**SENTIMENT ANALYSIS**

**GETTING STARTED WITH SENTIMENT ANALYSIS**

**Introduction.**

Sentiment analysis is a style of natural language processing ([NLP](https://www.techtarget.com/searchbusinessanalytics/definition/natural-language-processing-NLP)) that recognizes the emotional state behind a text structure. It is also referred to as opinion mining.

Companies often use this method in evaluating and categorizing views about the products, services, or ideas they offer.

It includes unique data analytics and technological procedures such as data mining, machine learning, artificial intelligence, and computational semantics in its operations. As a result, companies can easily detect the customer satisfaction levels of their clients and solve problems as they arise thus growing their client base and enhancing their brand.

For example, a firm may choose to use opinion mining in analyzing texts such as blogs, customer comments, feedback, and so on to predict client gratification levels and delivery improvements.

Here is a more detailed explanation of the same;

<https://www.youtube.com/watch?v=i4D5DZ5ZG-0&ab_channel=FunRobotics>

**Examples of Sentiment Analysis.**

1. **Social media monitoring.**

In today’s world, almost everyone is using social media. Firms also own social media pages making their interactions with potential customers easier.

Through this strategy, firms obtain key information on the public’s view of their products, services, and their organization in general. Sentiment analysis grants firms the chance to mine these sentiments and comprehend the reasoning behind their opinions.

1. **Brand Monitoring.**

Conversations take place on blogs, review websites, and forum discussions such as Reddit. Before a potential client seeks to access a product, they go to these websites to access a company’s trustworthiness. Sentiment analysis aids businesses in tracking their product and service variety reputation while helping them identify and meet the needs of their consumers. In addition, it helps them check on the progress of conversations with customers online.

1. **Customer Support Analysis.**

Customer service is very key in retaining and growing a company’s client base. Sentiment analysis aids businesses in identifying the least satisfied clients and detecting the progress of the customer support methods implemented.

1. **Consumer Feedback Analysis.**

For instance, the use of inspections and questionnaires aids firms gather insights on client gratification. Clients are given a chance to express themselves on the delivery of the products or services helping such firms in boosting their brand while identifying areas of improvement.

A commonly used survey is the Net Promoter Score (NPS) survey. The NPS helps companies understand the clients' confidence level in them and reveal what they don’t appreciate in them.

1. **Market Research.**

As stated in the examples above, companies can use client sentiments in gathering new intel while developing new marketing and pricing tactics to boost their overall sales.

**Categories of Sentiment Analysis.**

1. **Standard Sentiment Analysis** – detects the uniqueness of an opinion and categorizes it as *Positive*, *Negative,* or *Neutral.*
2. **Fine-Grained Sentiment Analysis –** similar to the above category, it adds more options to the above classes i.e *Very Positive, Very Negative*.
3. **Feeling Discovery –** this focuses on the sentiments beneath a text. It establishes a correlation between words and emotions like happiness, anger, sadness, etc.
4. **Aspect Based Sentiment Analysis –** it sheds light on the key topics being debated on in a given opinion or product e.g pricing, Hard Disk, etc.
5. **Intent Detection-** focuses on the motive or goal of the client or user. This helps firms in identifying new business opportunities while growing their existing customer base.

**Steps on How to Perform Succesful Sentiment Analysis.**

1. Select a keyword and sentiment analysis prototype.
2. Upload the text information.
3. Match the CSV columns to dashboard fields. Select the column that you would like to analyze.
4. Give a title to a workflow.
5. Wait for the data inputs to finish importing.
6. Sightsee the resulting dashboard.

It is possible to carry out sentiment analysis using python and other languages. Also, the following tools are useful:

* Talkwalker
* HubSpot’s Service Hub
* Reputation
* Repustate
* Brand 24
* MokeyLearn and so on.

More explanation on these tools can be illustrated in the following link:

<https://blog.hubspot.com/service/sentiment-analysis-tools>