

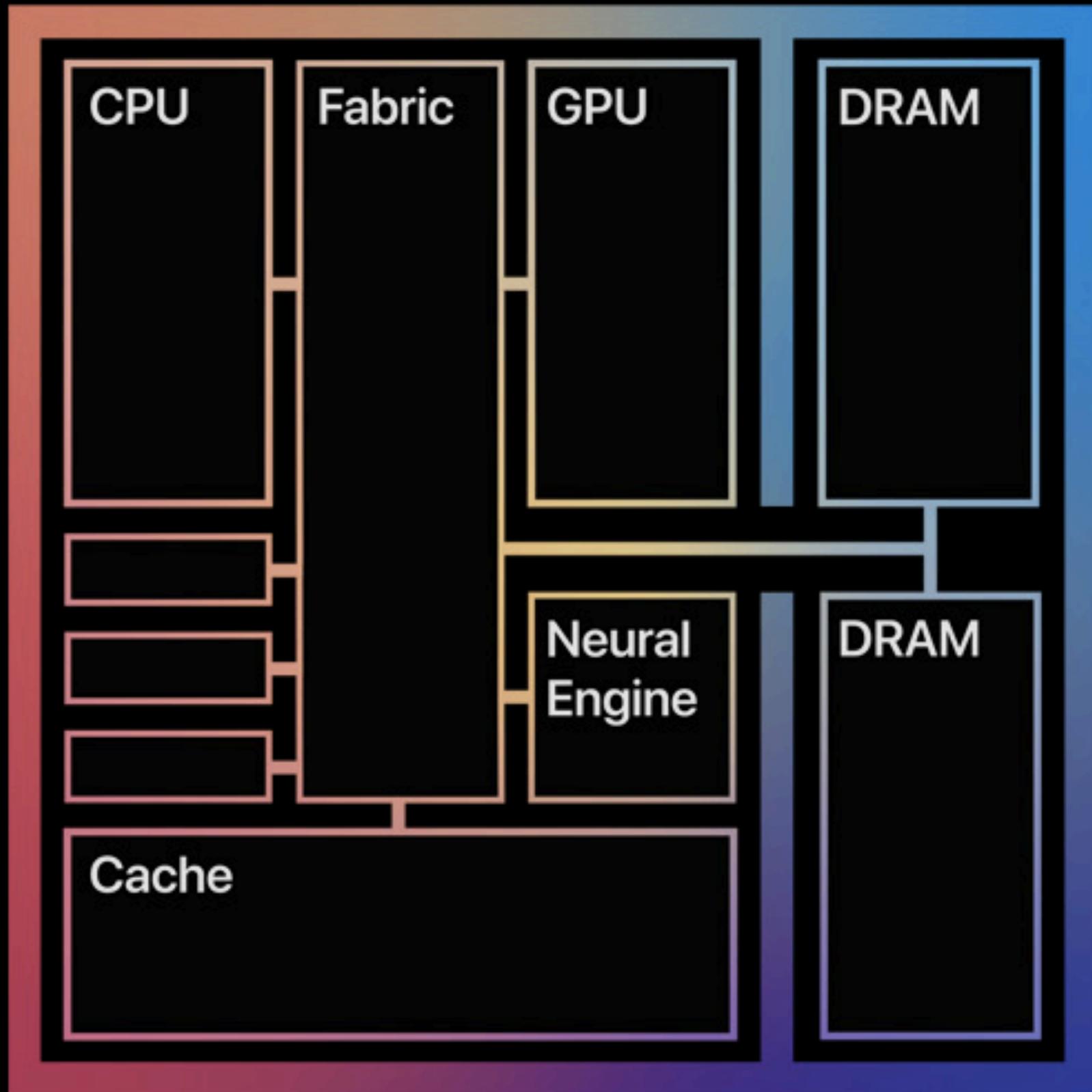


Apple M1

What do users think?

Christine Egan | January 2021

Why the M1?



Better Performance

Better Compatibility

Data: Twitter

Tweets containing “M1”



Data: Reddit

Posts and Comments Containing “M1”



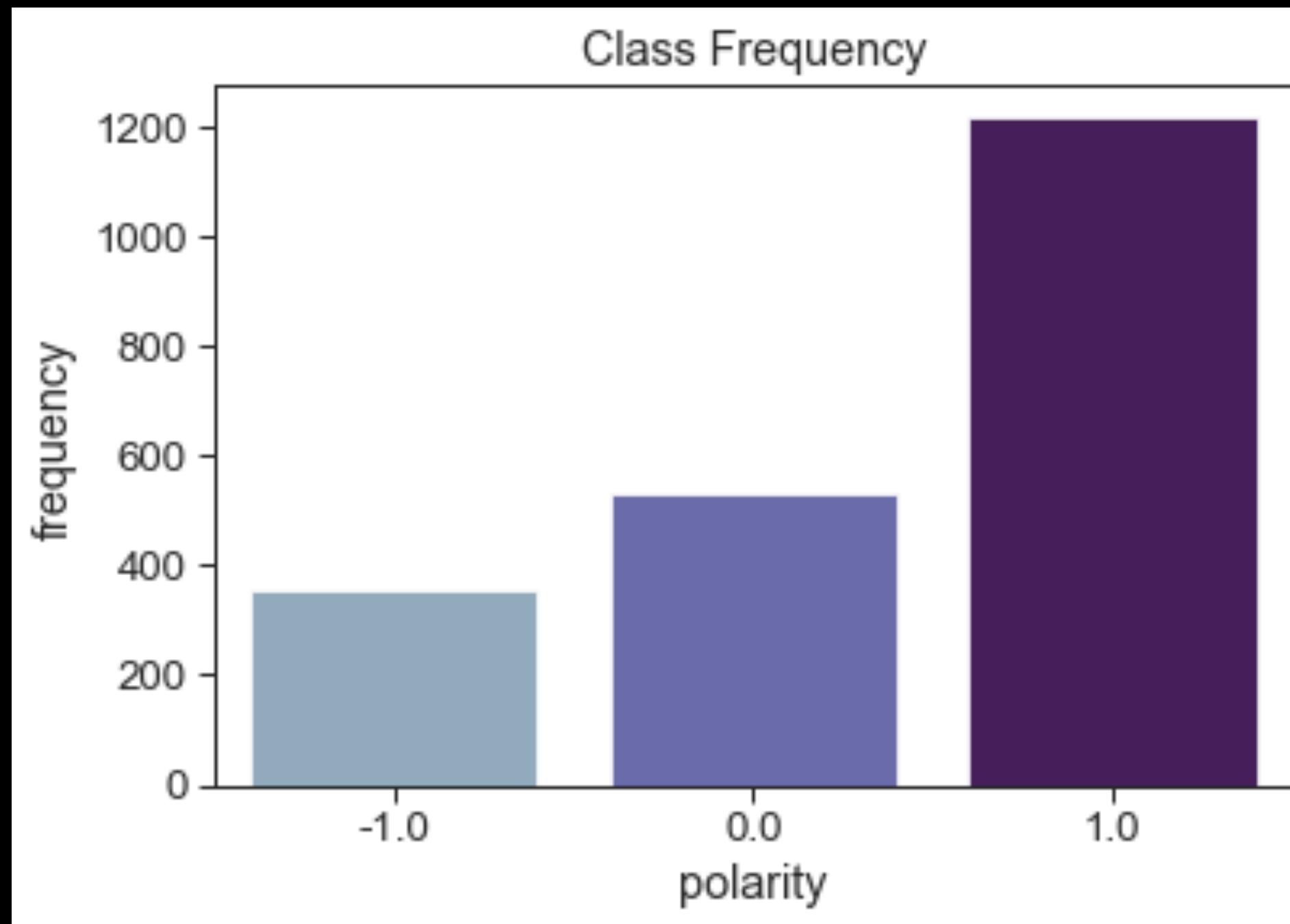
Apple, AppleM1, macOS, macsetups, hackintosh,
macmini, macbook Air, macbookpro, datascience,
MachineLearning, LearnMachineLearing, LearnPython

Methodology

- Build an application to collect data.
- Preprocess: Clean text, remove stops and lemmatize.
- Extract features: Text length, POS tags, subjectivity, and compound polarity.
- Label data as positive, negative, or neutral based on compound polarity.
- Create a model that will predict if an observation is positive, negative, or neutral.
- Make generalizations regarding each category.

What do users think?

Positive Reception



- From a sample of approximately 2100:
 - Nearly 1,200 or (4/7) of the observations are positive.
 - Nearly 600 (2/7) of the observations are neutral.
 - A little over 300 (1/7) of the observations are negative.

Model

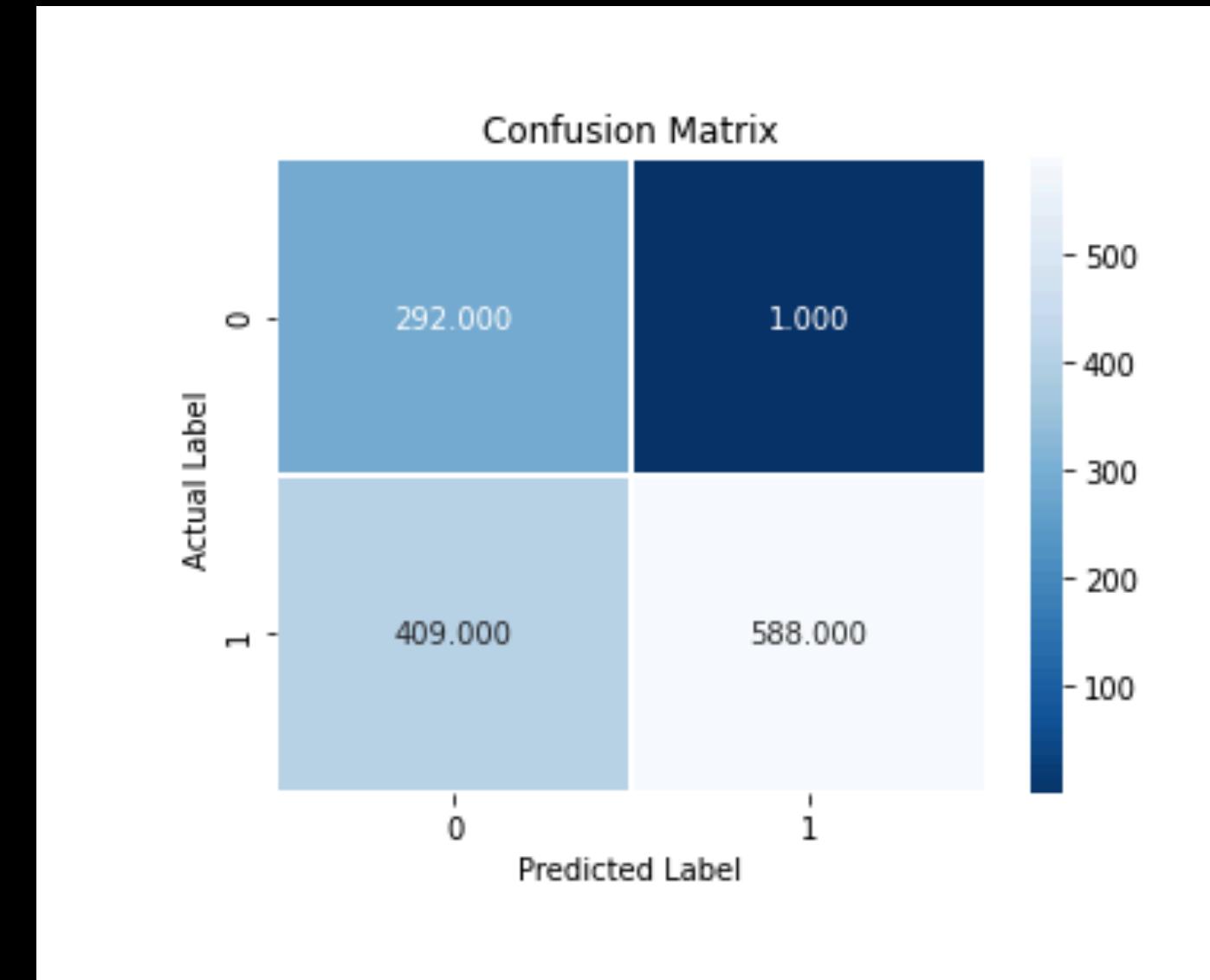
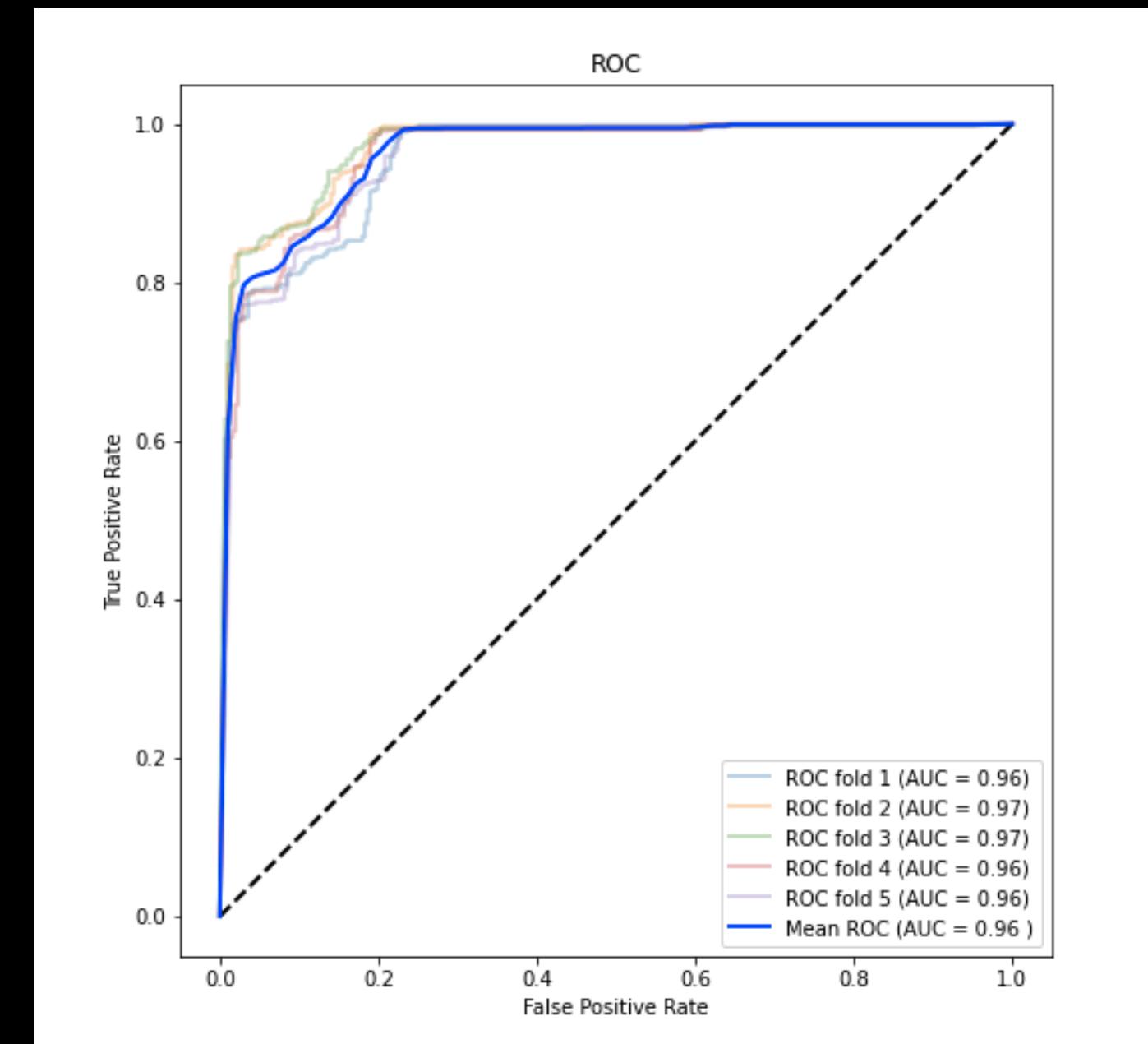
A model was deployed to detect if an observation was positive or negative.

The most reliable model:

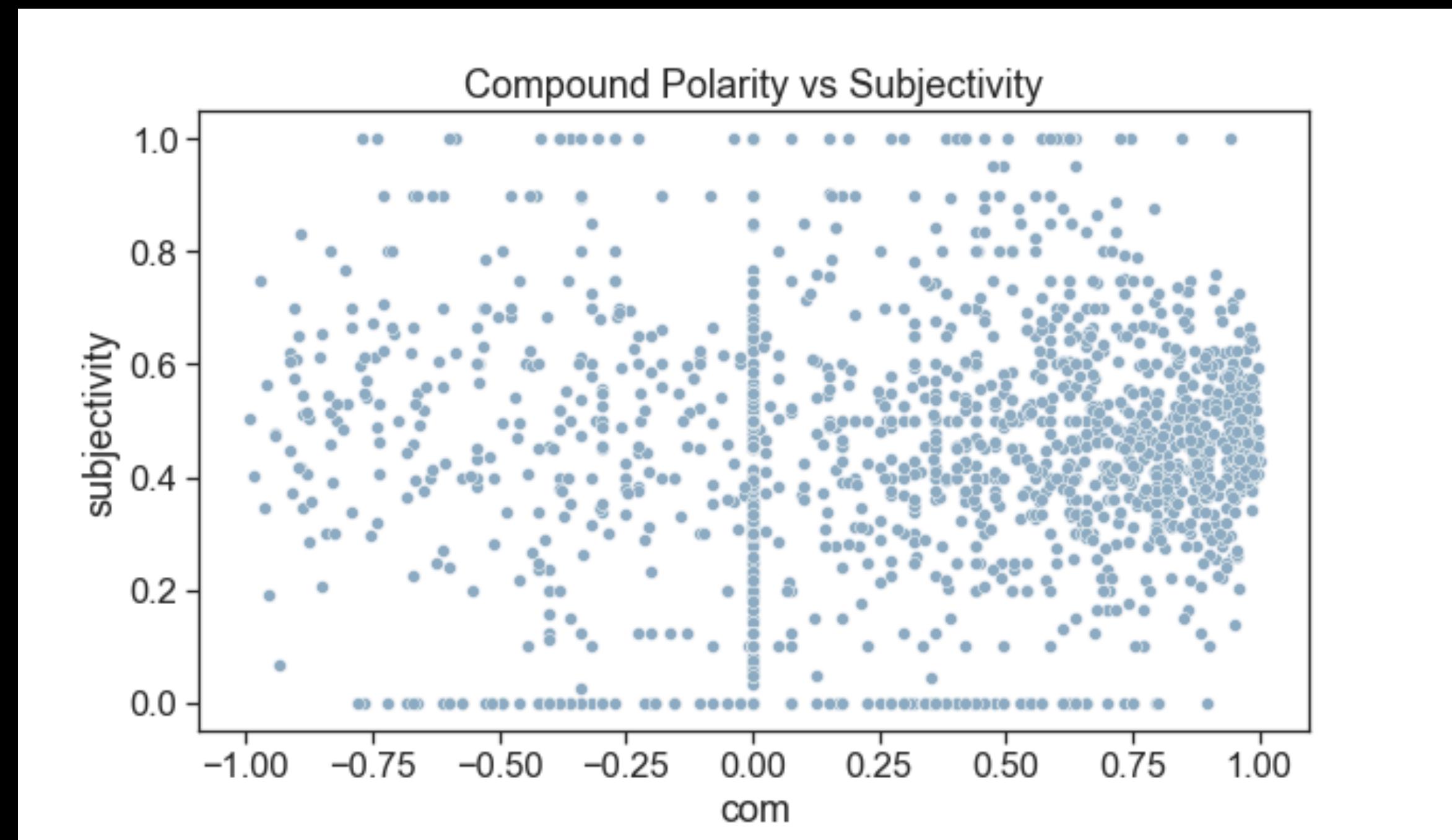
- Accuracy of 67%.
- AUC was .96. This means that the model could distinguish well between true positives and false positives.

The model's strength was precision —

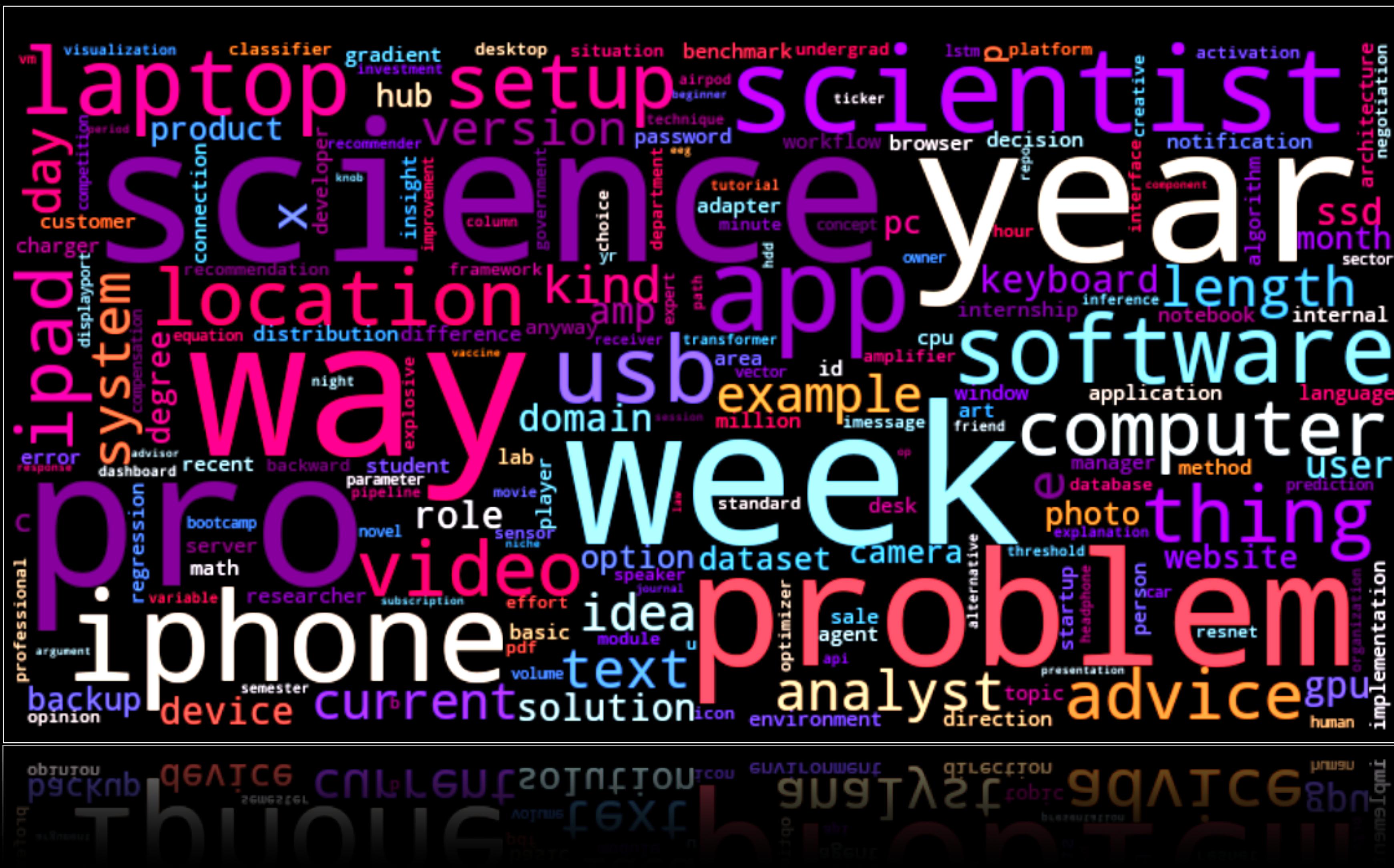
It limited the amount of false positives.



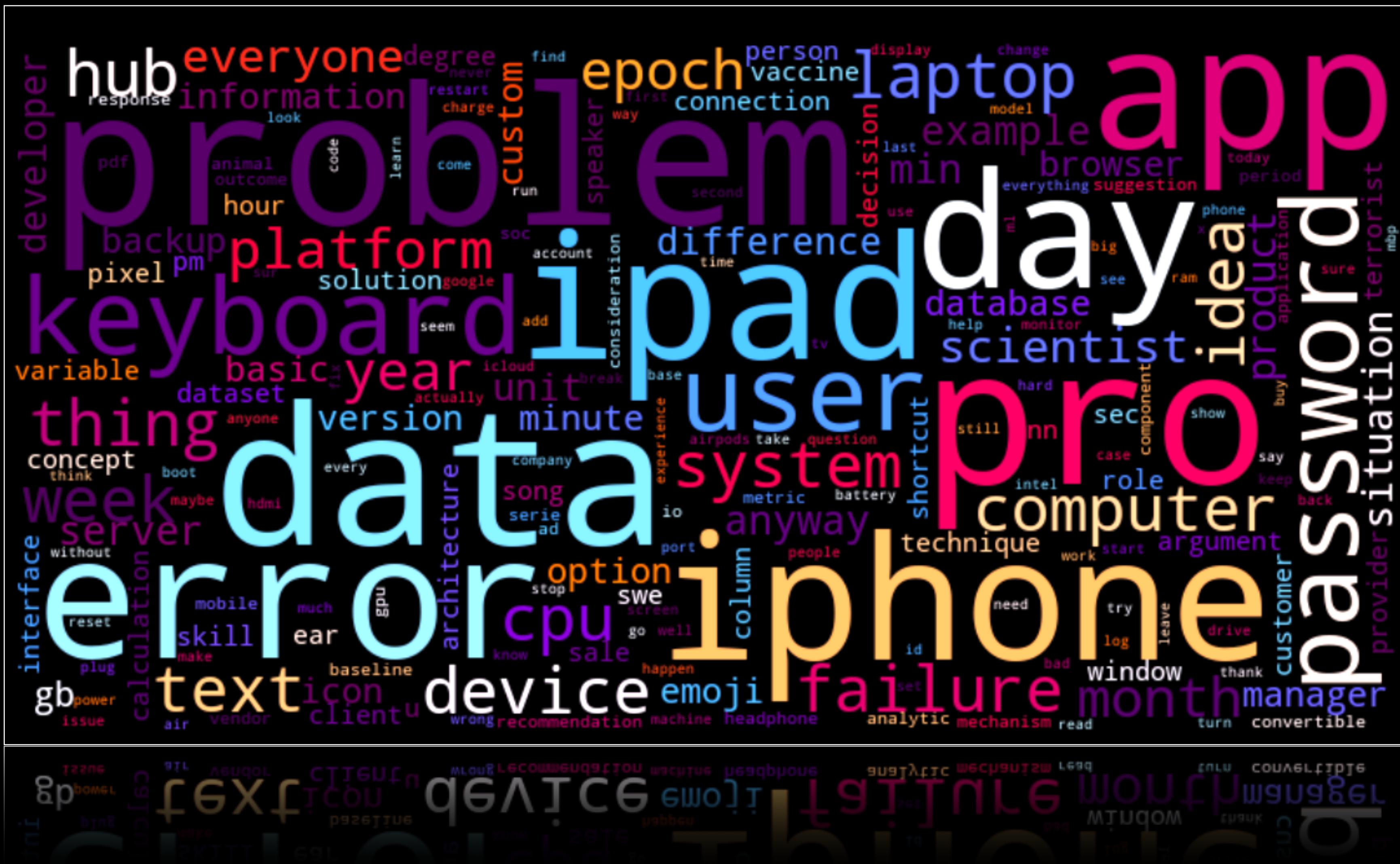
What do users think?



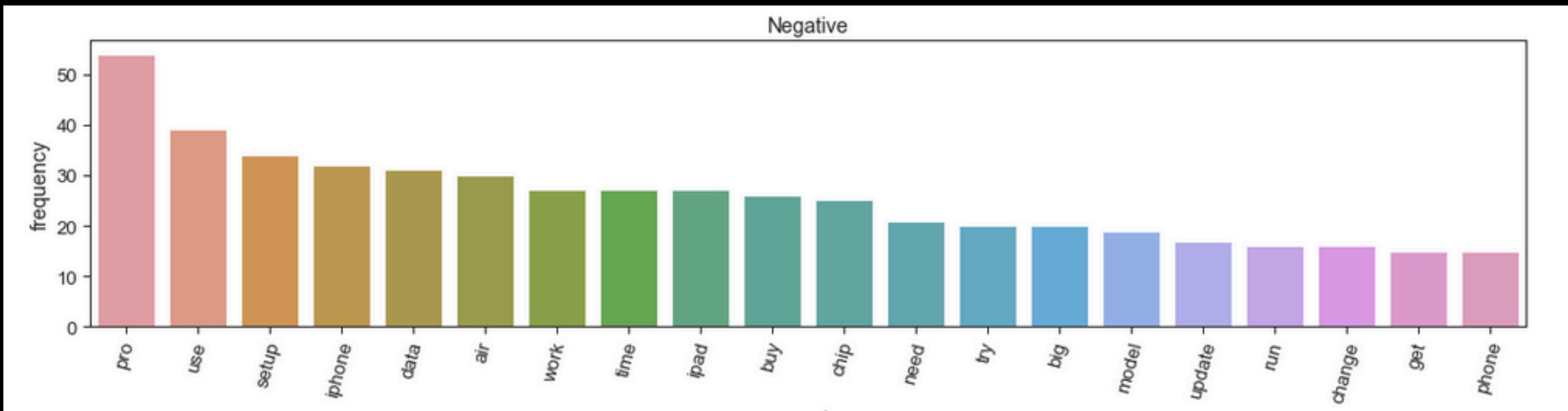
Most Frequent Words in Positive Class



Most Frequent Words in Negative Class



Better Compatibility: A Closer Look



- We see the words 'pro' and 'air' which might indicate that users are unhappy with these products.
- Call to action: Further investigate if users feel dissatisfied with the MacBook Air and MacBook Pro with the M1 chip.
- We also see the words iPad and phone — one of the major claims was that M1 would natively support a number of apps supported on the iPhone and iPad. Do users feel that the M1 lives up to this claim?
- Call to action: Further investigate if products with the M1 chip are living up to these claims.

Future Work

- Expand application to access data from additional platforms.
- Take advantage of time data to provide insights into user opinions over time.
- Stream data to a dashboard to analyze and update changing opinions in realtime.



Thank You!



Attributions

Images - [Apple Mac M1](#)

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