

BLACK FRIDAY

Sentiment Analysis
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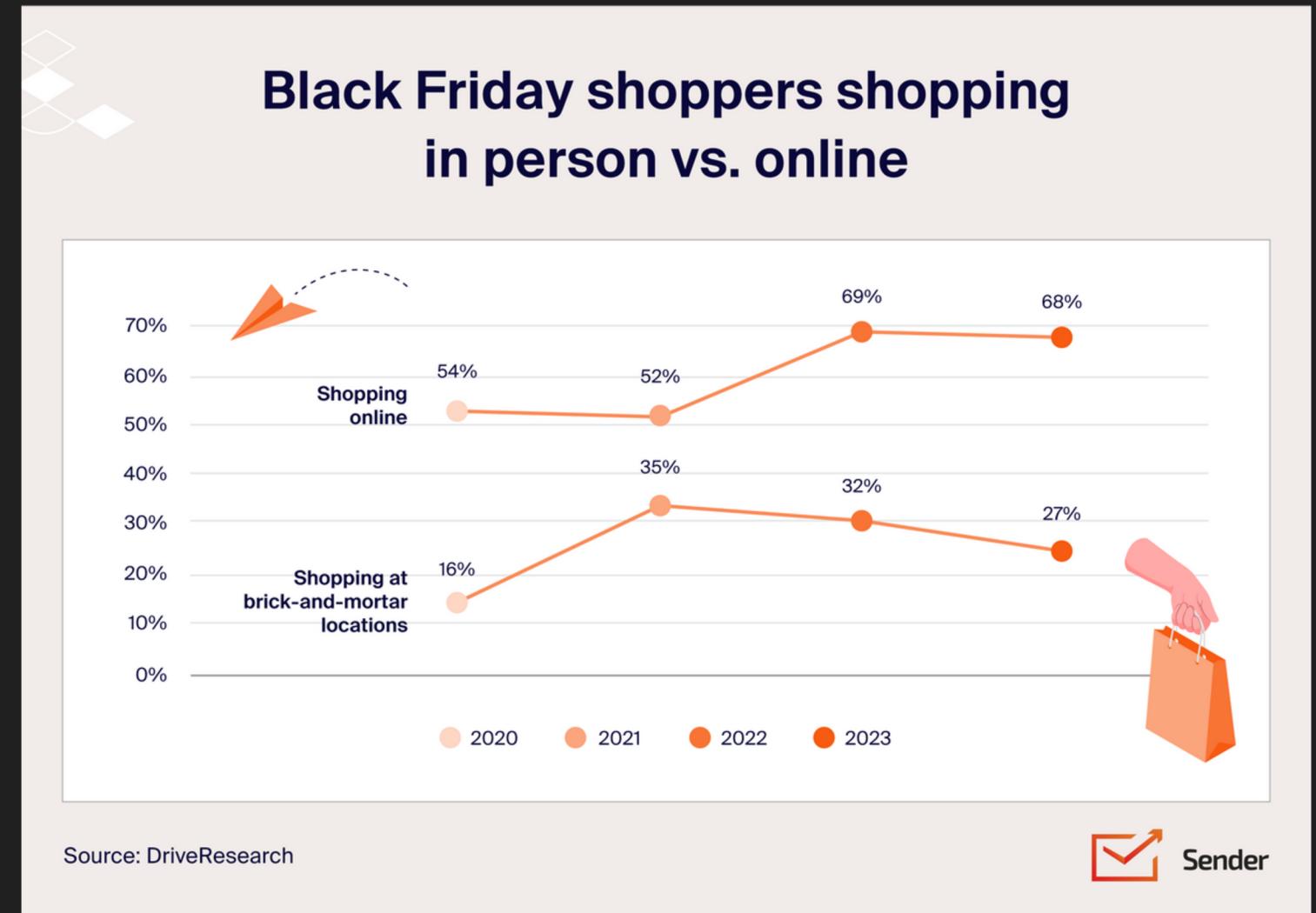


BACKGROUND

01

Black Friday

Black Friday generates massive amounts of online activity, especially on social media platforms like Twitter. In recent years, the event has shifted largely to online platforms, where consumers share their experiences, reviews, and reactions in real-time through social media.



PROJECT GOALS AND OBJECTIVES

02

Primary Objective:

- To analyze the sentiment of tweets related to Black Friday, focusing on identifying positive, neutral, and negative reactions.

Secondary Goals:

- Geographical distribution: How does sentiment vary across countries?
- Explore key themes or words that stand out during Black Friday.

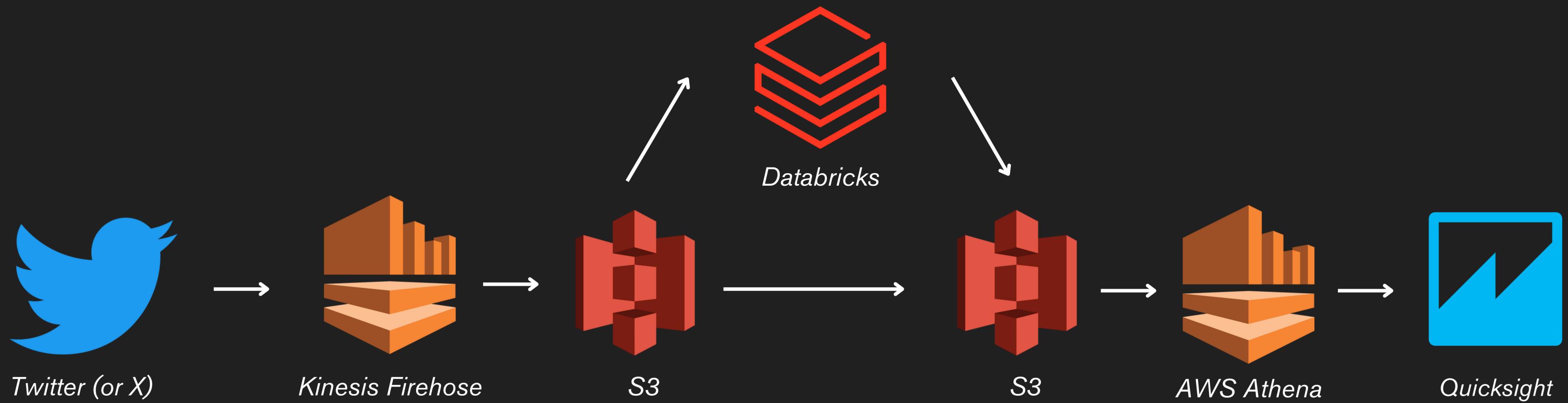
Deliverables:

- Sentiment analysis results, geographical insights, and data visualizations (word cloud, sentiment by country, etc.).



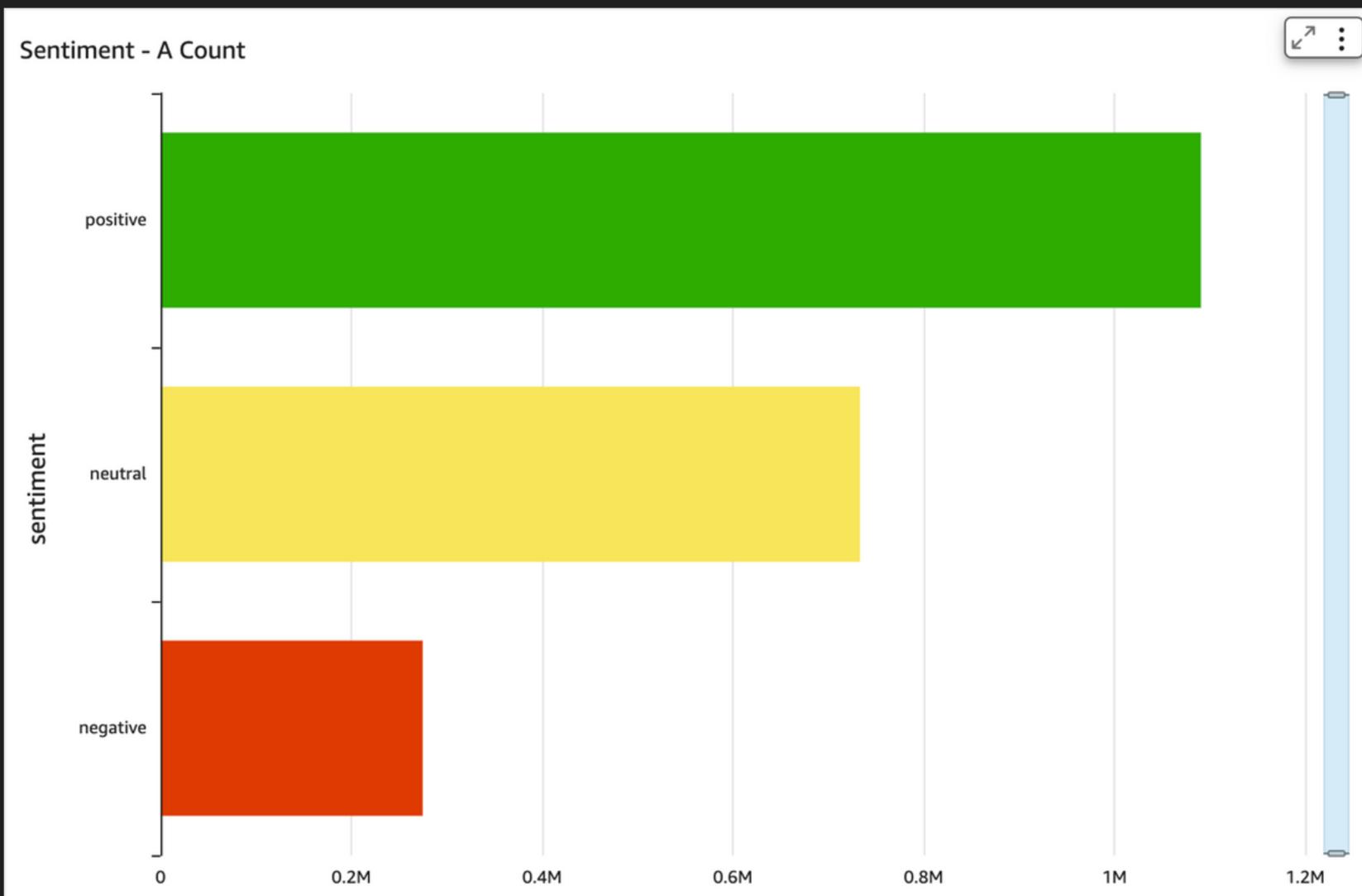
DATA FLOW

03



TWEET ANALYSIS

04



Tweets were tokenized, lowercased, and cleaned of non-alphabetic characters.

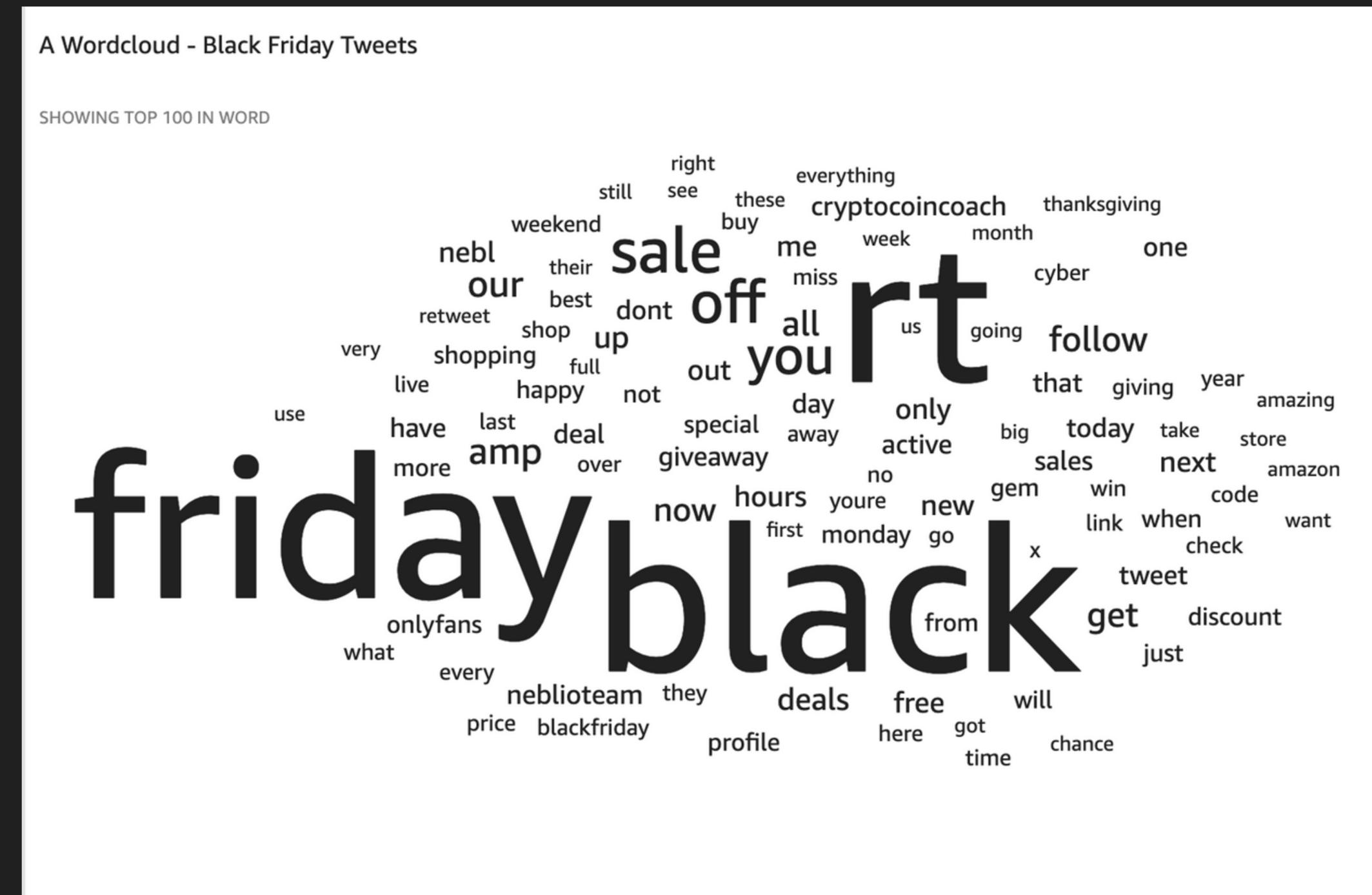
Around 1 Million Positive Sentiment Tweets

Around 733K Neutral Sentiment Tweets

Around 274K Negative Sentiment Tweets

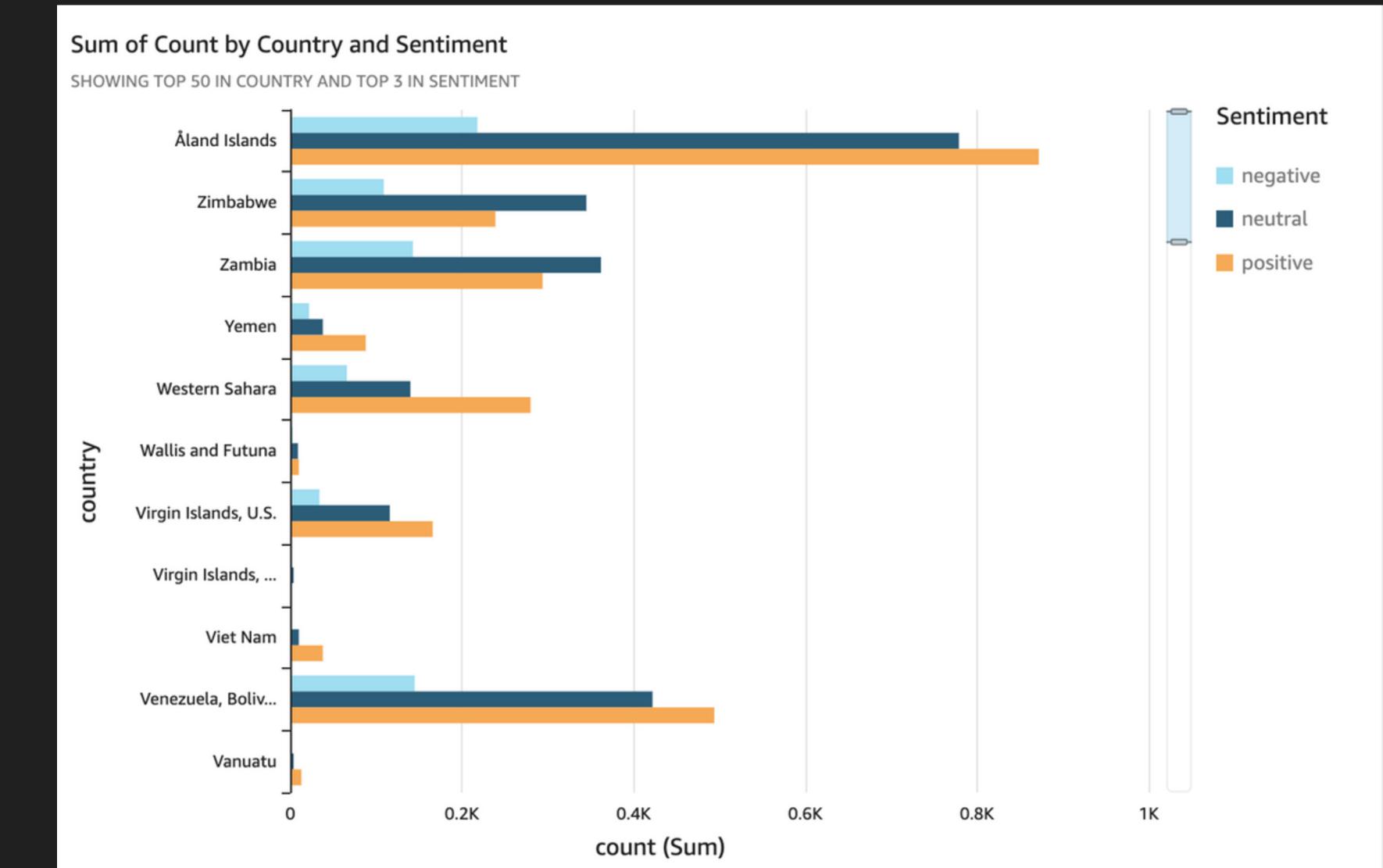
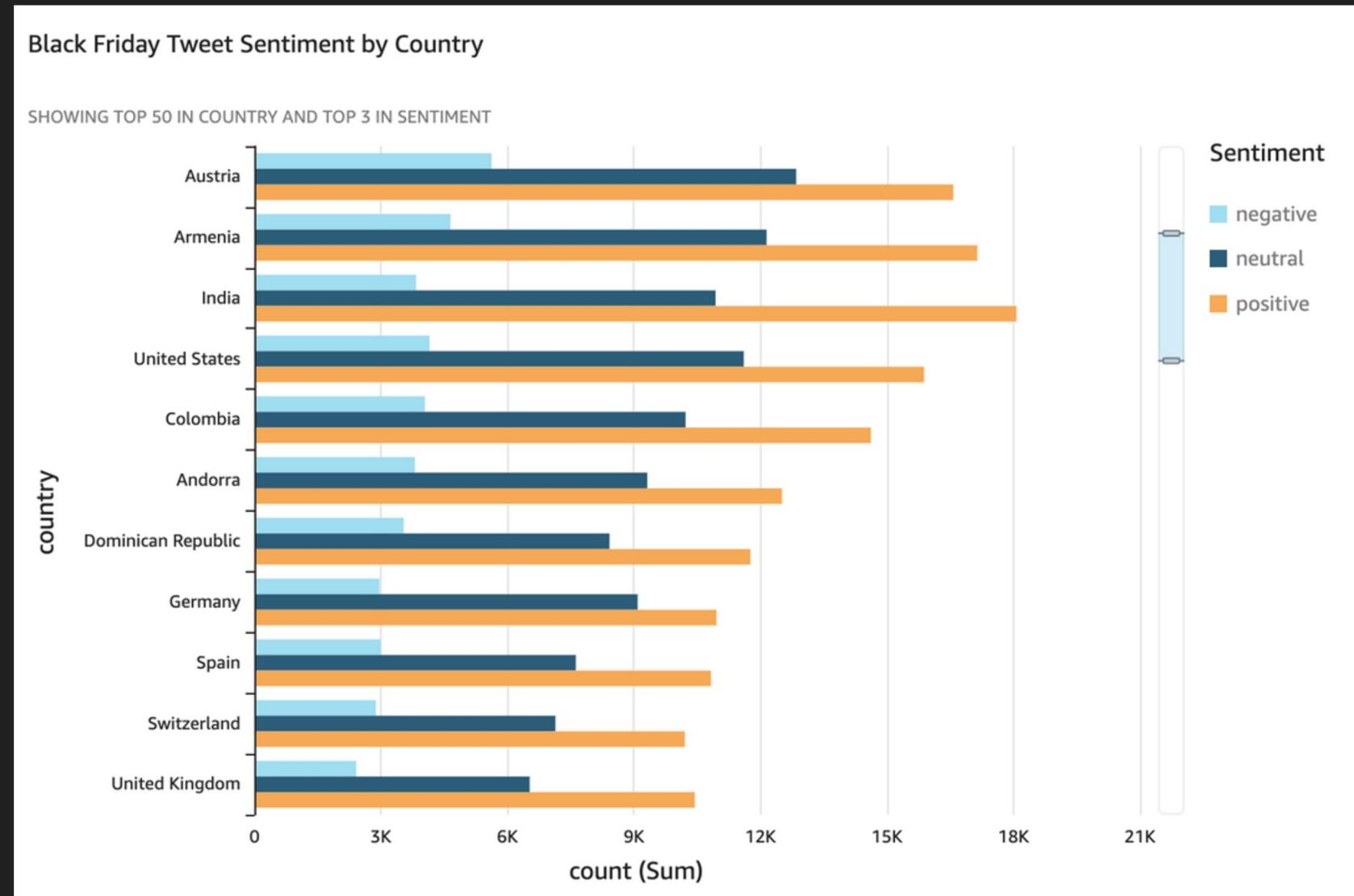
TWEET ANALYSIS - WORDCLOUD ⁰⁴

04



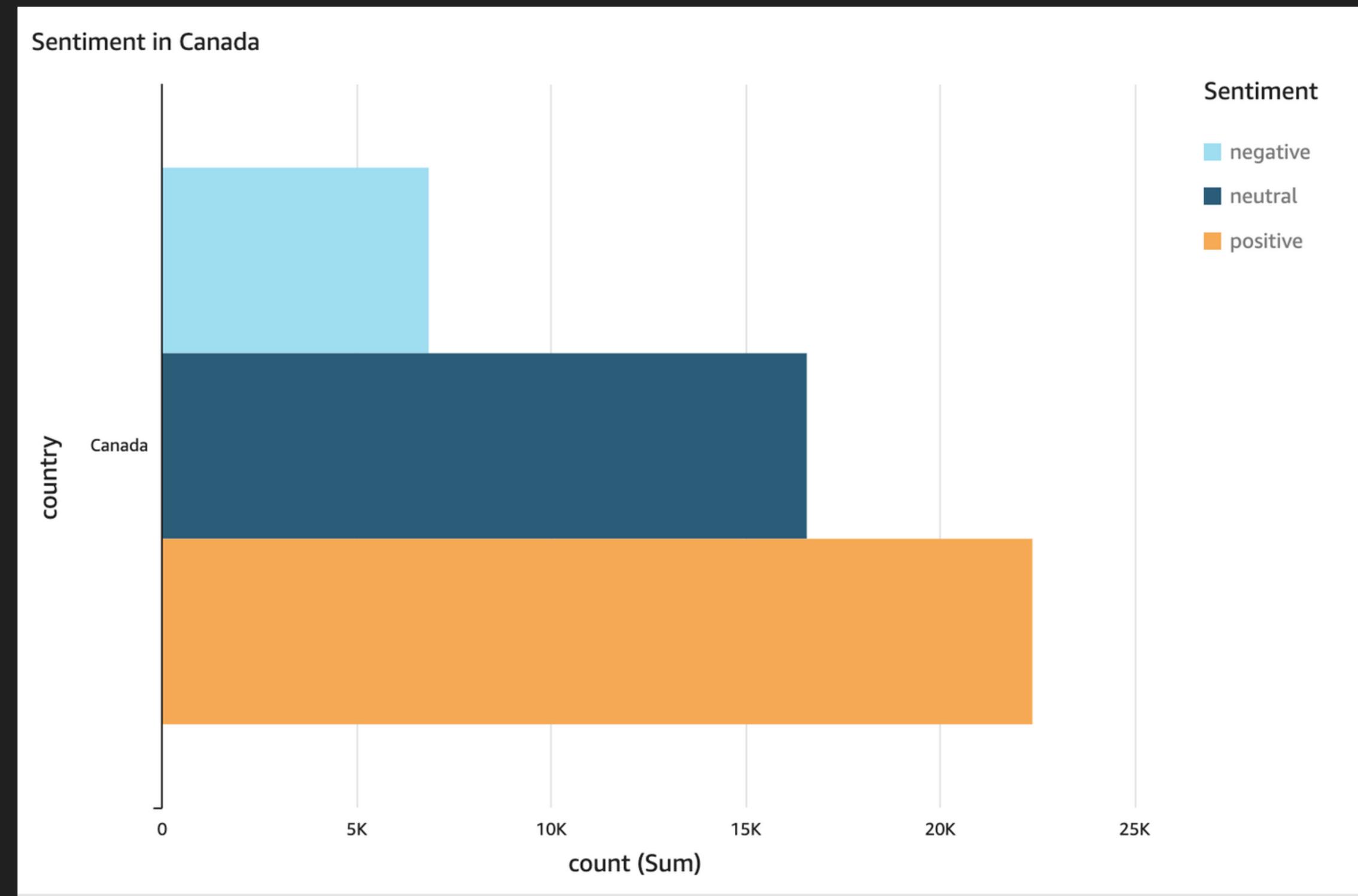
SENTIMENT DISTRIBUTIONS 05

country by country



CANADA

05



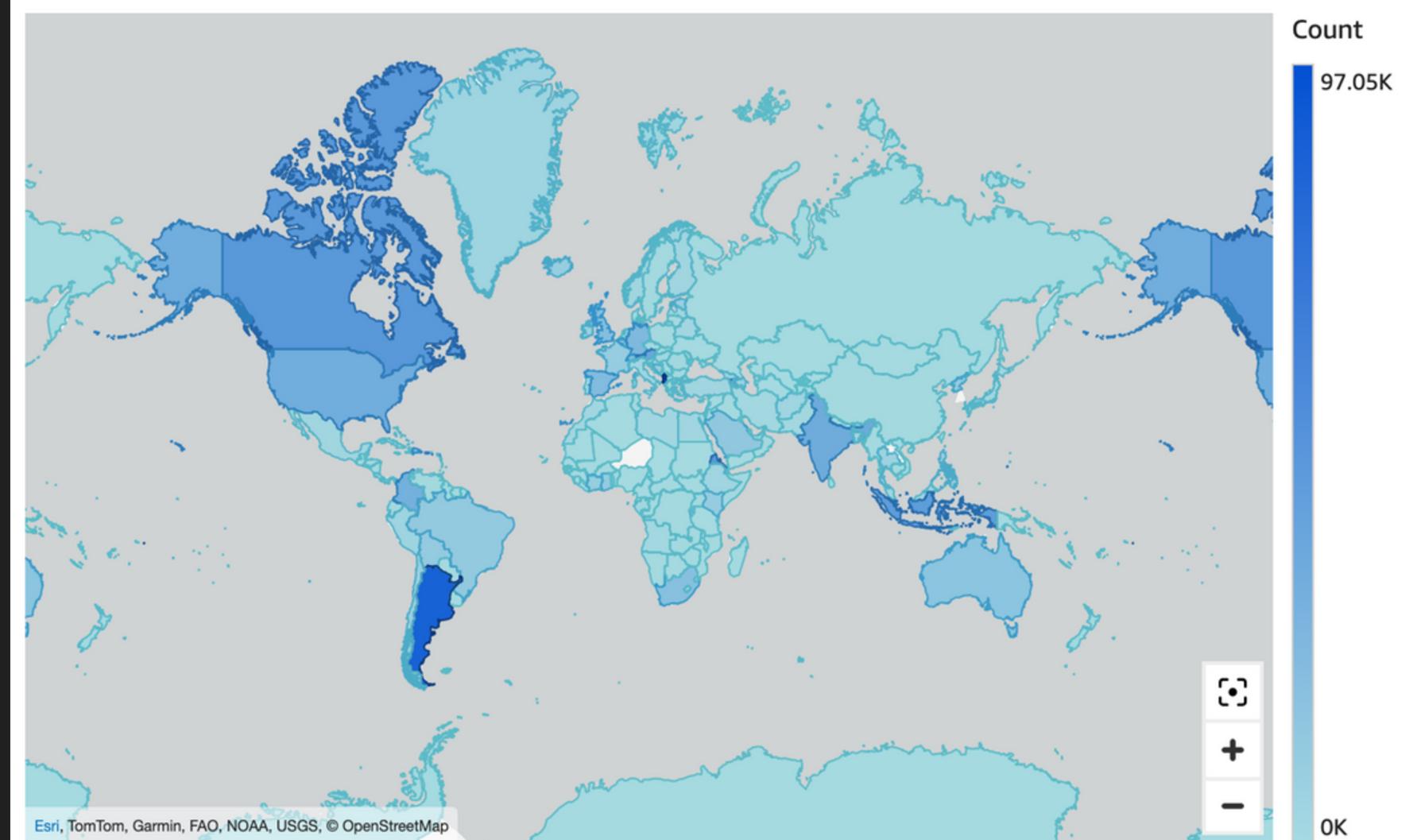
SENTIMENT - COUNTRY BY COUNTRY

06

Sentiment by Country



Black Friday Tweets - Around the World





CONCLUSIONS 07

Key Findings:

- Overall, sentiment around Black Friday was predominantly positive, with consumers sharing excitement about deals.
- Certain regions showed stronger negative sentiment, potentially indicating challenges or dissatisfaction in those areas.

Future Work:

- Further analysis could explore specific product categories, compare sentiment with sales data, or track sentiment changes over time.

THANK YOU