PRODUCT   BENCHMARKING

GROUP NUMBER : 8

GROUP LEADER : ASIF T

PROJECT NAME : Emo-Sensing

FACTOR	My Tool (Emo-Sensing)	Competitor A (Lexalytics)	Competitor B (Twendz)	Competitor C (Social Mention)
Products	NLP, ML and DL techniques are involved to identify the sentiment.	Uses only NLP to identify sentiment.	Based on twitters own search engine tool, includes real time flowing data.	It's a simple analysis tool only to show positive, negative, neutral sentiments.
Price	Emo-Sensing offers monitoring and analysis to help companies discover trending topics as well as customer sentiment. Therefore, it is cost effective.	The definite investment on the module is unknown.	Twendz offers a medieval range sentiment tools.	The definite investment on the module is unknown.
Quality	High due to the collection of numerous keywords which can help the tools to be more accurate.	Comparatively low as it only uses NLP.	Moderate.	High.
Reliability	As there is multifarious collection of keywords reliability is high.	Reliable.	Reliable.	Acceptably consistent

Stability	As it is with latest technology stability its stable.	Stable	Stable	Reasonable
Expertise	Start up. Yet to gain experience.	Stable	Stable	Experienced
Location	India	USA	USA	Bangalore, India
Advertising	Social media, Program Developers.	Social media, Program Developers.	Social media, Program Developers.	Social media, Program Developers.
Pandas	Yes	**Yes**	**No**	**No**
Numpy	Yes	**No**	**Yes**	**No**
Sciket learn	Yes	**Yes**	**No**	**Yes**
Matplotlib	Yes	**No**	**Yes**	**No**
Platform	Yes	**Yes**	**No**	**Yes**