

TWITTER SENTIMENT ANALYSIS

"Helping you keep your finger on the pulse"



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MODELING

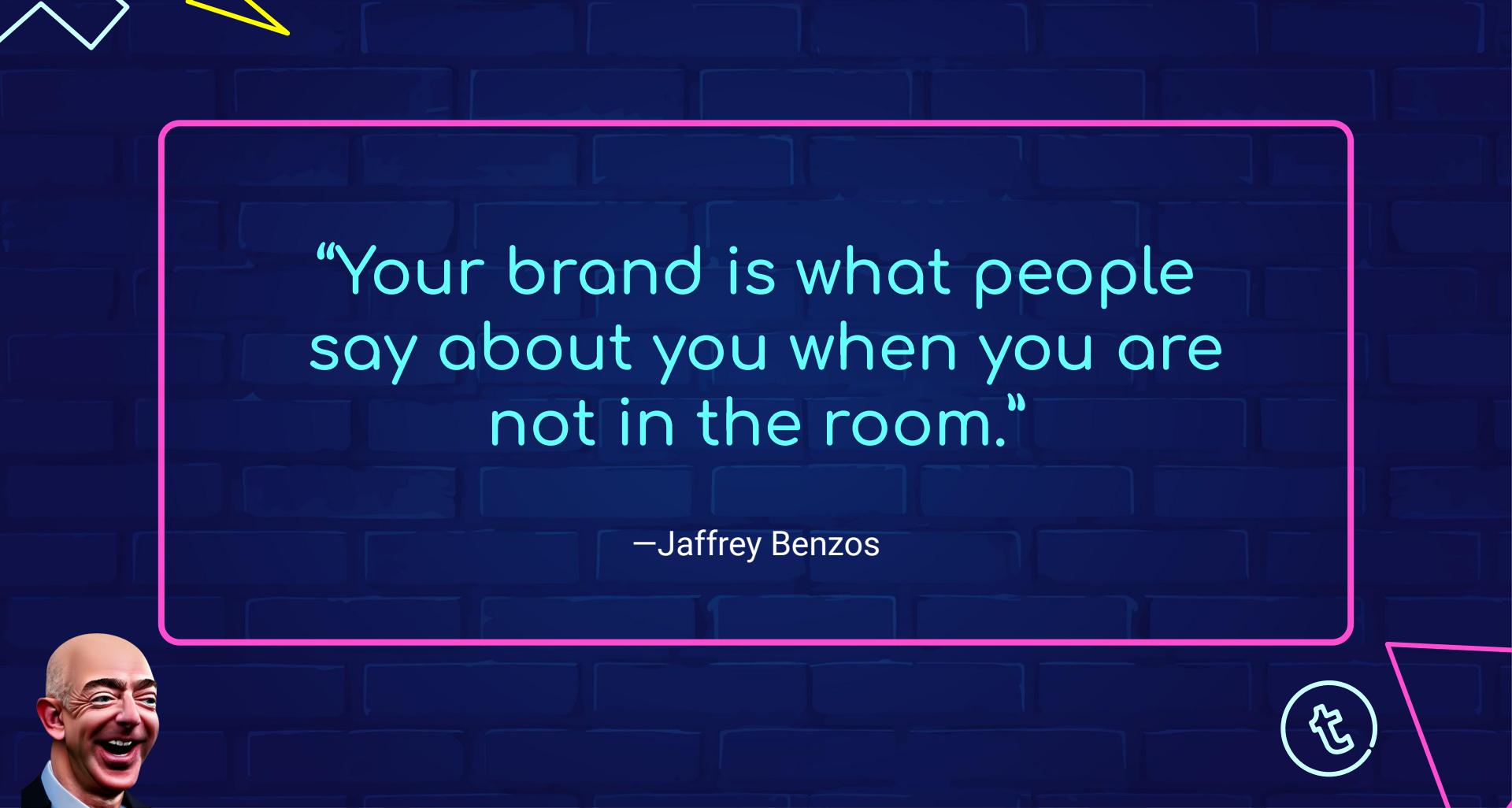
04

DEPLOYMENT

05

NEXT STEPS





“Your brand is what people say about you when you are not in the room.”

—Jaffrey Benzos

BUSINESS PROBLEM



Knowing public perception is crucial for stakeholders with brands to maintain



Can you know in real-time how people are feeling about your company/product?



Social media and machine learning are revolutionizing brand management



APPROACH

STEP 1

Collect 2.8 million
labeled tweets



STEP 3

Preprocess with NLP
techniques



STEP 5

Deployment



STEP 2

Clean up and cut
down to 1.9 million



STEP 4

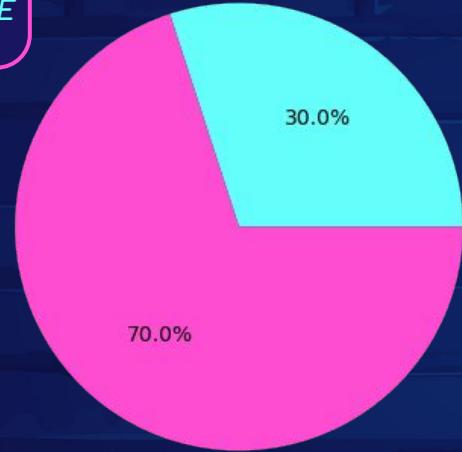
Iterative modelling
process



EVALUATION

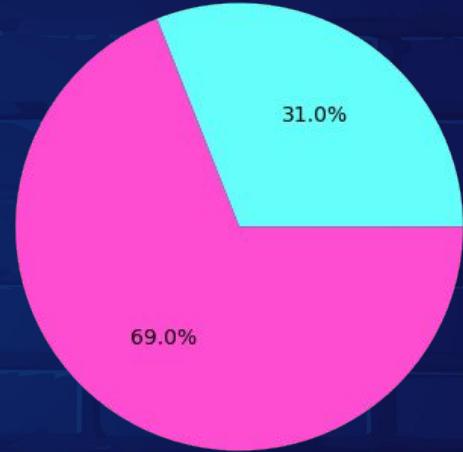
	'Max Features'	'N-Grams'	Training Accuracy	Testing Accuracy	Testing Log Loss	Positive Recall	Neutral Recall	Negative Recall
Dummy	N/A	N/A	42.8%	42.6%	19.8	100%	0%	0%
M.N. Bayes	All	1	66.7%	61.6%	0.82	72.3%	29.3%	65.4%
Random Forest	10k	1, 2	67.6%	61.1%	0.86	74.8%	41.3%	74.8%
LogReg	30k	1, 2	66.5%	64.8%	0.76	68.5%	51.2%	67.2%
Final LogReg	75k	1, 2	77.2%	75.3%	0.51	81.3%	N/A	68.6%

DEPLOYMENT



Queen Bey

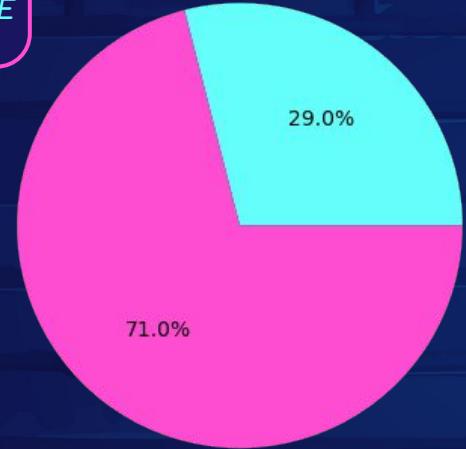
VS



Bad Gal Ri Ri

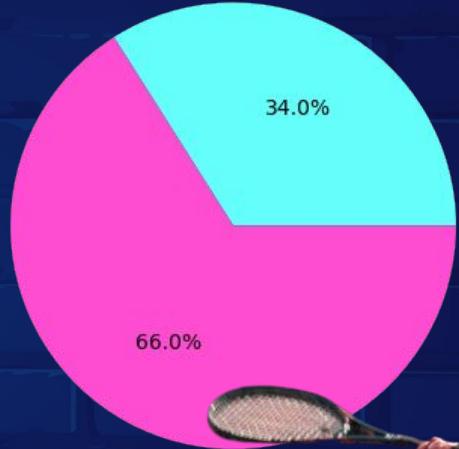


DEPLOYMENT



Joe Byron!

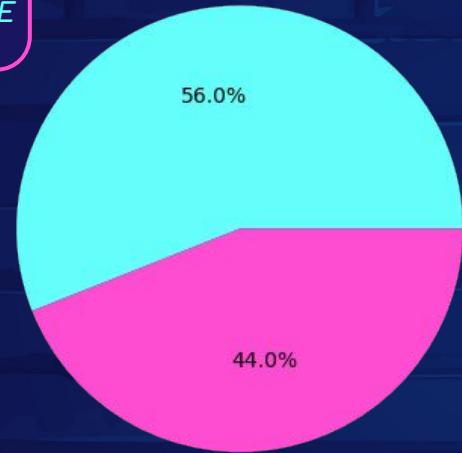
VS



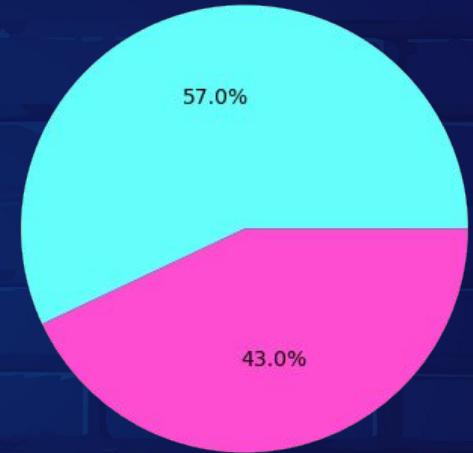
Orange Man!



DEPLOYMENT



VS

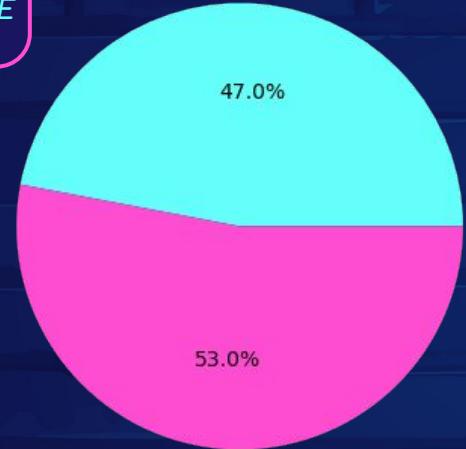


Papa Zuck

Grimes' Weird Husband



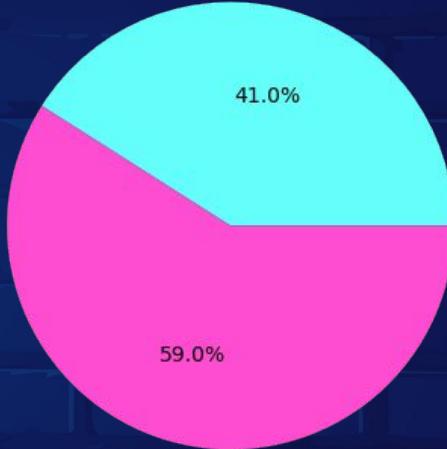
DEPLOYMENT



The Facebook



VS



*"There's No Way I'm
Calling it That"*



DEMO!!!



[www.\[link_will_be_here\].com](http://www.[link_will_be_here].com)



CONCLUSION

LIMITATIONS

- ✗ Shaky ground truth
- ✗ Only using text data
- ✗ Long train times – no grid search
- ✗ Prohibitive API cost

NEXT STEPS

- ✓ Public deployment with streamlit
- ✓ Incorporate emojis
- ✓ Do a week-long grid search
 - ↳ Retrain with better data (\$)
 - ↳ Upgrade to better API (\$)



THANK YOU!



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... any questions?

BUSINESS PROBLEM



50.000

Venus has a beautiful name, but it's hot



20.000

Mercury is the closest planet to the Sun



5.000

Despite being red, Mars is a cold place

BUSINESS PROBLEM

83%

Of consumers trust
recs from friends
over advertising

60%

Mercury is the closest
planet to the Sun

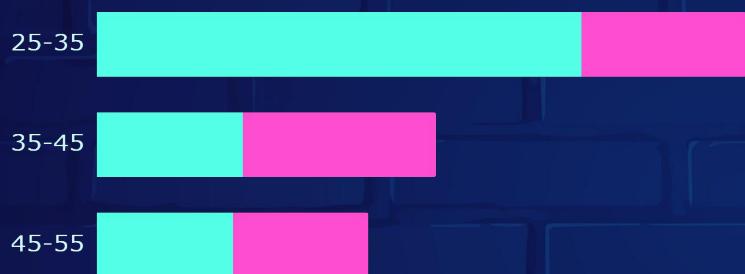
40%

Venus has a beautiful
name, but it's hot



AUDIENCE DEMOGRAPHICS

AGE



GENDER



INTERESTS

● MERCURY

● MARS

If you want to modify this graph, click on it, follow the link, change the data and replace it



.....



.....



BUYER PERSONA



AGE: 25 - 35

GENDER: Female

LOCATION: Madrid, Spain

STUDIES: Degree in Advertising



JOB: Publicist

ANNUAL INCOME: \$1500-\$2000

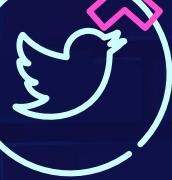
MARITAL STATUS: Single

HOBBIES: Sports and SM

PERSONALITY

- Extrovert
- Friendly
- Open Mind
- Proactive
- Hard Worker





ANALYZING THE COMPETITION



NEPTUNE

Neptune is the farthest planet from the Sun



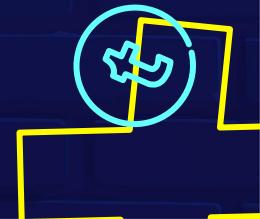
MARS

Despite being red, Mars is a cold place, not hot



MERCURY

Mercury is the closest planet to the Sun, and is very hot



TIMELINE

VENUS

Venus has a beautiful name, but it's hot



JUPITER

It's a gas giant and the biggest planet



NEPTUNE

Neptune is the farthest planet from the Sun



MARS

Despite being red, Mars is a cold place





APPROACH

2016

Collected 2.8 million labeled tweets

2018

Saturn is composed mostly of hydrogen and helium

2020

Here you could describe the topic of the section

Venus has a beautiful name, but it's a terribly hot planet

2017

Neptune is the fourth-largest planet in our Solar System

2019



OUR AREAS OF EXPERTISE



NEPTUNE

Neptune is the farthest planet from the Sun

VENUS

Venus has a beautiful name, but it's hot

MERCURY

Mercury is the closest planet to the Sun

WHAT CONTENT ARE WE GOING TO CREATE?



NEPTUNE

Neptune is the farthest planet from the Sun



VENUS

Venus has a beautiful name, but it's hot



MERCURY

Mercury is the closest planet to the Sun

WHAT TONE ARE WE GOING TO USE?

Mercury is the closest planet to the Sun and the smallest one in the Solar System—it's only a bit larger than our Moon. The planet's name has nothing to do with the liquid metal



PLATFORMS THAT WE GOING TO USE



GOOGLE+

2010-2019



YOUTUBE

2010-2019



INSTAGRAM

2019-2020

Mercury is the closest planet to the Sun

Venus has a beautiful name, but it's hot

Despite being red, Mars is a cold place





CALENDAR

DAY 1

Venus has a beautiful name, but it's hot

DAY 2

Jupiter is the biggest planet in our System

DAY 3

Mercury is the closest planet to the Sun

DAY 4

Despite being red, Mars is a cold place



KPI OVERVIEW



TOTAL LEADS

\$5,408

Leads that we get
this month



SALES-READY

\$406

Sales-ready leads
this month



CUSTOMERS

\$406

New customers this
month



NEW REVENUE

\$50,408

New revenue this
month

KPI OVERVIEW

 5,408 FOLLOWERS

 10,480 FOLLOWERS

 3,200 FOLLOWERS

 7,900 FOLLOWERS

 5,100 FOLLOWERS

 2,408 FOLLOWERS



● MERCURY

● VENUS

● MARS

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the data and replace it



ALTERNATIVE RESOURCES

PHOTOS

Group of teenagers hanging out together

Group of teenagers hanging out together

Smiling girl front view

Beautiful young girls posing together

Front view teenagers posing together

Group of teenagers taking a selfie together

Front view happy teenagers posing together

Front view group of teenagers smiling

Group of teenagers posing together outdoors

Group of young people posing together



ALTERNATIVE RESOURCES



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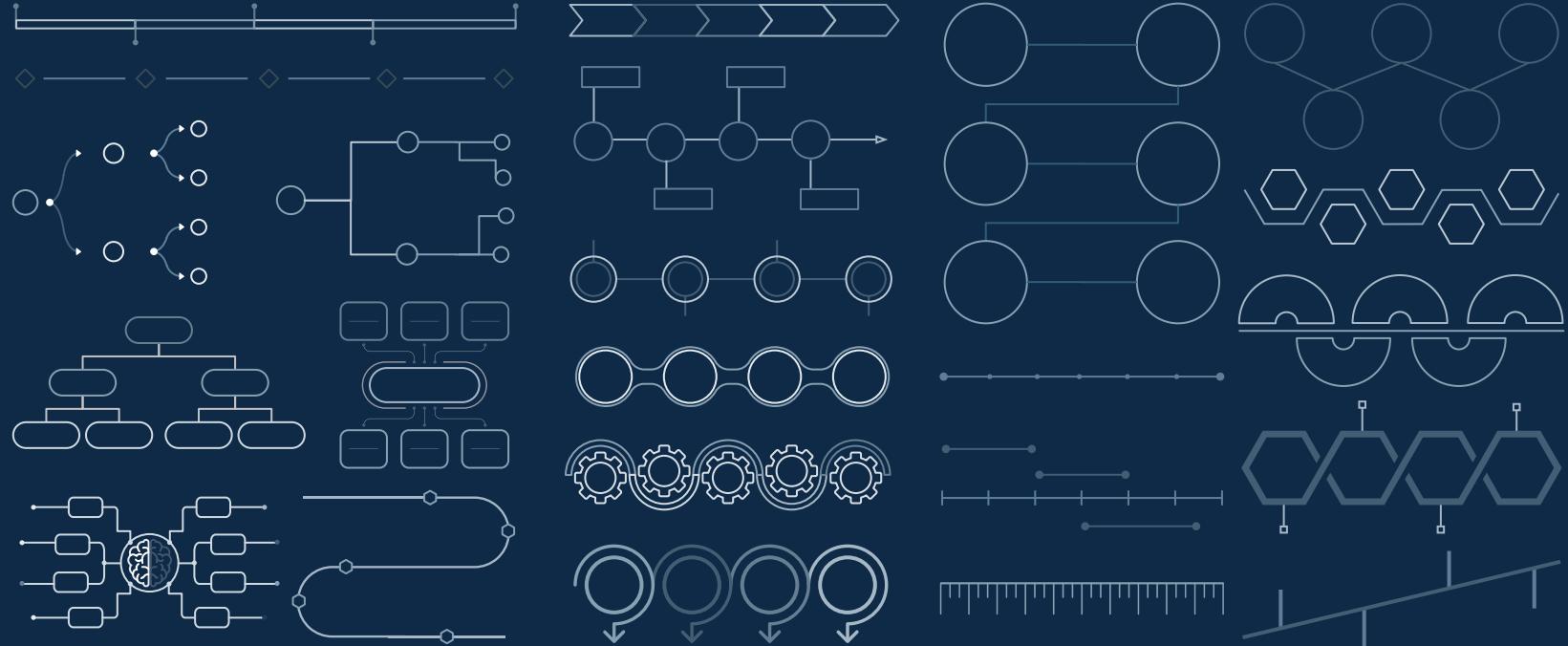
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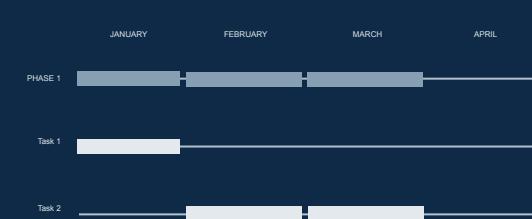
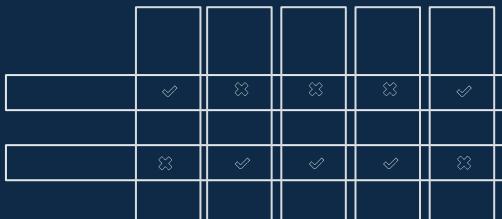
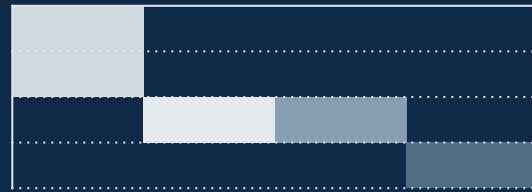
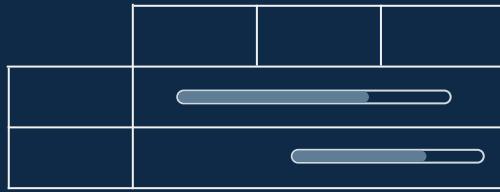
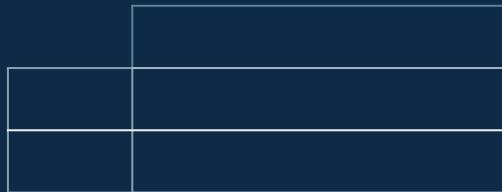
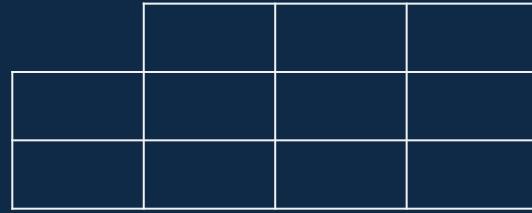
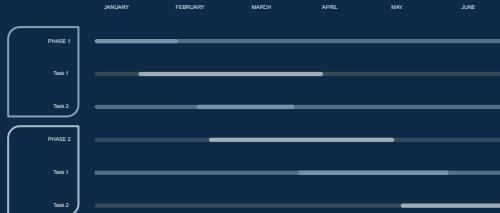
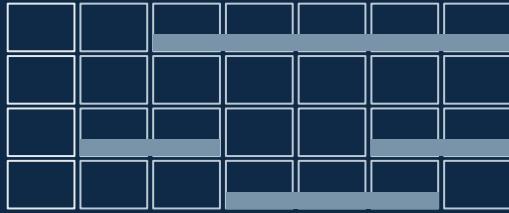
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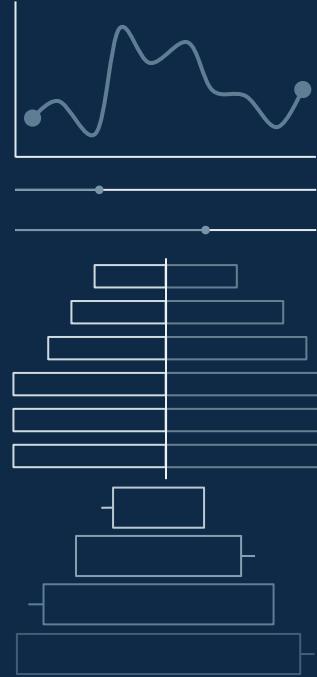
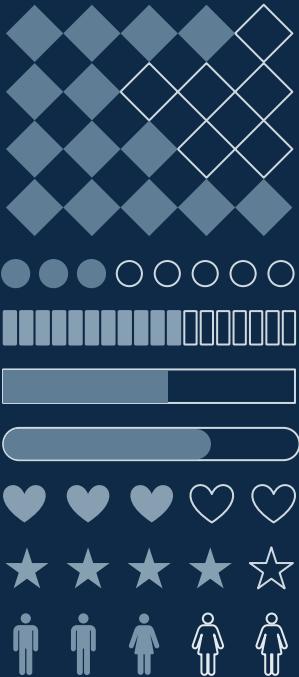
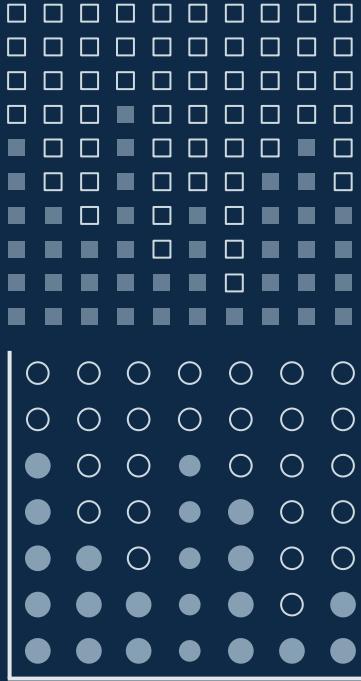












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