

NAAN MUTHALVAN

ARTIFICIAL INTELLIGENCE

PROJECT TITLE

SENTIMENT ANALYSIS FOR
MARKETING

PHASE 1

REG.NO : 712221104001

NAME: DHANUSH A

DEPT : COMPUTER SCIENCE AND ENGINEERING

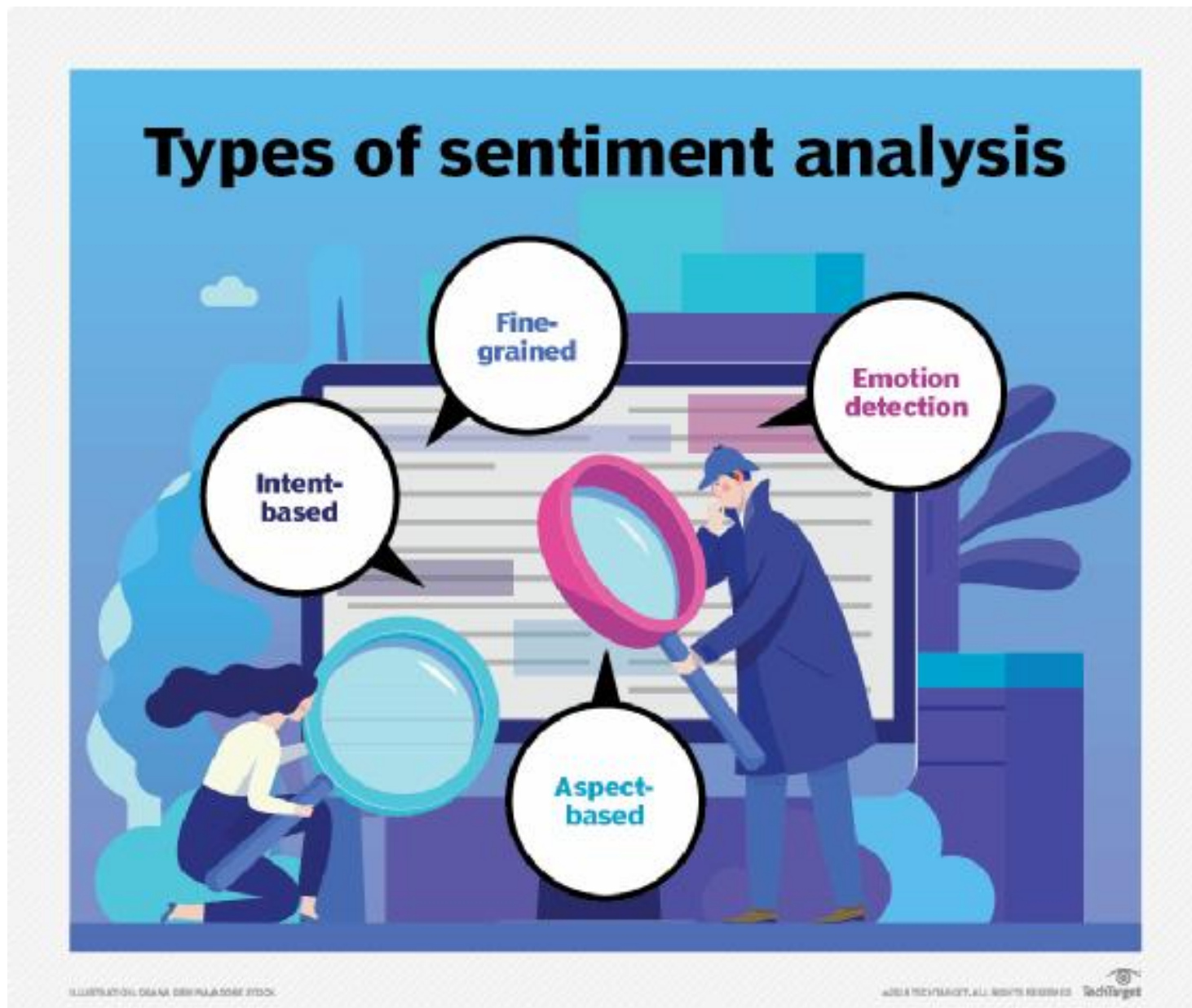
YEAR & SEM : III & 05

COLLEGE : PARK COLLEGE OF ENGINEERING AND
TECHNOLOGY

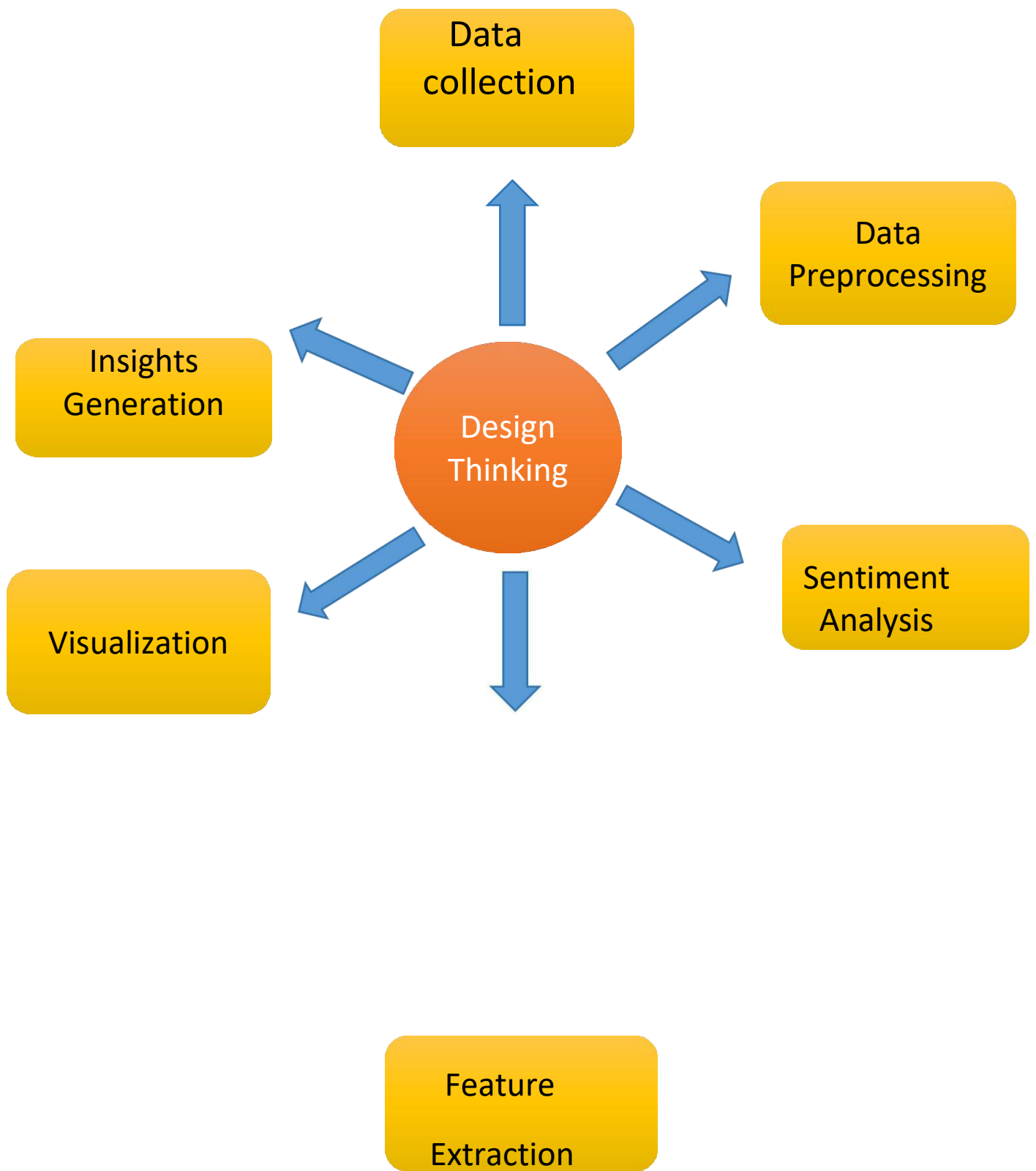
PROBLEM DEFINITION AND DESIGN THINKING

PROBLEM DEFINITION

Sentiment analysis, also referred to as opinion mining, is an approach to natural language processing (NLP) that identifies the emotional tone behind a body of text. This is a popular way for organizations to determine and categorize opinions about a product, service or idea.



DESIGN THINKING



Data collection

Identify a dataset containing customer reviews and sentiments about competitor products.



Data Preprocess

Clean and preprocess the textual data for analysis.



Clean



Analysis



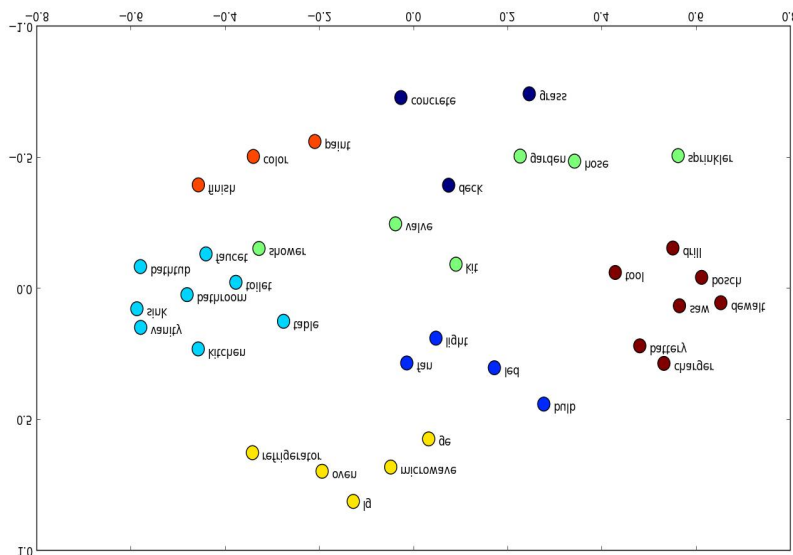
Preprocess

Sentiment Analysis Techniques

Employ different NLP techniques like Bag of Words, Word Embeddings, or Transformer models for sentiment analysis.



Bag of words



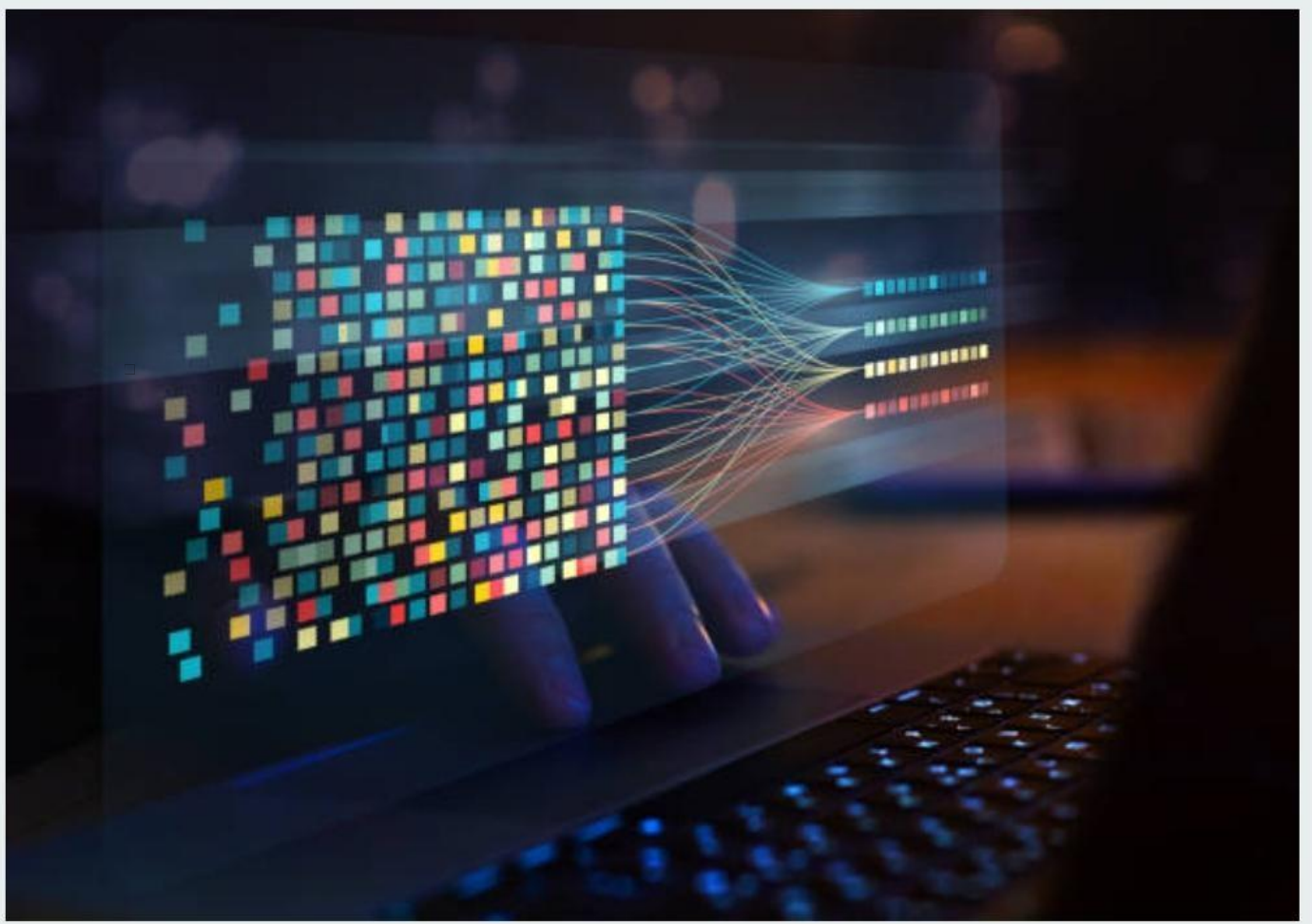
Feature Extraction

Extract features and sentiments from the text data



Visualization

Create visualizations to depict the sentiment distribution and analyze trends.



Visual Insights

Insights Generation

Extract meaningful insights from the sentiment analysis results to guide business decisions.

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How to use your financial projections to guide your business decisions

