

BLACK FRIDAY

Sentiment Analysis

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CONTENTS *Presentation*

- 01 - Background
- 02 - Goals
- 03 - Data Flow
- 04 - Tweet Analysis
- 05 - Sentiment Distribution
- 06 - By Country
- 07 - Conclusions



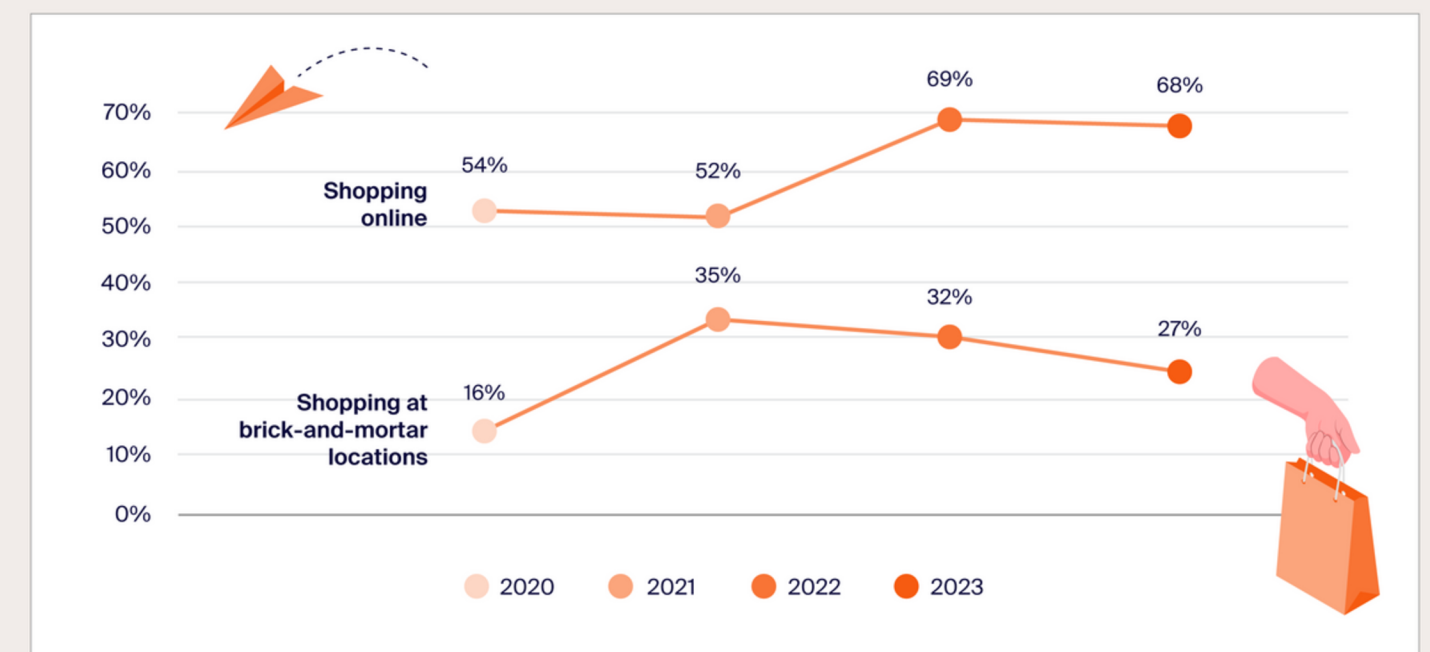
BACKGROUND

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.

Black Friday shoppers shopping in person vs. online



Source: DriveResearch





PARTICIPANT	UNITS
Andy	11
Chloe	15
Daniel	9
Grace	14
Sophia	21

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:

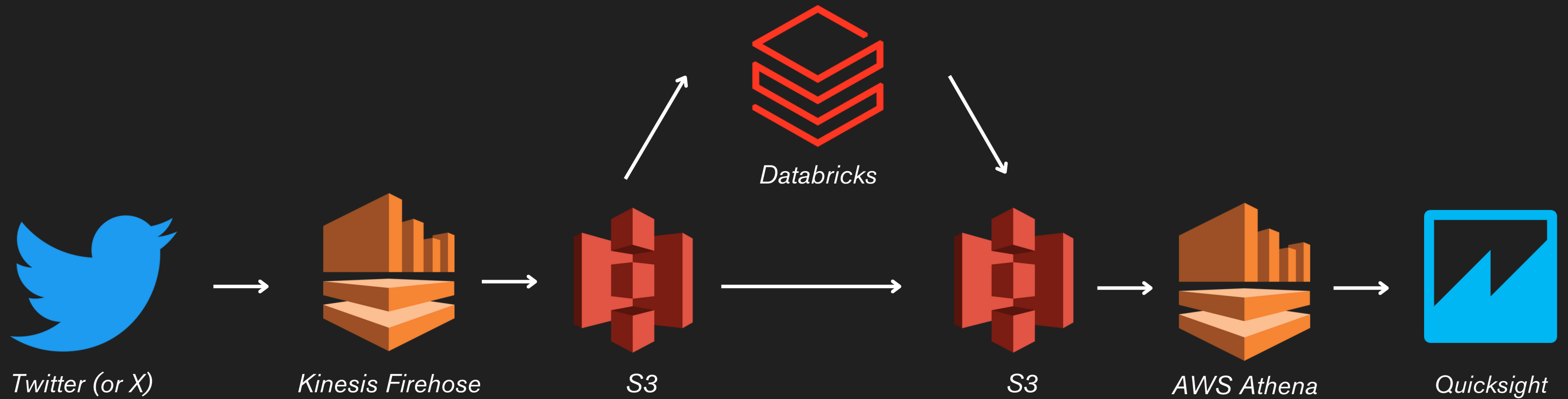
- Geographical distribution: How does sentiment vary across countries?
- Explore key themes or words that stand out during Black Friday.

Deliverables:

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

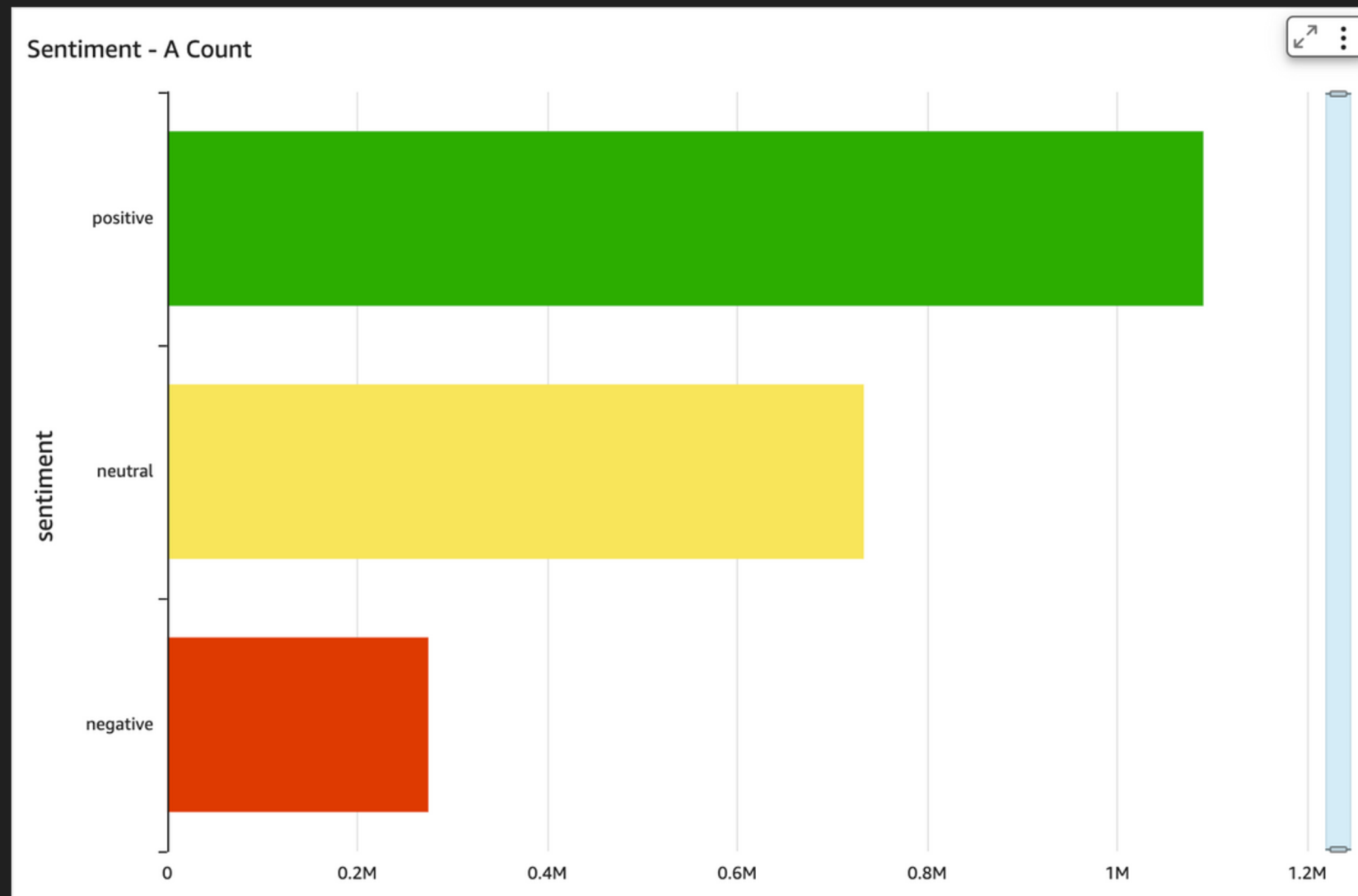


DATA FLOW ⁰³



TWEET ANALYSIS

04



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

Around **1 Million** Positive Sentiment Tweets

Around **733K** Neutral Sentiment Tweets

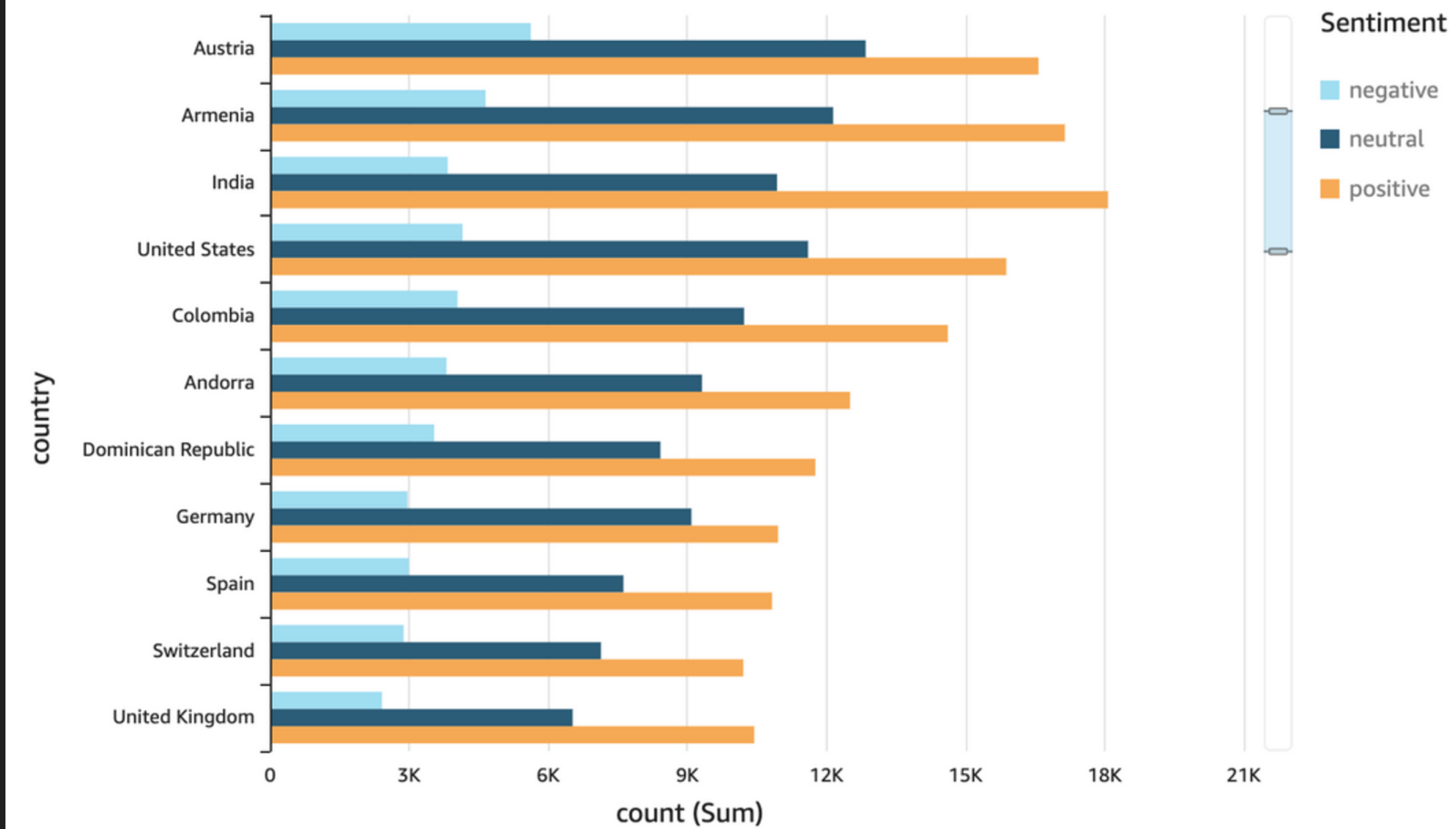
Around **274K** Negative Sentiment Tweets

SENTIMENT DISTRIBUTIONS ⁰⁵

country by country

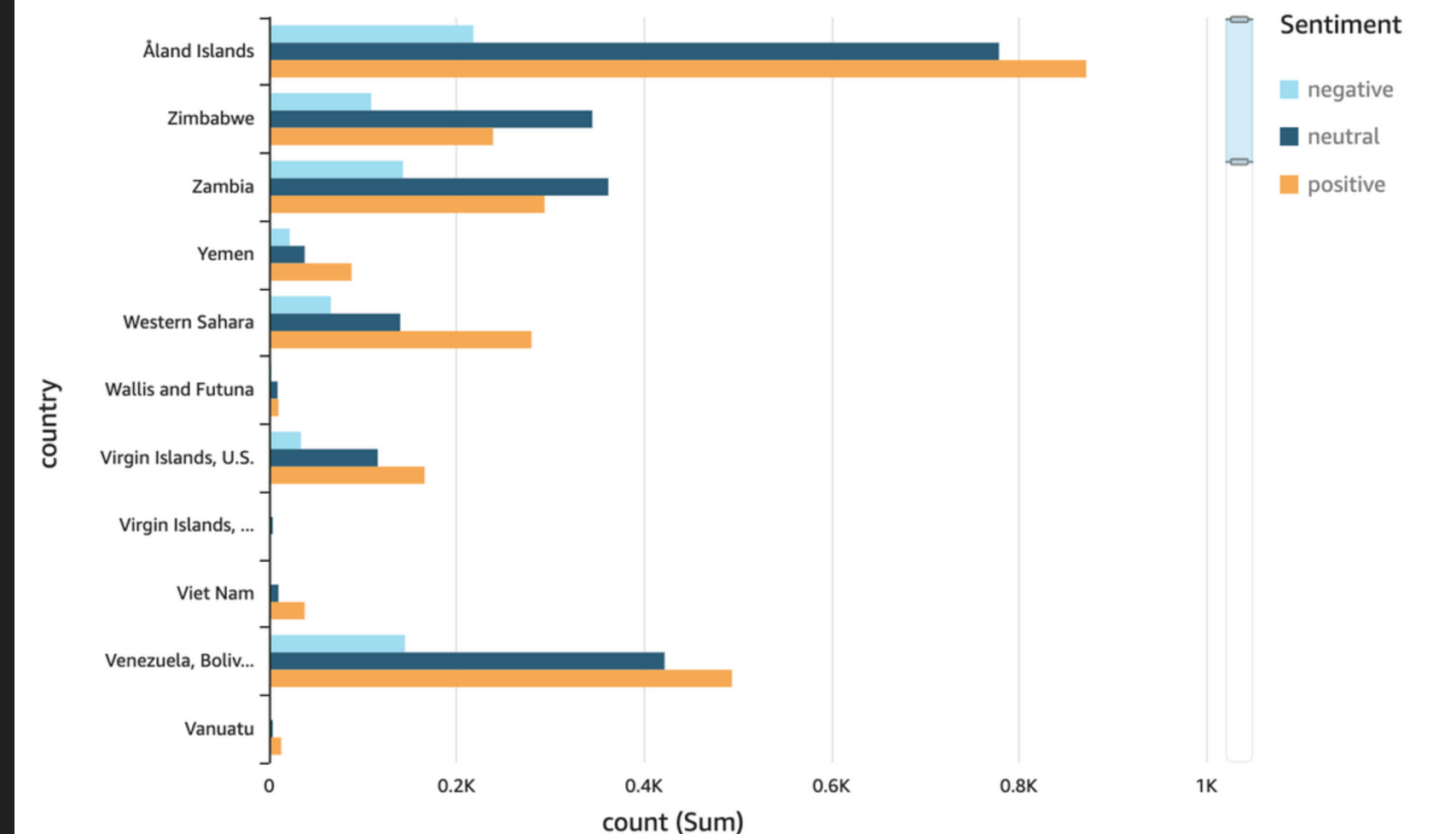
Black Friday Tweet Sentiment by Country

SHOWING TOP 50 IN COUNTRY AND TOP 3 IN SENTIMENT

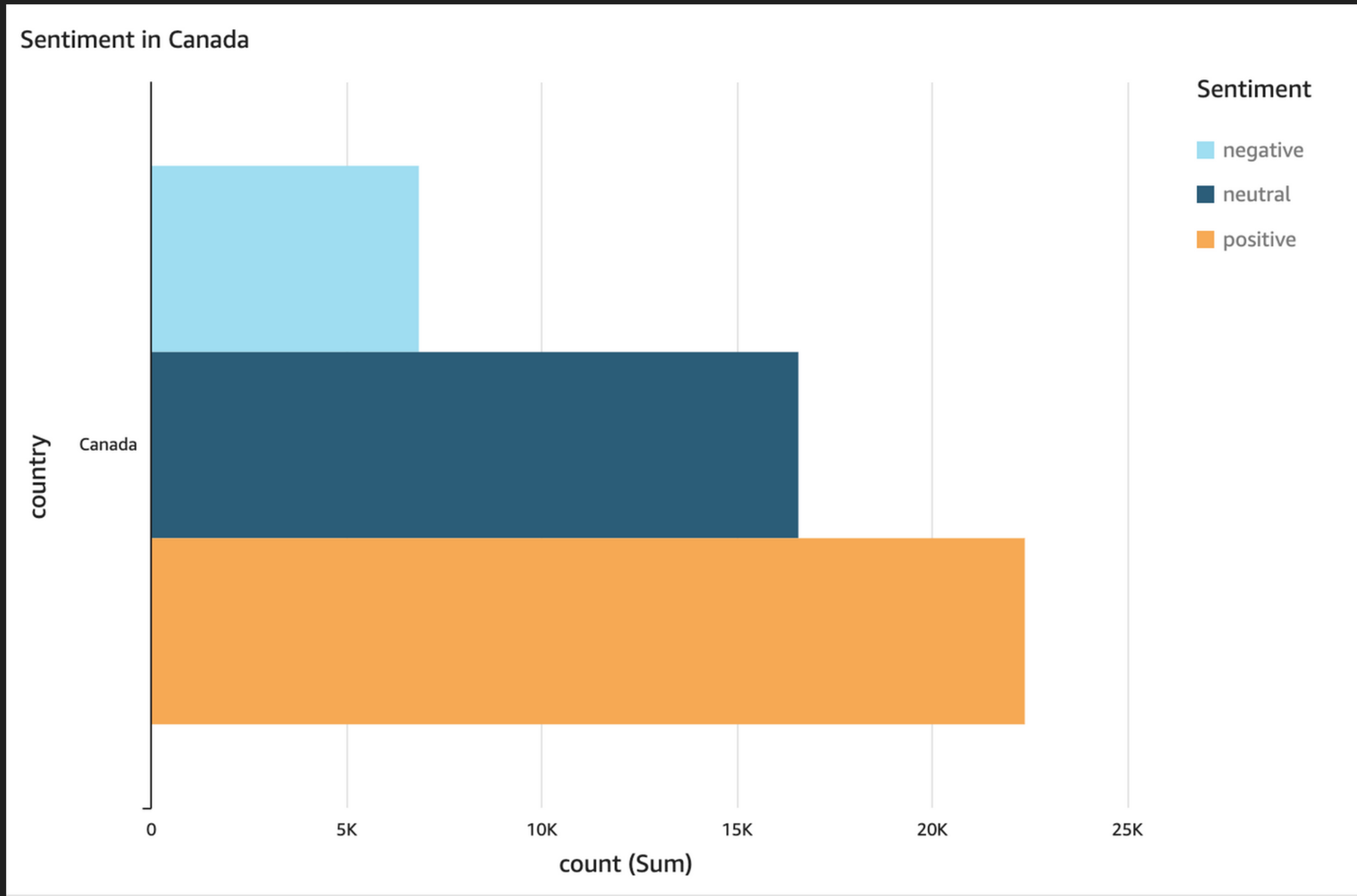


Sum of Count by Country and Sentiment

SHOWING TOP 50 IN COUNTRY AND TOP 3 IN SENTIMENT

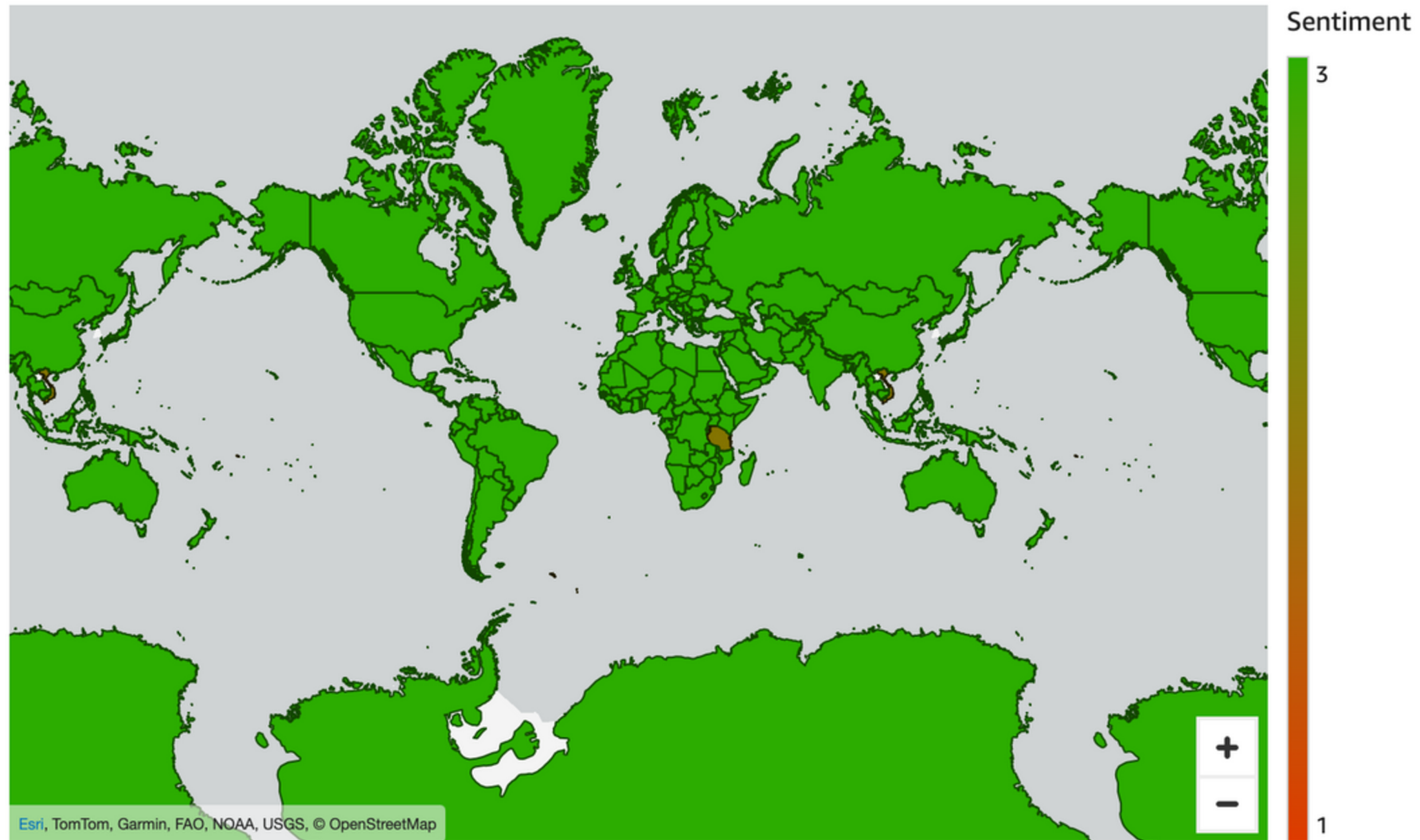


CANADA ⁰⁵

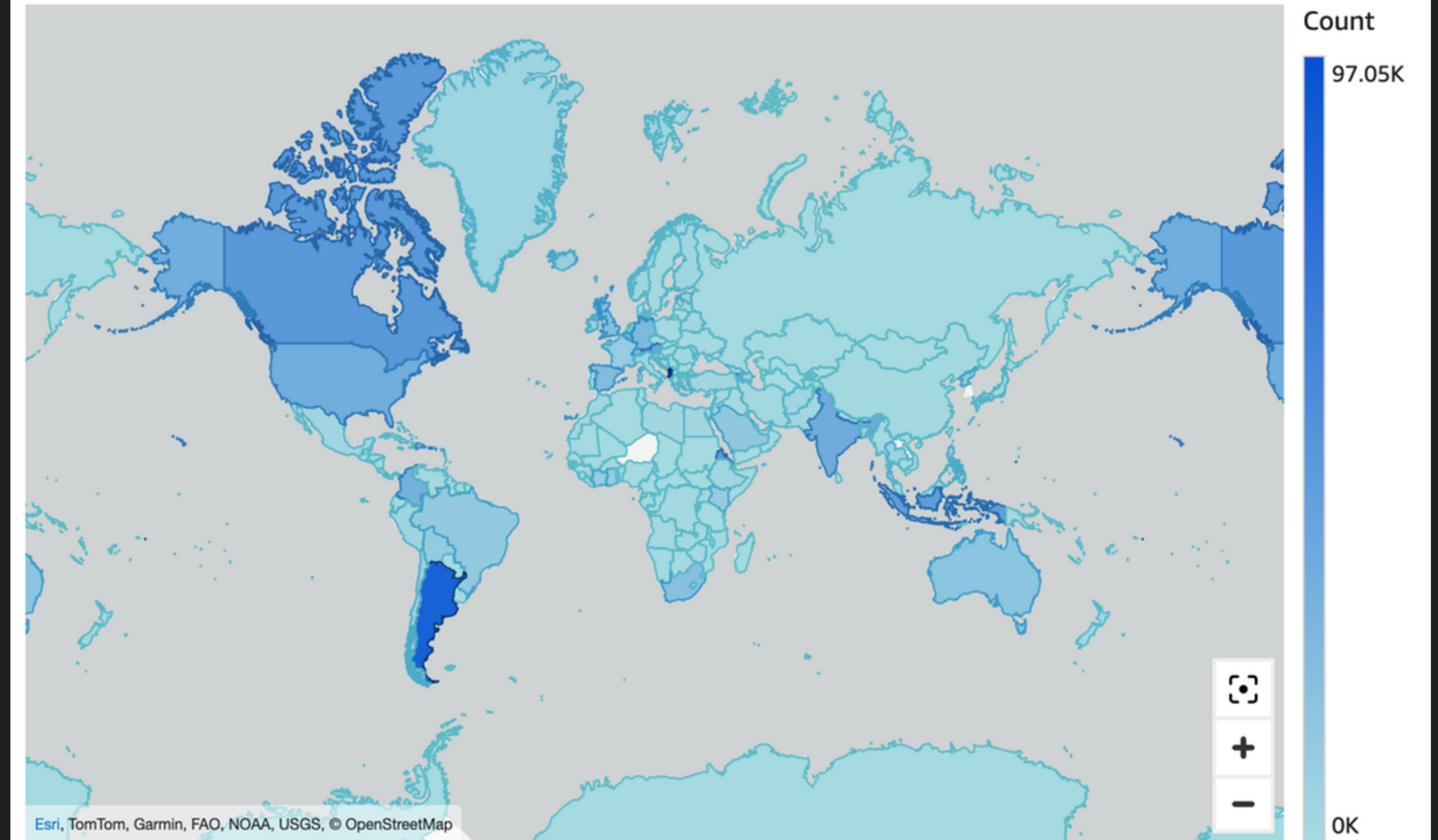


SENTIMENT - COUNTRY BY COUNTRY ⁰⁶

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