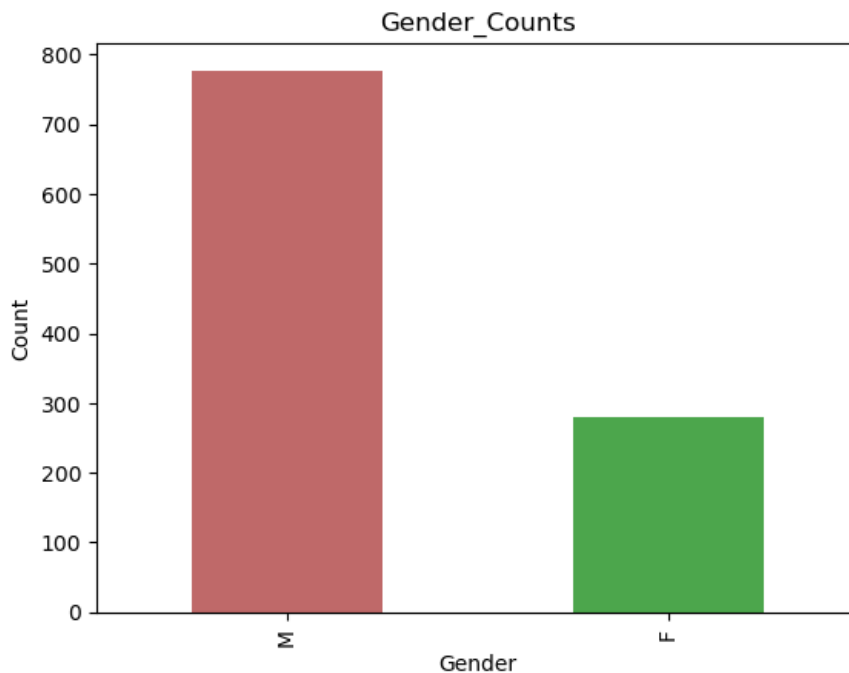# REPORT ANALYSIS OF 50% TRANSPORT SUBSIDY SENTIMENTS

This report presents a detailed examination of gender dynamics, geographical distribution, temporal patterns, sentiment analysis and heat map observations. This provides valuable insights into public perceptions and engagement.

Objectives

- Visualize the distribution of sentiment towards buses and trains using bar charts or pie charts
- Analyze geographic disparities in opinion using heatmaps or choropleth maps
- Identify key arguments for and against the policy by analyzing frequently used keywords and phrases
- Correlate user demographics with sentiment to understand different subgroups' perspectives (most especially spatial distribution of responses)
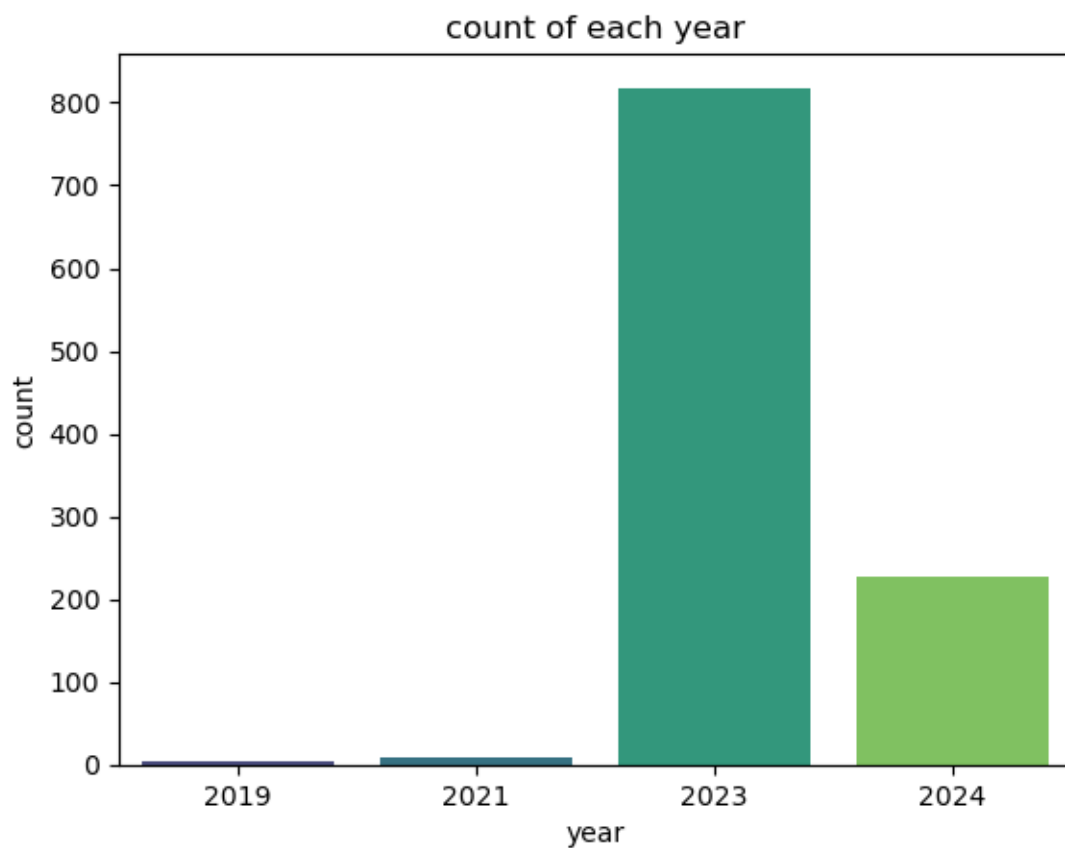
INSIGHTS

- **GENDER DYNAMICS:**

The gender plot reveals a notable disparity, with higher representation of males participating in the discourse. The gender imbalance suggests potential differences in how males and females engage with or
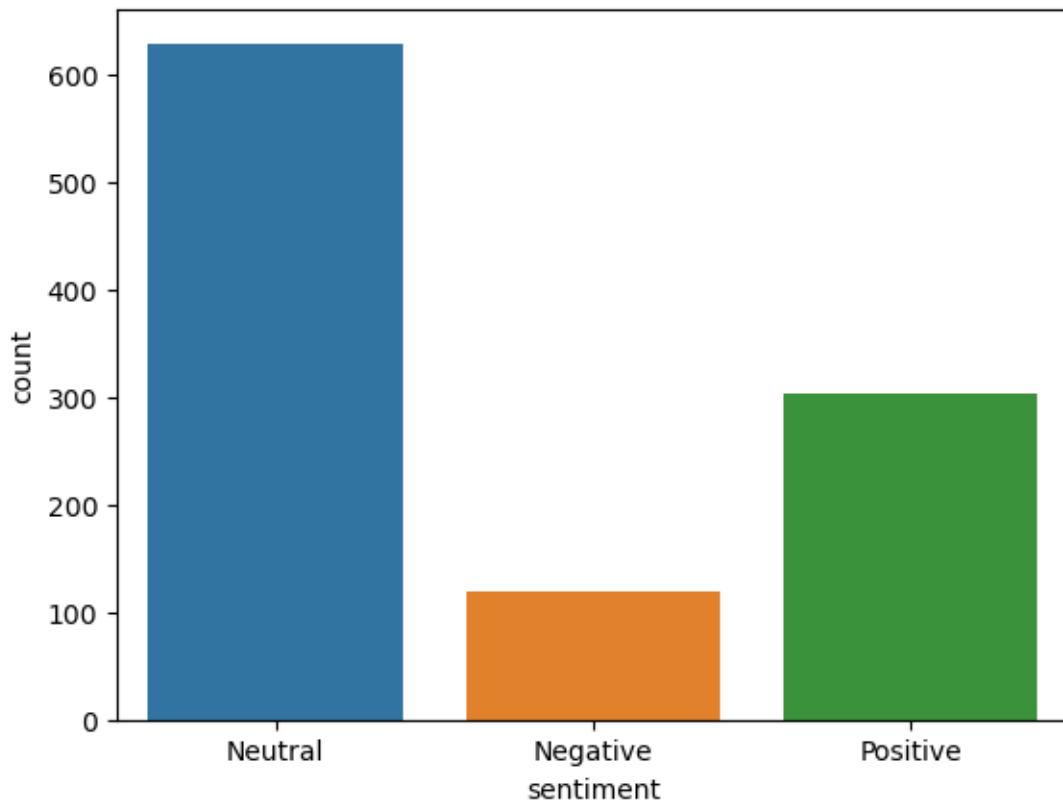
perceive the 50% transport subsidy. Males dominating the discussion may indicate varying priorities, experiences, or communication patterns
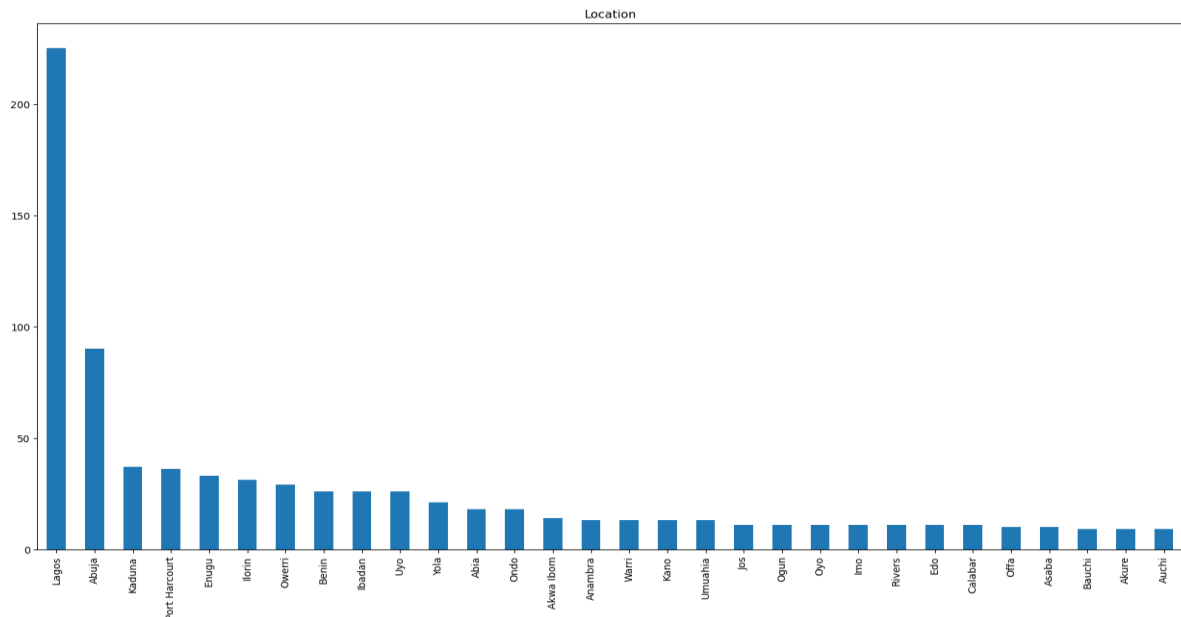
- **TEMPORAL PATTERNS:**

Engagement peaks in 2023, declines in 2024, and exhibits weekly patterns with Wednesday being the most active day and Monday the least. The temporal trends suggest external factors influencing participation.

- **SENTIMENT ANALYSIS:**

The sentiment distribution towards buses and trains, as visualized in the bar plot, reveals that a significant portion of responses falls within the neutral sentiment category, positive sentiments follow closely, and negative sentiments are least expressed. This suggests that a considerable number of individuals may hold neutral opinions or have mixed sentiments regarding the transportation policy. The positive sentiment comes next in frequency, indicating a favorable view from another portion of respondents. On the other hand, the negative sentiment category has the lowest frequency, suggesting that a smaller portion of individuals express explicitly negative opinions. This distribution implies a diverse range of sentiments with a notable presence of neutrality in the comments.

- **GEOGRAPHICAL DISTRIBUTION:**

Location

Lagos emerges as the epicenter of comments, followed by Abuja, Kaduna, Port Harcourt, and Enugu indicating varying regional engagement. The concentration of comments in specifics locations like this reflects diverse regional dynamics. Also these Comments from various locations may reflect the local experiences and challenges faced by individuals in response to the policy. The fact that Lagos has the highest count of comments indicates a significant level of engagement from individuals in Lagos. This might be attributed to the high population density and diverse demographic in Lagos, potentially making it a hub for discussions. Next is Abuja and this could be influenced by the policy's impact on individuals in the capital city

- **Geographic disparities in opinion using heatmap:** Locations like Ijebuode, makurdi, ekpere, ebonyi and calabar exhibit negative polarities with ijebuode being the most negative at -0.11 may indicate dissatisfaction or unhappiness with the transport subsidy policy.
- Positive sentiment in Locations like ado, benue, iragbiji, and kwale imply a more favorable view of the transport subsidy policy, the residents in these locations may be content or happy with the policy's impact
- Lokoja, showing a relatively neutral sentiment indicates moderate or mixed response to the transport subsidy policy, the light blue suggests a balanced perception, possibly with a range of opinions from satisfaction to some level of concern

- **SENTIMENT ACROSSS USER DEMOGRAPHIC:**

    Neutral sentiment: males tend to express neutral sentiments more than females and this might suggest that there is a balanced or neutral sentiment regarding the 50% transport subsidy, with males expressing their views slightly more frequently

    Negative sentiment: Both males and females express negative sentiments similarly. This could mean that negative sentiments regarding the 50% transport subsidy are distributed evenly among both genders

    Positive sentiment: males tend to express positive sentiments more than females and this suggests that males are more likely to express positive views or support for the 50% transport subsidy compared to females.

    Correlating the user demographics with sentiment tells that males may be more inclined to express their sentiments, and the observed trend also indicate that males are more actively engaging with expressing opinions on the topic of the 50% transport subsidy compared to females

- **KEY ARGUMENT AND FREQUENTLY USED KEYWORDS**:

In examining the key arguments for the positive sentiment, prevalent keywords such as "transport", "Nigeria", "free", "price", "government", "people", "God", "train", "and "nice" suggest positive sentiments associated with affordability, governmental actions, and optimistic expressions.

Conversely, the negative word cloud encompasses keywords like "government", "transport", "fuel", "lie", "price reduce", and "people". Negative sentiments are often linked to concerns about government actions and issues related to transportation costs, particularly fuel prices. The mention of "price reduce" suggests dissatisfaction with the perceived inadequacy of price reduction.

Examining the neutral word cloud revels common keywords including "people", "government", "na", "God dey", "price", "transportation", "money", and "uyo". Neutral sentiments often revolved around generic terms expressions and the inclusion of specific locations like "uyo" may indicate regional neutrality

In conclusion, the appearance of "government" in both positive and negative contexts underscores its significant role in shaping public sentiment. Concerns about transportation costs are evident through keywords like "price", "transport", and "money", reflecting citizens' financial considerations. Diverse expressions such as "God dey", "Nice" and "na" highlight the varied ways in which people express sentiments.