NYIKA ANALYTIKA

Sentiment Analysis of Twitter Opinions on Apple and Google Products

A Tool for Kenya's Parliamentary ICT Committee Decision Making

Overview

- Twitter's Role in shaping public opinion.

- Nyika Analytika's Project: Analyzing Twitter sentiments about Apple and Google.

- Goal: Inform the ICT Committee for better decision-making.

Project Goals

- Deploy NLP for sentiment categorization.
- Deliver actionable insights to Kenya's Parliamentary ICT Committee

The Power of Twitter

- World's pulse on real-time opinions.
- A platform with millions of daily sentiments.
- Untapped resource for legislative insights.

Why This Matters

- Apple & Google: Tech giants influencing daily lives.
- Public opinions can shape effective ICT policies.
- Stay ahead: Understand public sentiment before making decisions.

Our Approach

- Harness Natural Language Processing (NLP).
- Deep dive into 9,093 tweets.
- Extract and categorize public sentiment.

What Our Data Tells Us

Three Key Attributes:
1. Tweet content
2. Targeted brand or product
3. Sentiment (Positive, Negative, Neutral)

Diving Into Sentiments

- **Majority Neutral: 5,389 tweets.**
- **Positive Views: 2,978 tweets.**
- **Concerns Raised: 570 tweets.**
- **Ambiguous Sentiments: 156 tweets.**

Challenges in the Data

- tweet_text: 1 tweet missing.
- Brand/Product Unclear: 5,802 tweets.
- Crucial: Address these during data processing.

Brands in the Spotlight

- Apple's iPad: Leading with 946 mentions.
- Apple as a brand: Close second with 661 mentions.
- Google's presence: 430 mentions.
- Comprehensive insights: From iPhone apps to Android OS.

Preliminary Insights

- Ample data for robust sentiment analysis.
- Apple products frequently discussed.
- Google remains a significant topic.
- Need for data cleaning before in-depth analysis.

Next Steps

- Rigorous data cleaning.
- In-depth sentiment analysis using advanced NLP.
- Periodic reports to the ICT Committee with actionable insights.

Working Together

- Our analysis aids your decisions.
- Open to feedback and specific areas of interest.
- Committed to refining our approach based on the Committee's needs.

Thank You