Group ID: **04**

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**TEXT CLASSIFICATION – SENTIMENT ANALYSIS**

**ABSTRACT**

This project performs sentiment analysis, also called as opinion mining or emotion AI and systematically identifies extracts, quantifies, and studies affective states and subjective information by the use of natural language processing and text analysis. At the end, this model should be able to analyze an incoming message and tell whether the underlying sentiment is positive, negative our neutral.

In this project, we have particularly worked on performing sentiment analysis of reviews given to the products using reviews and ratings. This has been done with the intention and knowledge that data analysis on millions of reviews through Amazon is a crucial factor for the company. These reviews generate a lot of data - data that can be analyzed and used for advertising, business decisions, understanding of customers' needs and wishes on the products (and platforms), guiding marketing initiatives, implementation of innovative additional services and much more.

This dataset comprises of 2500+ reviews of about 100+ Indian Products pertaining to categories like hair and skin care products, clothes, electronic gadgets, etc from Amazon.