

NAAN MUTHALVAN

ARTIFICIAL INTELLIGENCE

PROJECT TITLE

SENTIMENT ANALYSIS FOR  
MARKETING

PHASE 1

REG.NO : 712221104001

NAME: DHANUSH A

DEPT : COMPUTER SCIENCE AND ENGINEERING

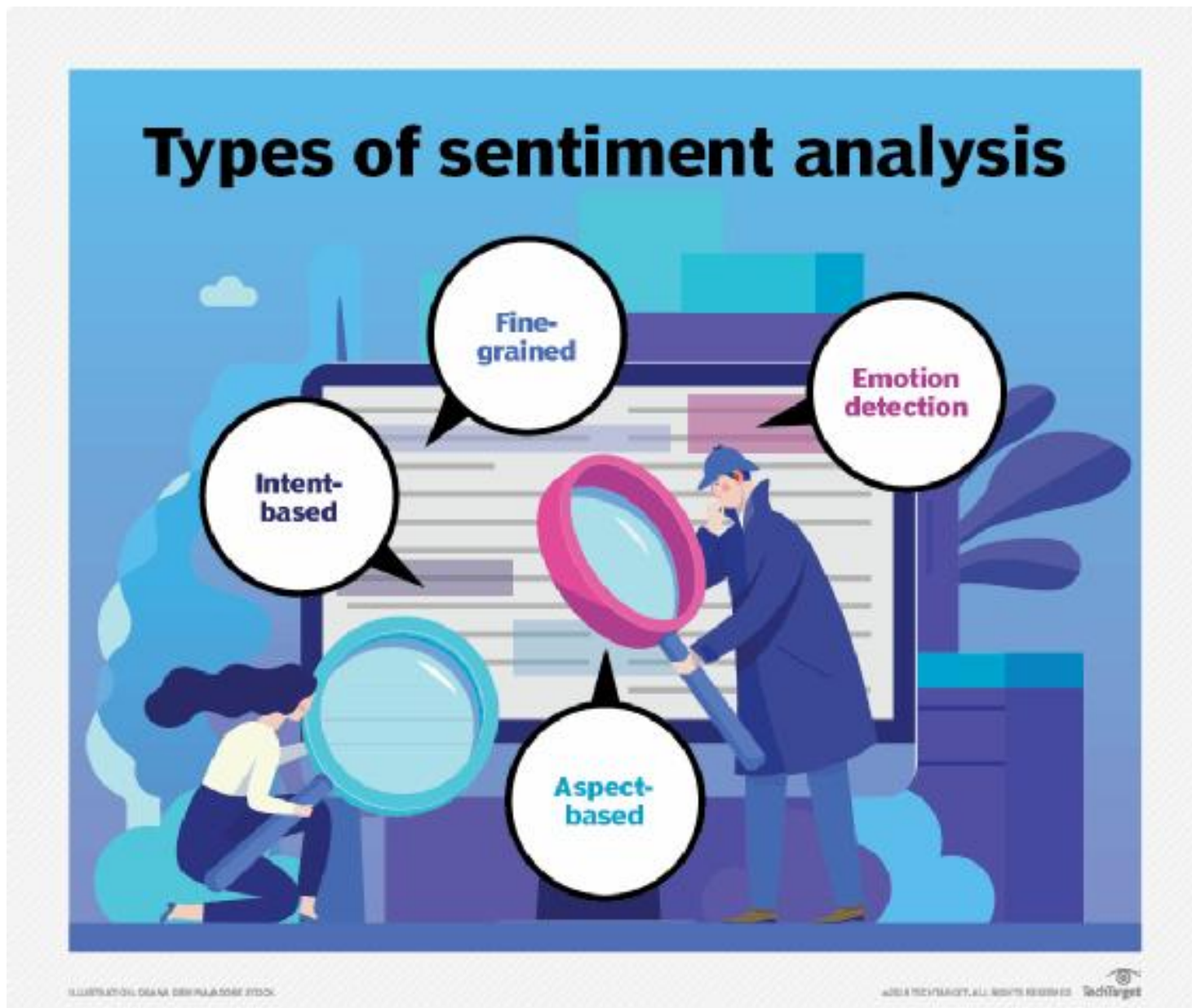
YEAR & SEM : III & 05

COLLEGE : PARK COLLEGE OF ENGINEERING AND  
TECHNOLOGY

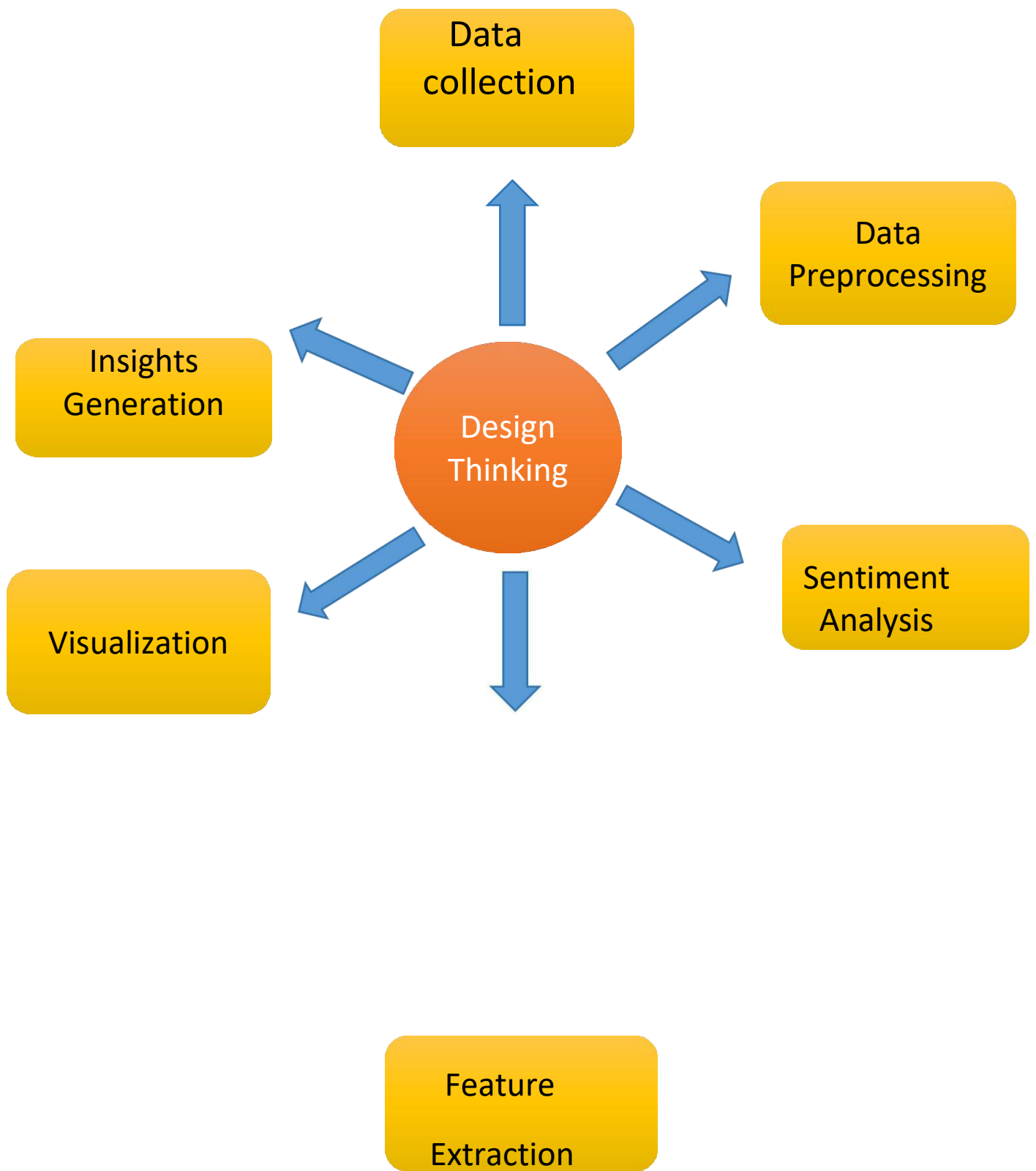
# PROBLEM DEFINITION AND DESIGN THINKING

## 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



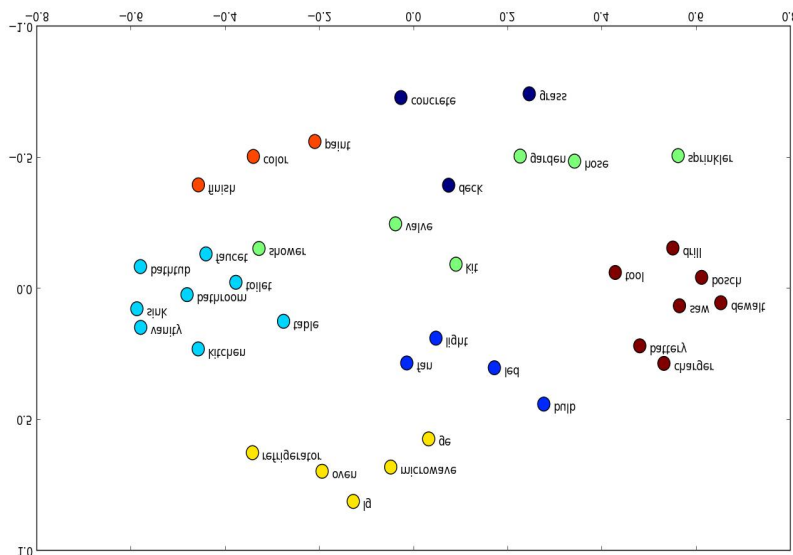
Preprocess

# Sentiment Analysis Techniques

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



## Bag of words



## Word Embeddings



# Feature Extraction

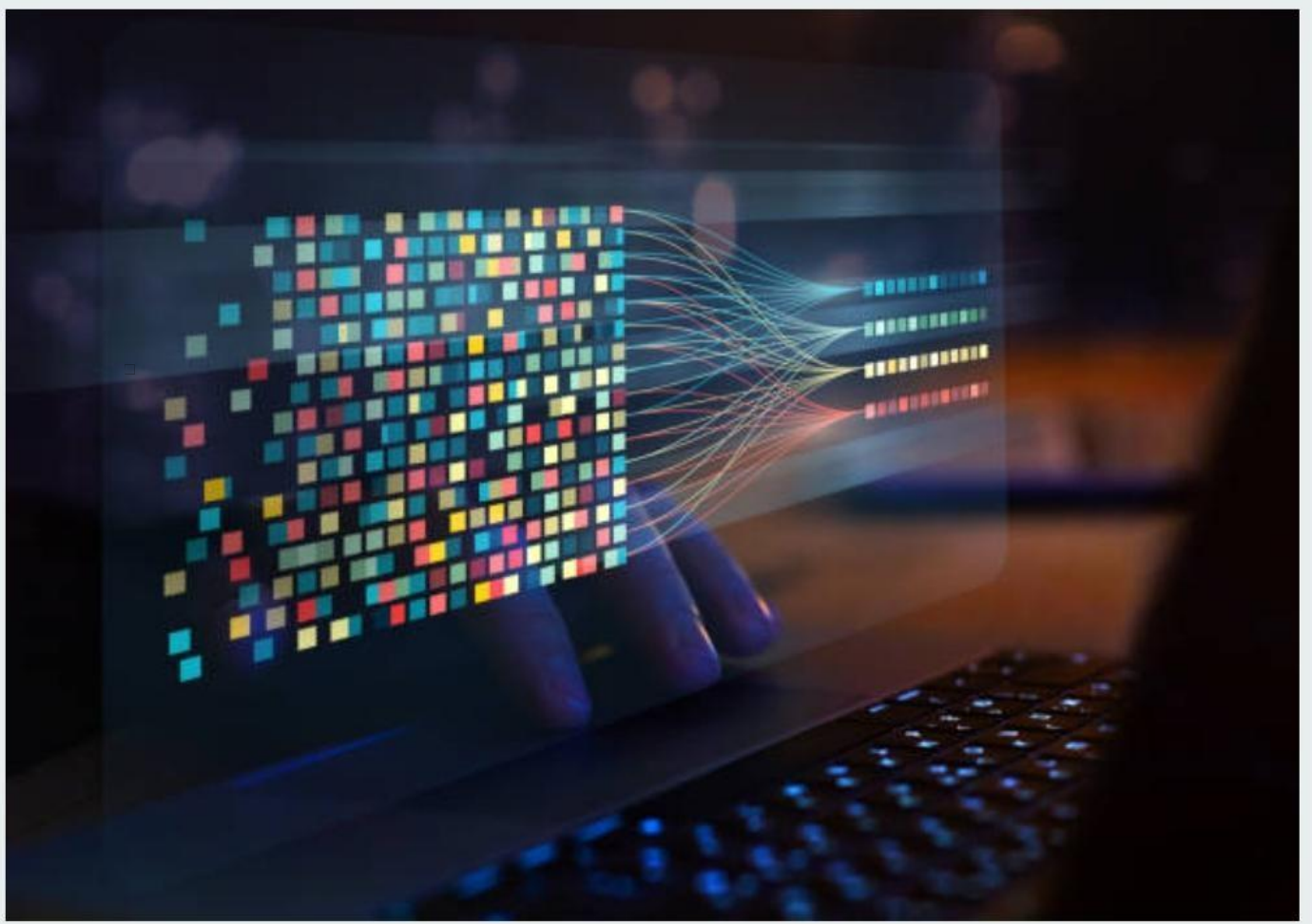
Extract features and sentiments from the text data





# 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

