**1.125 Arch & Engineering Software Systems**

**Term Project Assignment**

**Project proposal**

The goal of this project is to perform sentiment analysis based on the product reviews from the end customers/critics/experts on digital platforms like twitter and provide a summary of the overall impression about the firm and its offerings in the market. The main audience would be the senior leadership of the firm who are interested in getting the first hand information on the general customer impression.

In general these reviews are available in different platform but these data are large in volume and often contradictory and subjective too. Hence the objective is to use machine learning to make meaningful conclusion from these reviews. Accordingly, based on the data collected from the social media, sentiment analysis is done on these reviews based on the semantic structures of these sentences and then tagged as positive/negative/neutral using classification methods followed by linear regression or similar techniques and data visualization to present the overall trend. Current plan is to use the statistical packages in R and Javascript.

**Team:**

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