

iPhone 13

Analysis of the Keynote summary VS People's tweet using NLP



Apple's Keynote

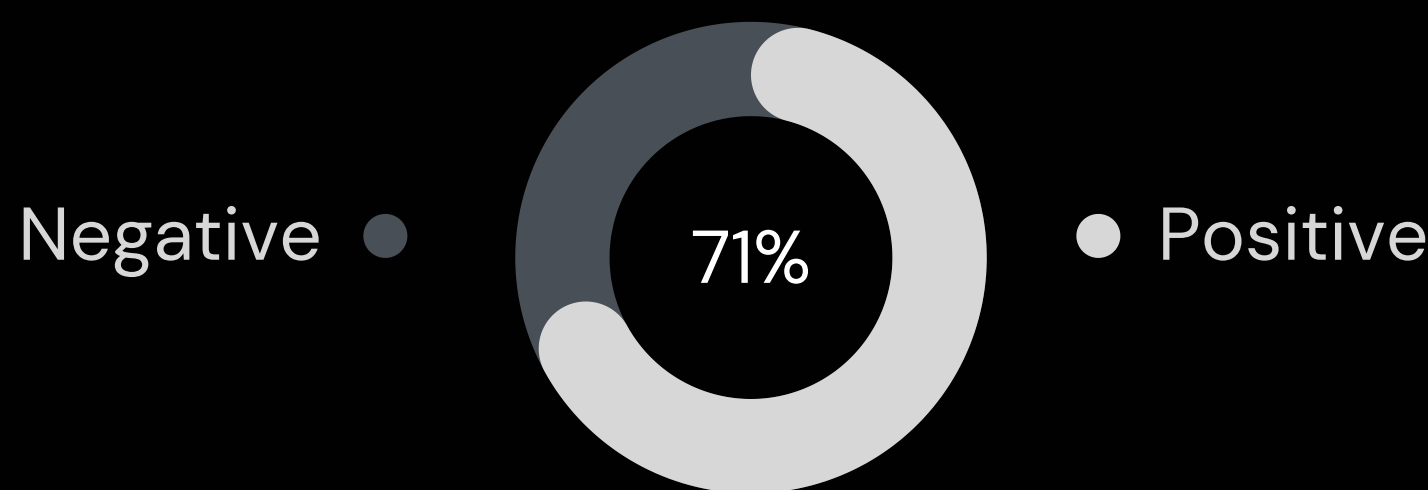
As you would expect the keynote is very predictable with expected yearly improvements. As seen in the figure based on word frequency, key emphasis is placed on their new features like the cinematic mode with a new camera system, newer A15 processor with improved battery life and a better display compared to the 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 care about the price, improved camera, smaller notch and the starting storage capacity of 128 GBs. To my surprise iPhone mini gained a lot more traction as opposed to the faster 120hz display on the Pro models.

Twitter's Overall Sentiment



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 9:30pm CST. Meaning the analysis and the twitter data accurately captures only the initial response and first impressions of people. As of concluding this analysis the iPhone 13 has not been released yet.