



DECODED

TEXT ANALYSIS

UNDERSTANDING LANGUAGE



GENERATING LANGUAGE

A young man with short brown hair and a small yellow microphone in his ear is speaking on stage. He is wearing a dark grey blazer over a white t-shirt with a colorful graphic of a hand holding a torch. He is gesturing with his hands while speaking. The background is dark with blue stage lighting.

A portrait of a woman with long, wavy blonde hair and blue eyes. She is wearing a dark top over a white collared shirt. She is looking directly at the camera with a gentle, slightly smiling expression.

A N A L Y S E W R I T I N G
S T Y L E

UNDERSTANDING SENTIMENT



BRIEF

Gauge public sentiment for a
company based on Twitter activity



Robert Peston @Peston ·17h

The 1922 in a nutshell: [@theresa_may](#) tells Tory MPs she will whip them to vote for the Brady amendment in spite of being unable to tell them what would replace the backstop, and the ERG Brexiters who she was trying to buy say they will defy her. “Totally nuts” a Tory told me



265

1.2K

2.8K





Glenn Thomas @GlennThomas76 · 27 Jan 2019



@theresa_may keep going don't rule out a No deal Brexit. You are doing a good job so far.





🌹 🌿 Sal 🌿 🌹 @sallyvale14 · 14h

All these meetings [@theresa_may](#) is attending are a waste of time. Her "deal" is horrific and was voted down. Even with changes, it'll still be horrific, there's simply too many nightmares within it!!! No Deal!

[@theresa_may](#) [@Conservatives](#) [@Jacob_Rees_Mogg](#)



9



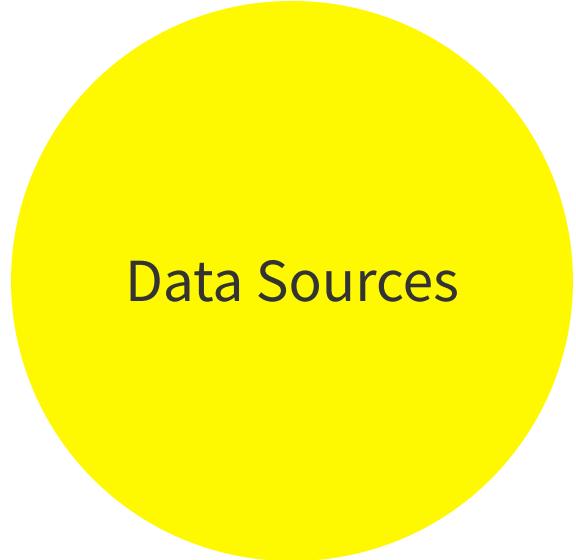
51



119



DATA PIPELINE

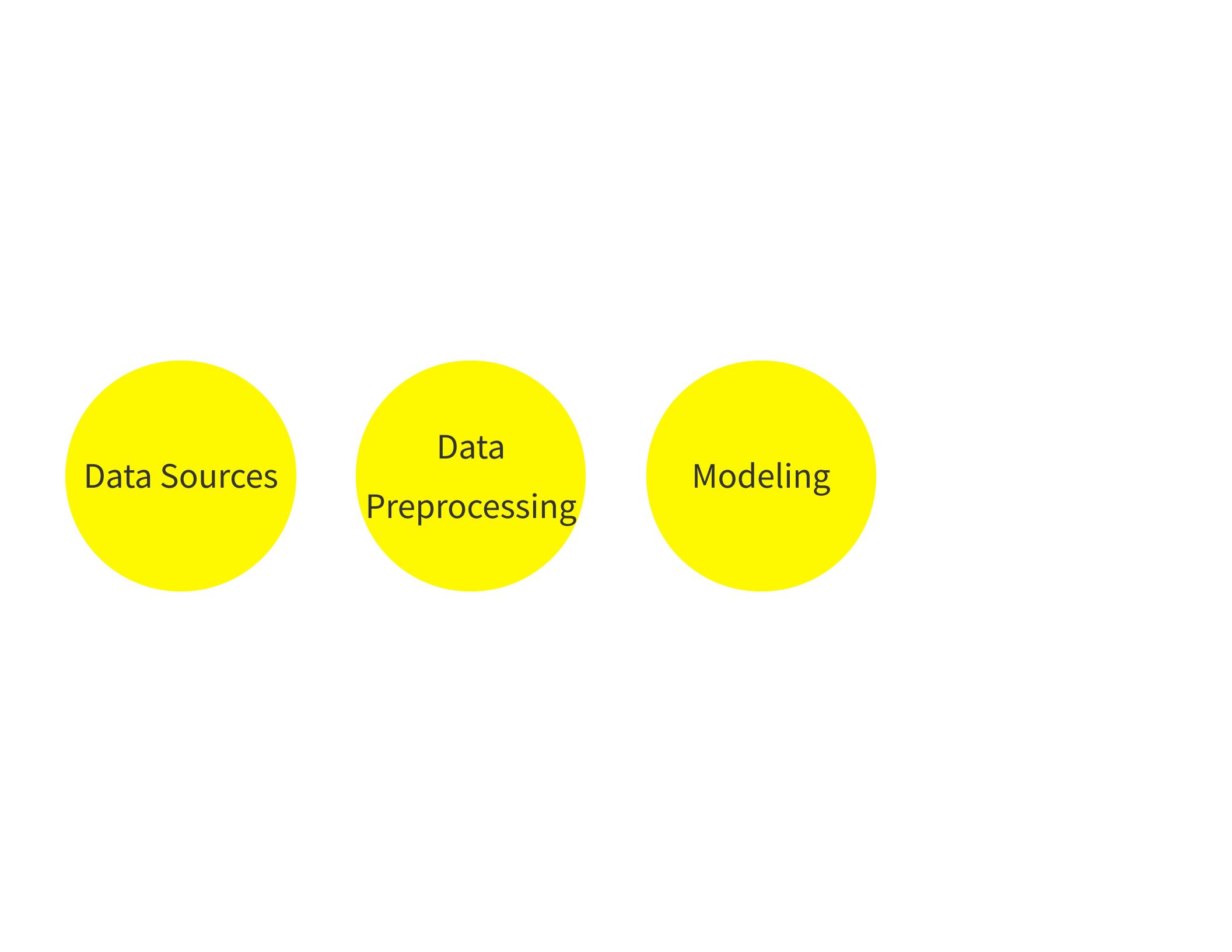


Data Sources



Data Sources

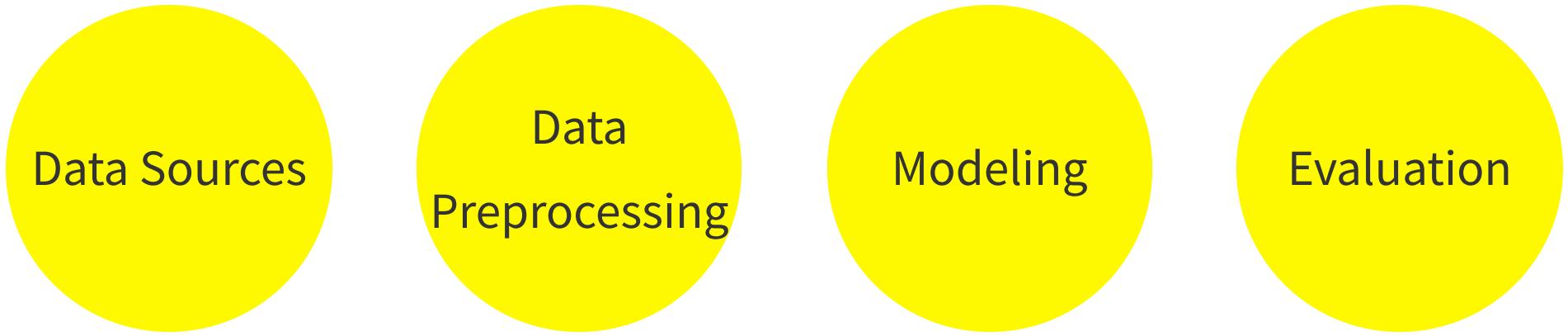
Data
Preprocessing



Data Sources

Data
Preprocessing

Modeling



Data Sources

Data
Preprocessing

Modeling

Evaluation

STRUCTURED DATA

DOWNLOAD TWITTER DATA

<https://decd.co/apple-tweets>

TWEET ANALYSIS CODE SNIPPETS

<https://decd.co/tweets-helpers>

TEXT ANALYSIS AT
YOUR ORGANISATION

BRIEF

decd.co/CHANGE_ME

Tell us your thoughts!