Abstract

Sentiment analysis is the examination of feelings and viewpoints in any kind of literature. The expression of the opinions of the mass, the group, or any person is facilitated greatly by sentiment analysis of the data.

To evaluate and gain insights from text data from numerous sources, like Facebook, Twitter, and Amazon, sentiment analysis is one of the most prominent fields. It is essential for enabling firms to actively work on enhancing their company strategies and gaining a thorough understanding of the customer feedback on their products. It comprises computational analysis of a person's purchasing interests and subsequent opinion mining about a company's corporate entity.

To accomplish this, we must first pre-process the dataset, then extract the adjectives from the dataset that have some meaning, which is known as a feature vector, then select the feature vector list, and finally apply machine learning based classification algorithms such as Naive Bayes, Maximum entropy, and SVM, as well as the Semantic Orientation based WordNet, which extracts synonyms and similarity for the content feature.