# SENTIMENT ANALYSIS:

The Sentiment Analysis gives you an overall sentiment outlook on the topics concerned and how it is talked about in Social Media space. This can be widely used by organisations to identify the people's perception about the firm or any product they have in the market.

Below here is the snapshot of **2019 Cricket World Cup** Sentiment Analysis using R programming language with data extracted from Twitter, restricted to India geographically, and other valid constraints. The tweets are segregated which included the hashtag **#CWC19,** which is the official hashtag for the tournament. This shows the sentiment shown by the people in social media handles and posts.

We really believed in the Indian Cricket Team and this graph shows that.
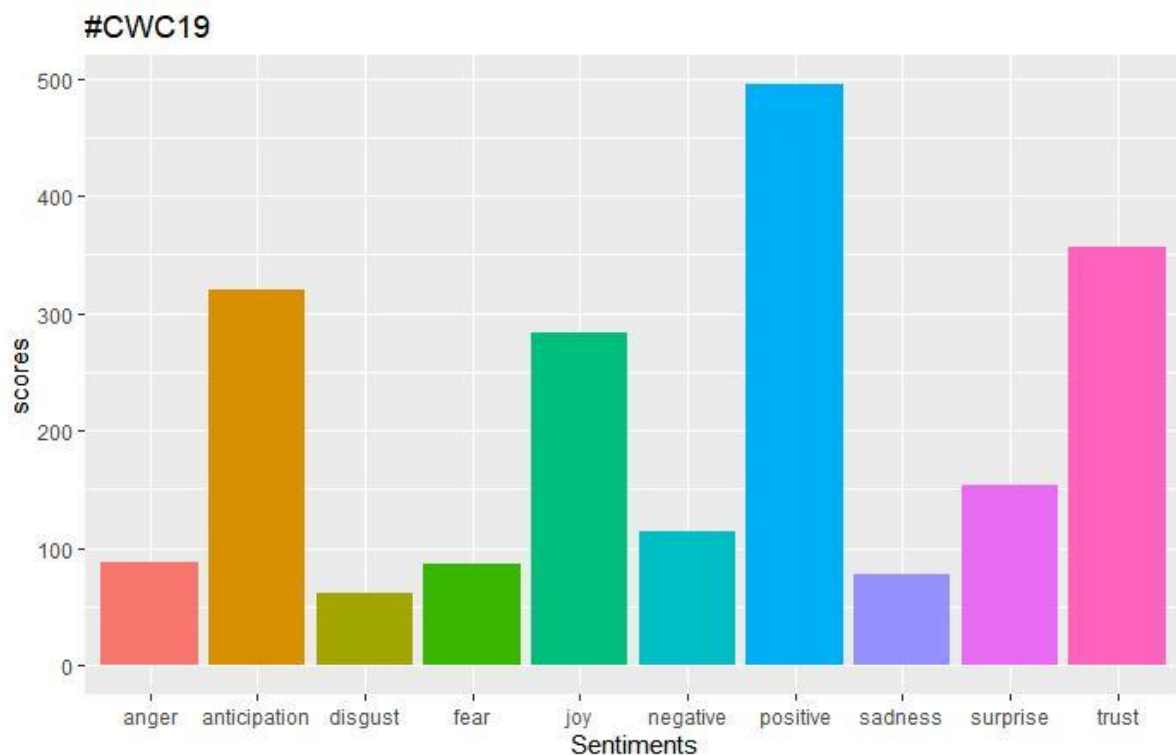
PLACES VISITED:
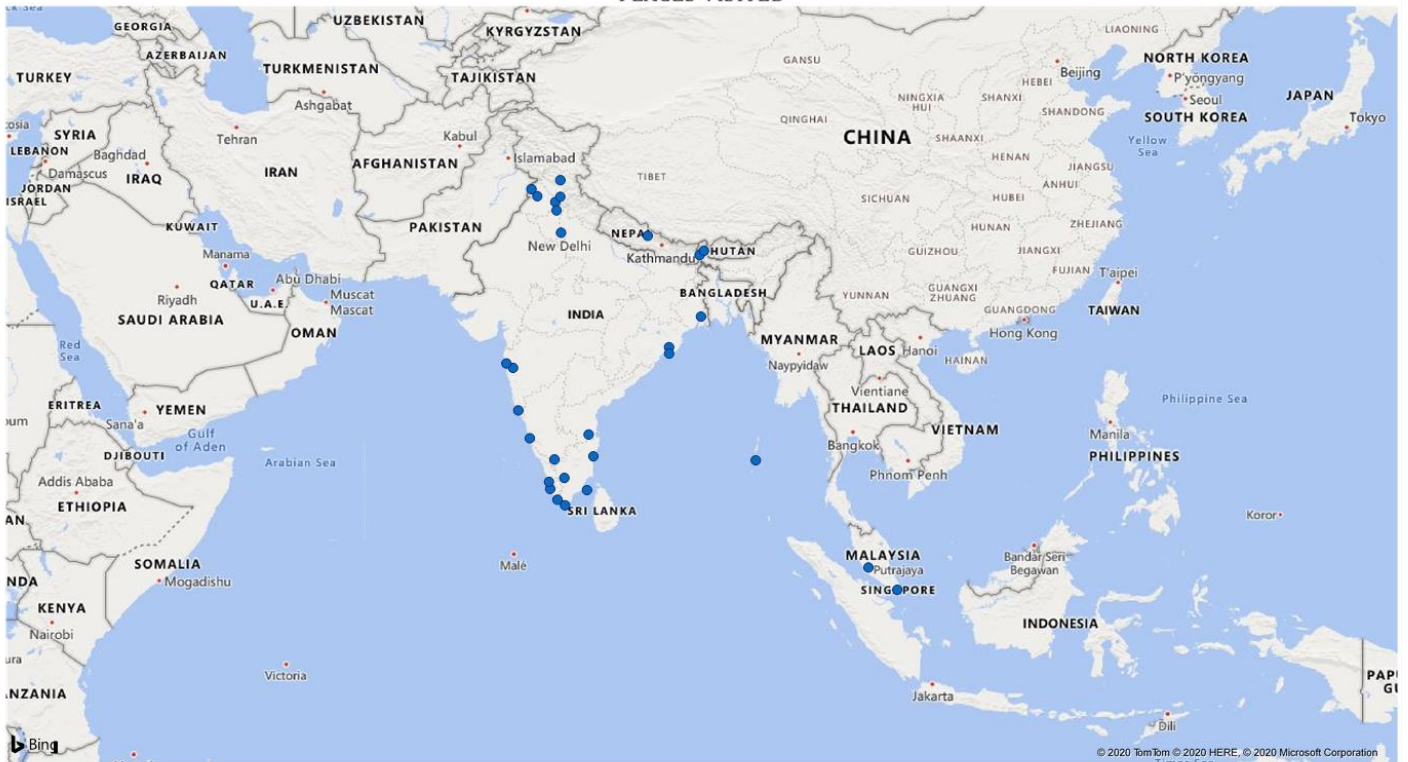
With the help of Microsoft Excel, the latitudes and longitudes of the places are loaded. This gives a table of data that explains the place and its coordinates. Using this data, Power BI Desktop is used as Visualization tool. The Map tool in BI Desktop asks for the coordinates which can be loaded with the help of MS Excel. Then the points are formatted and tooltip is applied and the visualization gives clear picture of what the data has to say.

This similar technique can be used to identify Regional sales and the customer base in every geographical landmark and can be used to arrive at decisions pretty quick. This can also be tweaked with Heat Map, if the data for revisits are available or in the context of customer base, the strength of the base can be easily identified.
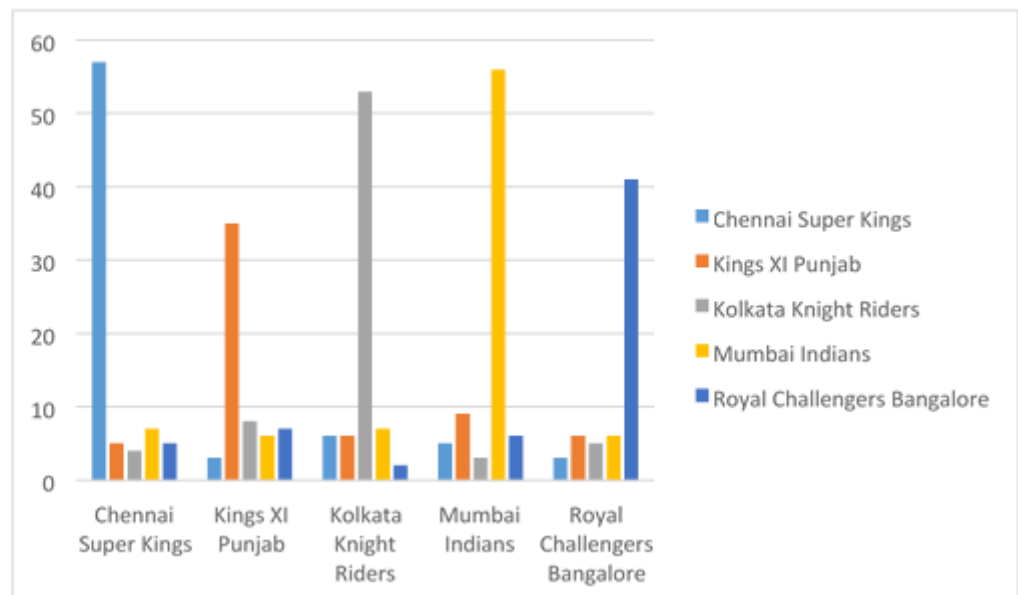
HOME GROUND ADVANTANGED IPL TEAMS

        The below charts compare the Venues/ Stadiums of IPL teams mentioned in X axis and the values in Y axis explains the matches won by particular team. In this visualization, it is to be noted that Chennai, even though not playing around 3 seasons of their IPL matches in their home venue had a record of around 40 victories whereas Bangalore in their home ground could only win 37 matches. Similarly, Kolkata had a good record of winning 45 matches in their home ground whereas Hyderabad could not hold their home ground advantage as much as others.

HOME GROUND GAMES
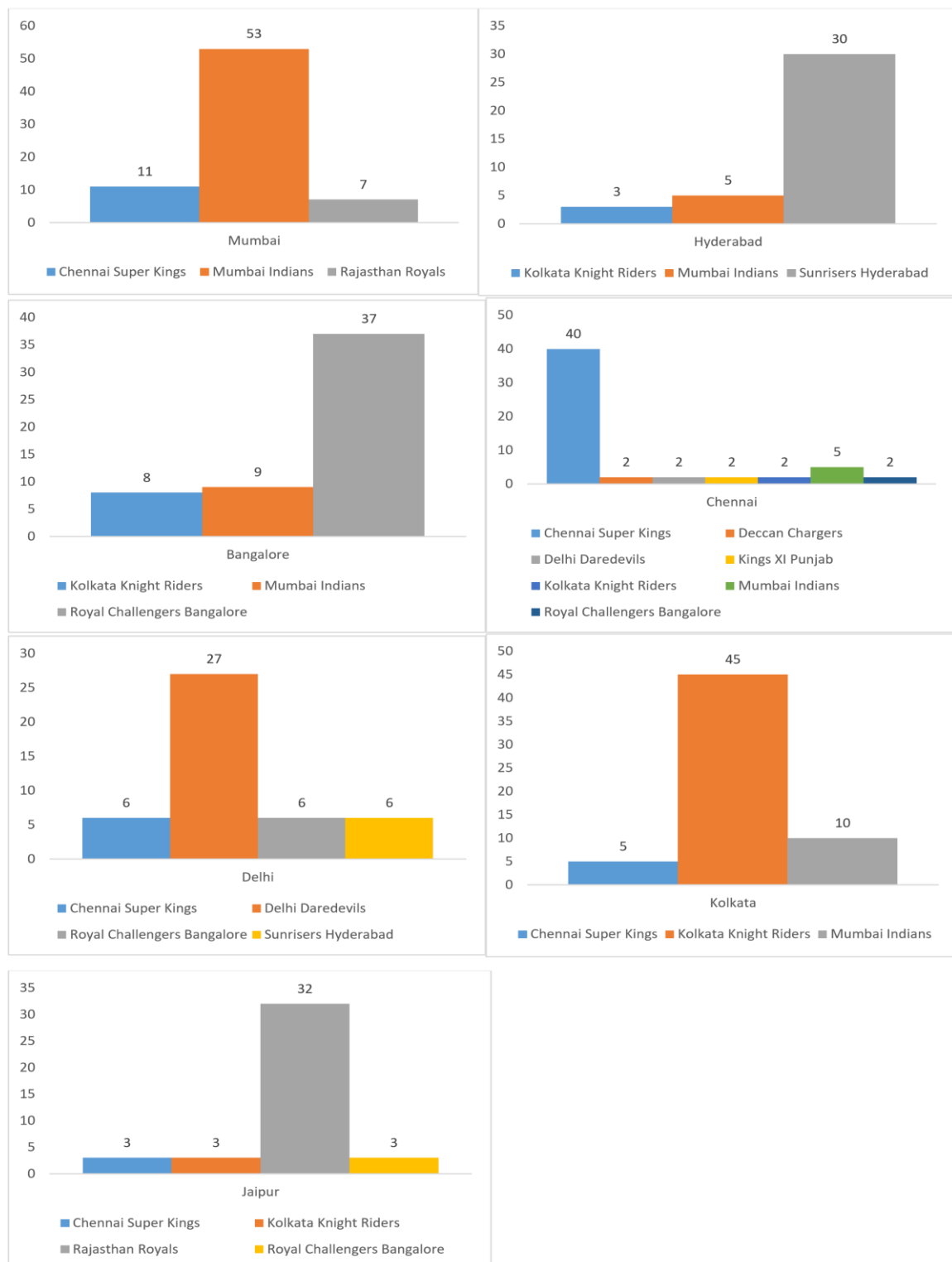
In the same IPL context, the below graph shows the Toss winner and the match winner comparison. The X- axis represents the teams that won the toss and values in Y-axis represent the number of matches won by the team. It shows Chennai Super Kings and Mumbai Indians leveraged the toss very much to their favour in most of the matches. The teams are limited only to top 5 in terms of victories in IPL matches.

All of these data are extracted from ESPN Data sheet and loaded into MS Excel.

TOSS WINNER AND MATCH WINNER