

Sentimental Analysis

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INTRODUCTION:

- ❖ Sentiment analysis is the automated process of determining whether a text expresses a positive, negative, or neutral opinion about a product or topic.
- ❖ By using sentiment analysis, companies don't have to spend endless hours tagging customer data such as survey responses, reviews, support tickets, and social media comments.
- ❖ Sentiment analysis helps companies monitor their brand reputation on social media, gain insights from customer feedback, and much more!
- ❖ Sentiment Analysis is the domain of understanding these emotions with software, and it's a must-understand for developers and business leaders in a modern workplace.
- ❖ Sentiment analysis also does Visualization by using several libraries in python like – matplotlib, seaborn etc.

PROBLEM STATEMENT:

Sentiment Analysis aims to determine the overall intention of a written text which can be of admiration or criticism type. This can be achieved by analysing the customer dataset and its details and then represent the dataset using charts. Sentiment Analysis can be implemented using python language and google collab using appropriate attributes and their name.

OBJECTIVES:

- ❖ Sentiment analysis for brand monitoring
- ❖ Sentiment analysis for customer service
- ❖ Sentiment analysis for market research and analysis
- ❖ predict price fluctuations based on public sentiment.

METHODOLOGY:

- ❖ We have taken a Customer Dataset to visualize the data.
- ❖ We have used Google Collab to implement our project
- ❖ We have used Python programming language to retrieve the dataset.
- ❖ We have used matplotlib and seaborn libraries to implement Sentimental Analysis
- ❖ We have used the graphs, plots, Bar charts for better visualization of Sentimental data.

CONCLUSION

From the demonstration it is clear that the sentimental analysis of customer review dataset correctly visualized and the results are appropriate. Sentiment analysis is important as this is a field of study that analyzes people's sentiments, attitudes, or emotions towards certain entities.

THANK YOU