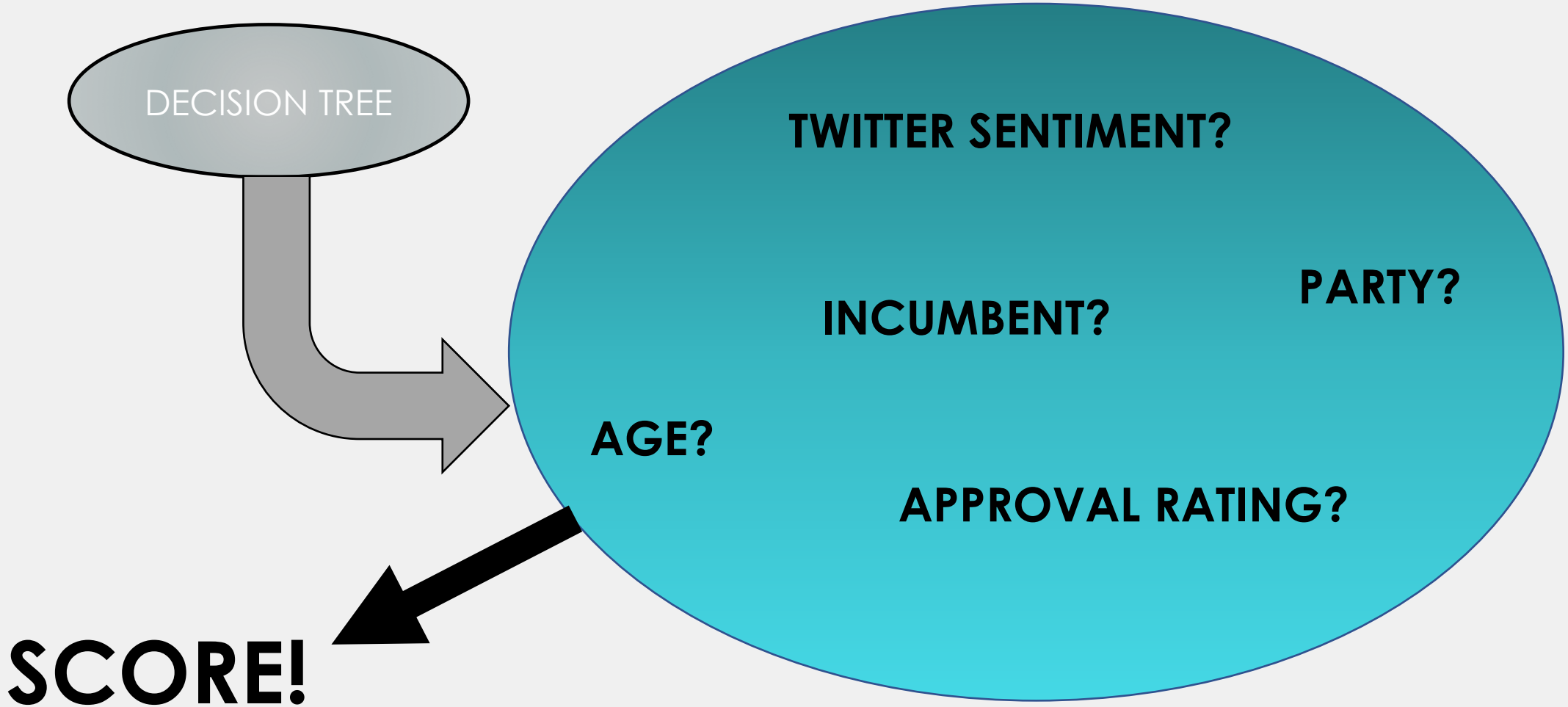

TWITTER
CUSTOM DATASET
LIVE TWITTER DATA
HISTORICAL DATA
DECISION TREE
2020 PRESIDENTAL WINNER!!!


DECISION TREE
TWITTER SENTIMENT?
PARTY?
INCUMBENT?
AGE?
APPROVAL RATING?
SCORE!

Twitter Live Data

Who was the best rapper of the 90's?

```
Sentiment analysis for: Biggie Smalls
Positive tweets percentage: 26.923076923076923 %
Negative tweets percentage: 14.102564102564102 %
Neutral tweets percentage: 58.97435897435897 %
```

```
Sentiment analysis for: Tupac
Positive tweets percentage: 35.714285714285715 %
Negative tweets percentage: 14.285714285714286 %
Neutral tweets percentage: 50.0 %
```

```
Sentiment analysis for: Easy E
Positive tweets percentage: 69.51219512195122 %
Negative tweets percentage: 9.75609756097561 %
Neutral tweets percentage: 20.73170731707317 %
```

Are people feeling the Bern?

```
Sentiment analysis for:  Bernie Sanders
Positive tweets percentage: 34.146341463414636 %
Negative tweets percentage: 19.51219512195122 %
Neutral tweets percentage: 46.34146341463415 %
```

Apple? Or Microsoft?

```
Tiffanys-MacBook-Air:code tiffanydevlindrye$ python3 sentiment_analysis.py
Sentiment analysis for: Microsoft
Positive tweets percentage: 32.95454545454545 %
Negative tweets percentage: 19.318181818181817 %
Neutral tweets percentage: 47.72727272727273 %
```

```
Tiffanys-MacBook-Air:code tiffanydevlindrye$ python3 sentiment_analysis.py
Sentiment analysis for: Apple
Positive tweets percentage: 41.75824175824176 %
Negative tweets percentage: 7.692307692307692 5 %
Neutral tweets percentage: 50.54945054945055 %
```

PROBLEMS AND SOLUTIONS

NO DATA SET

BUILD ONE!

HOW TO GET PUBLIC OPINION?

TWITTER!

LACK OF TECHNICAL SKILLS

LEARN!