Sentiment Report Energy Drinks

An Analysis of Energy Drinks In Nigeria.

Overview:

The "Energy Drinks Sentiment Analysis on Social Media" project is a comprehensive data analysis initiative aimed at uncovering and understanding the prevailing sentiment surrounding energy drinks within social media landscape. By harnessing the power of advanced natural language processing techniques, this project seeks to extract insights from the vast volume of online conversations and discussions related to energy drinks, shedding light on public perceptions, preferences, and trends in the Nigerian market.

Methodology

Data Collection: Gather a diverse and representative dataset of social media content from platforms such as Twitter, Instagram, and Facebook. This dataset will encompass posts, comments, and discussions related to energy drinks in Nigeria.

Data Preprocessing: Clean and preprocess the collected data, including text normalization, removal of irrelevant content, and anonymization of user information.

Sentiment Analysis: Apply advanced natural language processing techniques, including machine learning models and lexicon-based approaches, to accurately determine the sentiment of each piece of content.
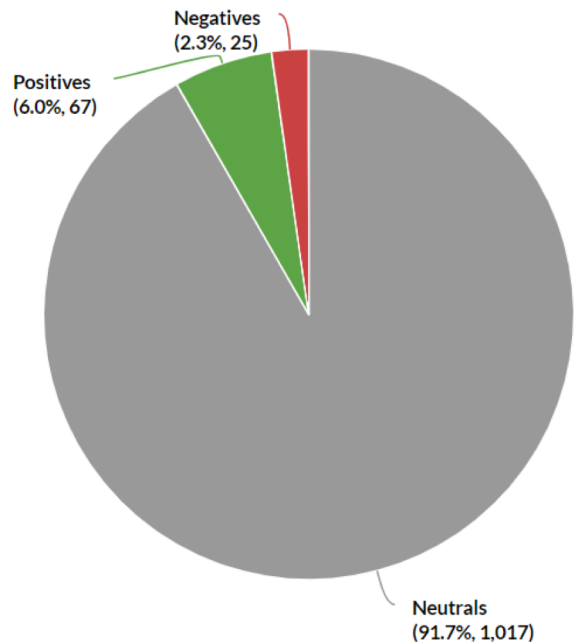
Topic Modeling: Employ topic modeling algorithms to uncover prevalent themes and topics within the conversations, providing deeper insights into the subjects discussed.

Visualizations: Create visually appealing and informative graphs, charts, and interactive dashboards to present the sentiment trends, topic distributions, and brand perceptions.
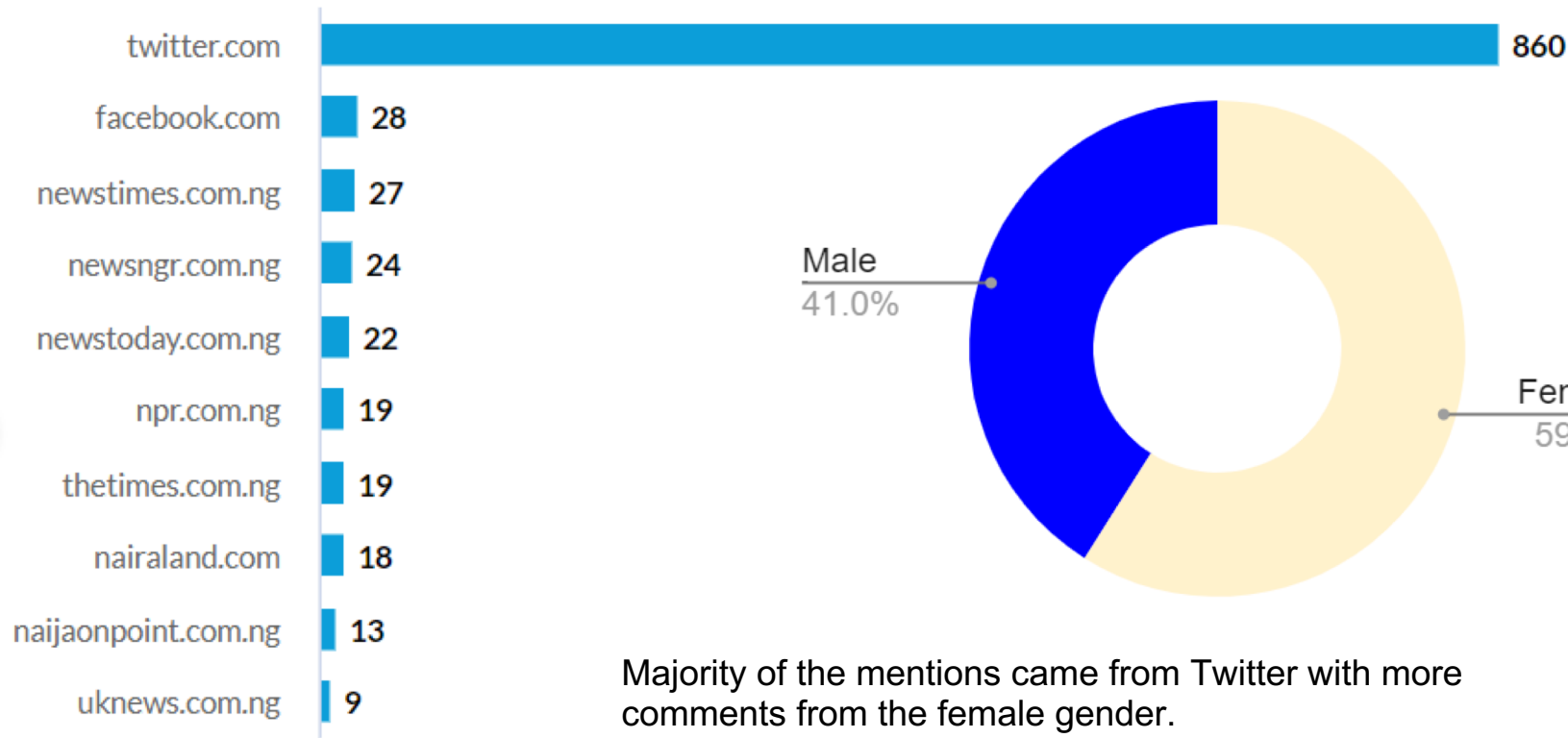
Geospatial Analysis: Incorporate geospatial analysis tools to visualize sentiment variations across different regions of Nigeria

SENTIMENT ANALYSIS

MENTIONS	POSITIVE	NEUTRAL	NEGATIVE	AUTHORS	POTENTIAL IMPRESSIONS
1 109	6%	91%	2.3%	640	1 423 840

Negatives
(2.3%, 25)

Positives
(6.0%, 67)

Neutrals
(91.7%, 1,017)

CHANNELS

Channel	Mentions
twitter.com	860
facebook.com	28
newstimes.com.ng	27
newsngr.com.ng	24
newstoday.com.ng	22
npr.com.ng	19
thetimes.com.ng	19
nairaland.com	18
naijaonpoint.com.ng	13
uknews.com.ng	9

Male 41.0%

Female 59.0%

Majority of the mentions came from Twitter with more comments from the female gender.

CONVERSATION CATEGORIES

Category	Count
Carbonation	39
Packaging	32
Off Taste	24
Foreign Matter	19
Appearance	2
Old Product	2
Illness	1
Fake Product	1
Body Injury	1
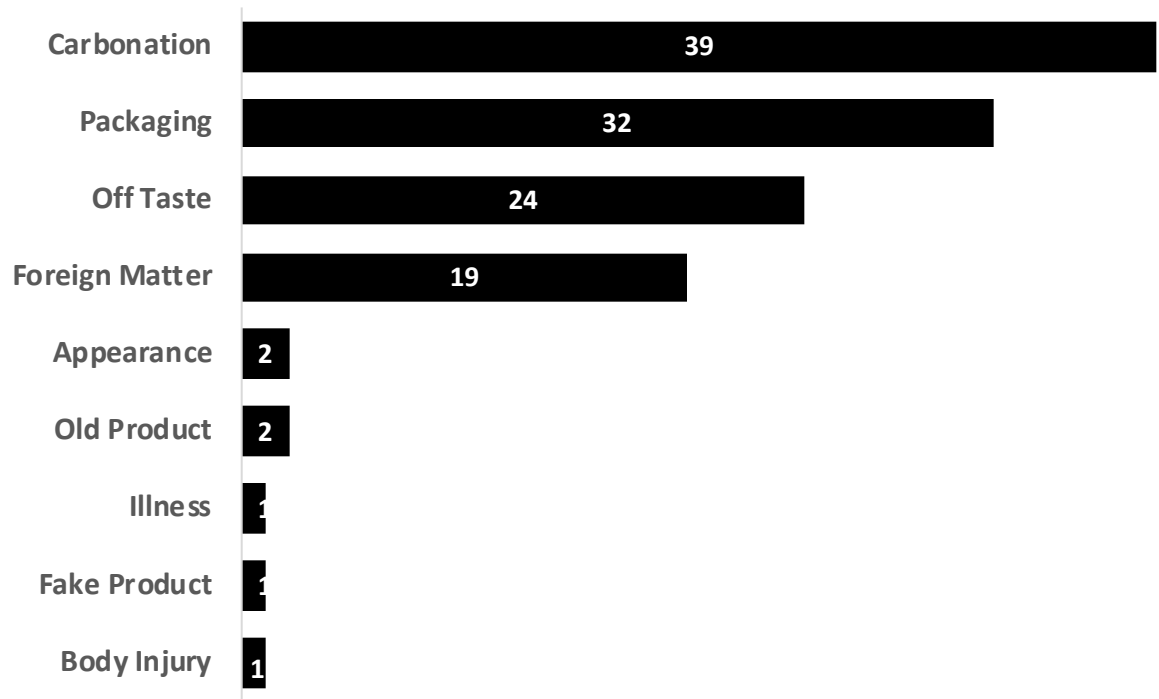
The "Energy Drinks Sentiment Analysis on Social Media" project stands as a testament to our dedication to informed decision-making, bridging the gap between data analysis and real-world applications to drive positive change in the energy drink industry.

THANK YOU