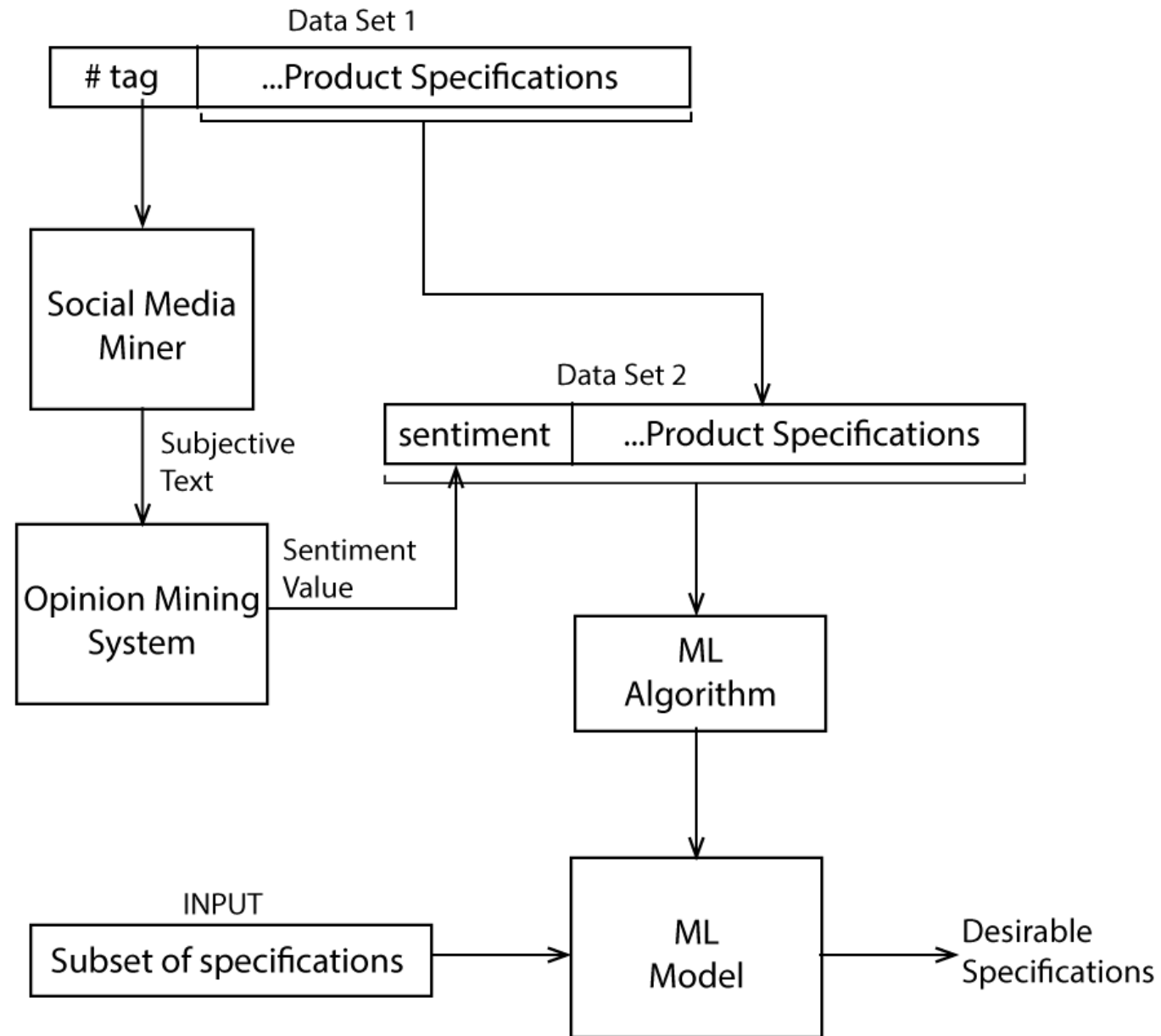

Opinion Mining Social Web for

Calculating Desirable Specifications for Products

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PROPOSED MODEL

- o Our proposed model consist of 3 key components:
 - o A **Social Web Miner** to extract subjective texts about a product from twitter using hashtags.
 - o An **Opinion Mining System** to compute polarity and sentiment value using NLP.
 - o A **Machine Learning Model** to calculate desirable specification based on the output from Opinion Mining and some input constraints.



SYSTEM DESIGN

- **Social Web Miner**
 - Uses **Twitter API** to query tweets using hashtag.
 - Extracts the text from tweet and preprocess it for sentiment analysis.
- **Opinion Mining System**
 - Uses **TextBlob** python library for sentiment analysis.
 - Creates a TextBlob from preprocessed tweet and finds **subjectivity** and **sentiment value**.
 - Finds the average sentiment value of all the tweets that has a minimum subjectivity.

SYSTEM DESIGN

- **Machine Learning Model**
 - Uses **Pandas** to handle datasets.
 - Uses **SciKit** learn for building machine learning models.
 - Combines average sentiment polarity and product specification to build a dataset for training the model.
 - Uses Multivariate Multiple Regression to calculate desirable specification for a new product.

THANK YOU
