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TITLE: - SENTIMENT ANALYSIS USING MACHINE LEARNING

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SENTIMENT ANALYSIS USING MACHINE LEARNING

❖ ABSTRACT: -

Analysis of sentiment and opinion mining is the space of examination that investigates considerations, discernments, appraisals, practices, and feelings of individuals from the composed language on products, administration associations, human issues, occasions, points, and different traits. In sentiment analysis, many deep learning tools are being exploited to discover opinions among people. This project summarizes the knowledge of deep learning algorithms in managing specific domain sentiment analysis and providing results compared to specific classification methods. This task likewise shows the benefit of dissecting feelings and the order technique in sorting extremity into good, negative, and unbiased. It discusses the fundamental approaches and explores various methods of research classification and compares different current techniques in applying deep learning techniques. Sentiment analysis is the application of natural language processing and is also known as emotional extraction. The primary purpose of sentiment analysis is to determine a writer or speaker's attitude to a particular topic. Therefore, most people express their views on certain things through online blogging sites or social networking sites. The extraction of

data and feelings has become an important research area. Most businesses rely on the data to decide on their business. Social network analysis and text mining are used to conduct contextual modeling and knowledge extraction. Analyzing sentiments is to classify a given text into three classes: objective, subjective, and polarity. The context of subjectivity holds the meaning, and the context of objectivity holds the facts. Polarity in the study of emotions refers to defining feelings (positive, neutral, and negative) in the written or spoken language.

People's opinions and experiences are critical in decision-making processes. Consumers can assess other opinions on the product or services before buying them. Similar manufactures can take that view as customer feedback. People who express their views and thoughts are subjective, and companies may not be completely aware of consumer preferences. Product analysis can be evaluated to understand people's feelings on a specific topic. First, data is dynamically collected by web scraping, and then the polarity of opinion needs to be analyzed. The data consists of consumer reviews of different products and provides business intelligence with a huge opportunity to collect how consumers experience the product or service. This project presents a survey of sentiment analysis on various domains such as health products, home appliances, restaurants, movies, educational system, political reviews, e-commerce, food safety, and financial review.