iPhone 13

Keynote summary VS People's tweet using NLP & WordCloud

Apple's Keynote

As you would expect the keynote is very predictable with expected yearly improvements. As seen in the figure based on word frequency, key emphasis is placed on their new features like the cinematic mode with a new camera system, newer A15 processor with improved battery life and a better display compared to their previous models.

Twitter's response

People's response on twitter was more interesting as seen in the figure. Based on the word frequency looks like most people cared about the price, color, improved camera, smaller notch and the starting storage capacity of 128 GBs. To my surprise iPhone mini also gained a lot more traction as opposed to the faster 120hz display on the Pro models.

Twitter's Overall Sentiment

29% Negative   ●   71% Positive

Data Sources: WWDC21 Keynote, Twitter
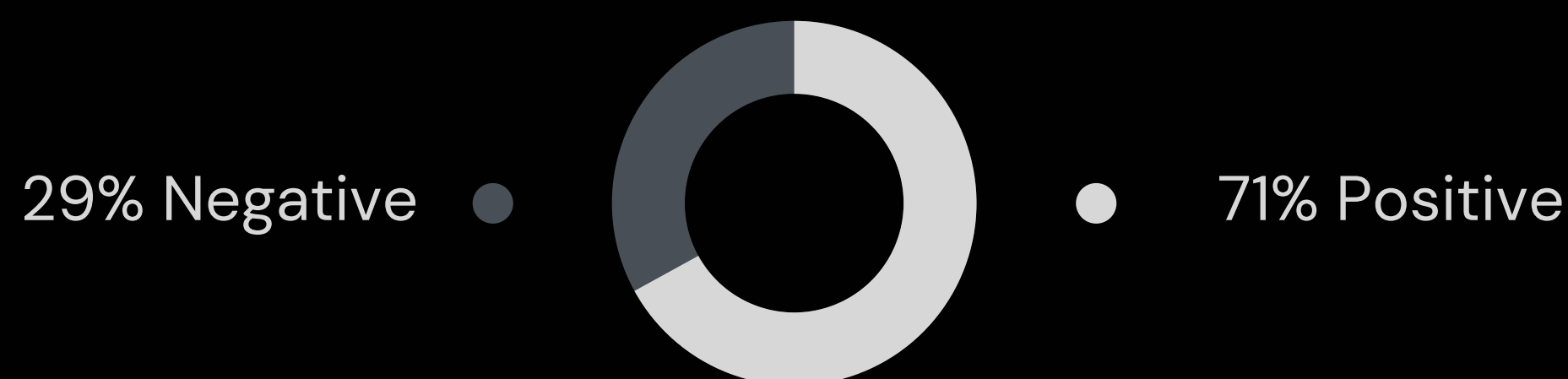
The Event took place on September 14, 2021. Twitter data was gathered on the same day from the start of the event till 9:30 pm CST. Meaning the analysis and the twitter data accurately captures peoples initial response and first impressions. As of concluding this analysis the iPhone 13 has not been released yet.