**Overview & goals:**

With all of the tweets circulating every second it is hard to tell whether the sentiment behind a specific tweet will impact a company, or a person's, brand for being viral (positive), or devastate profit because it strikes a negative tone. Capturing sentiment in language is important in these times where decisions and reactions are created and updated in seconds. But, which words actually lead to the sentiment description?

We currently have a dataset with tweets and the sentiment it signifies.

The goal is to apply 3 machine learning models specifically using Neural Networks and choose the best model based on Accuracy of predicting the sentiment of a tweet.

We will tune every model to have the most optimal hyperparameters and also plot their comparison

One of the most important usage we can think of is the analysis which allows you to keep track of what is being said about your product on an online platform and also know the negative/positive sides of making a decision(be it as a law passed by the government or review of a viral product). In the end, this can also help increase brands influence or a Government’s understanding of customers/people.