NAAN MUDHALVAN

ARTIFICIAL INTELLIGENCE

PROJECT TITLE

SENTIMENT ANALYSIS FOR MARKETING

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YEAR & SEM : 3rd & 5th
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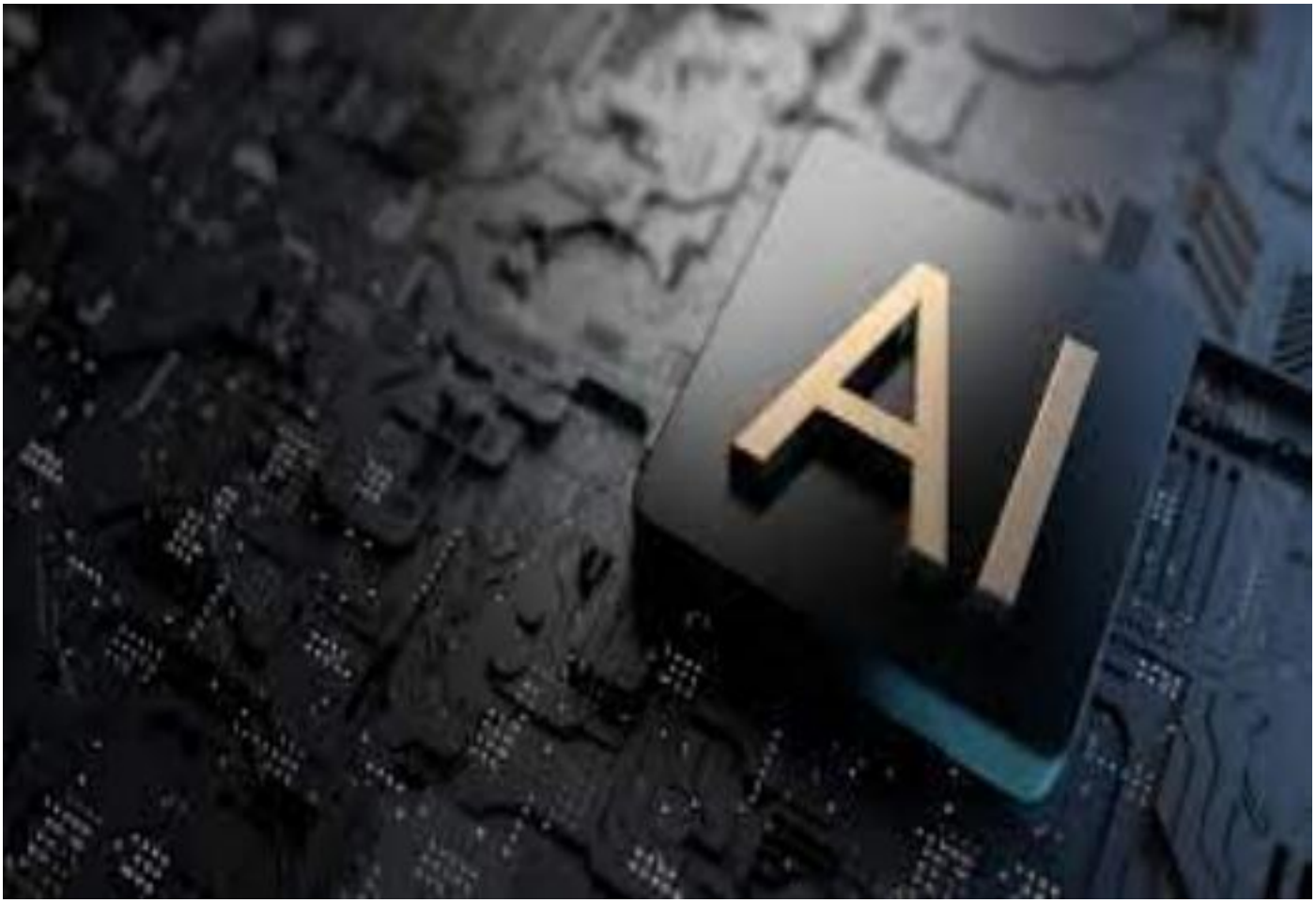
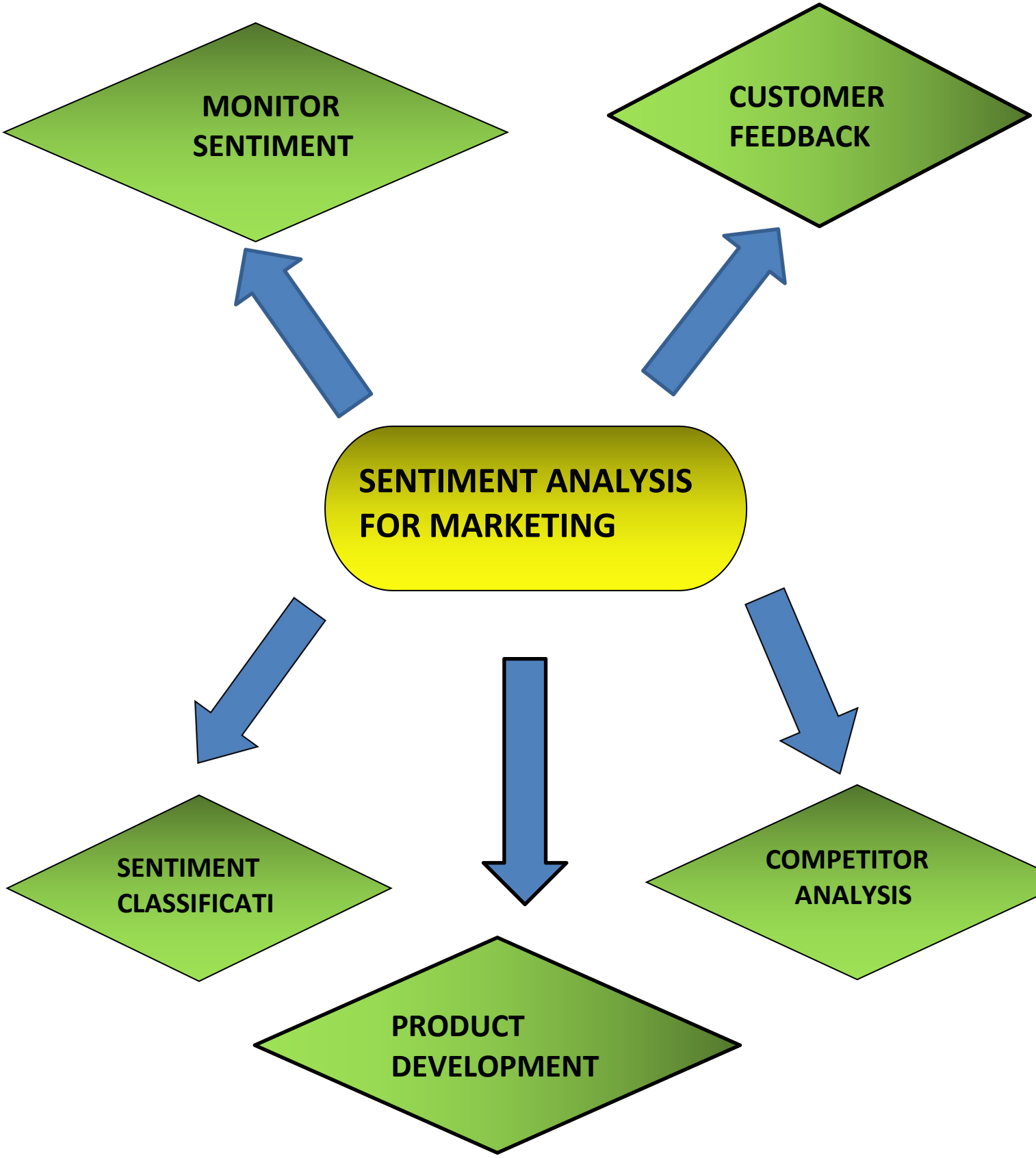
Phase 2




MONITOR SENTIMENT
CUSTOMER FEEDBACK
SENTIMENT ANALYSIS FOR MARKETING
SENTIMENT CLASSIFICATI
COMPETITOR ANALYSIS
PRODUCT DEVELOPMENT

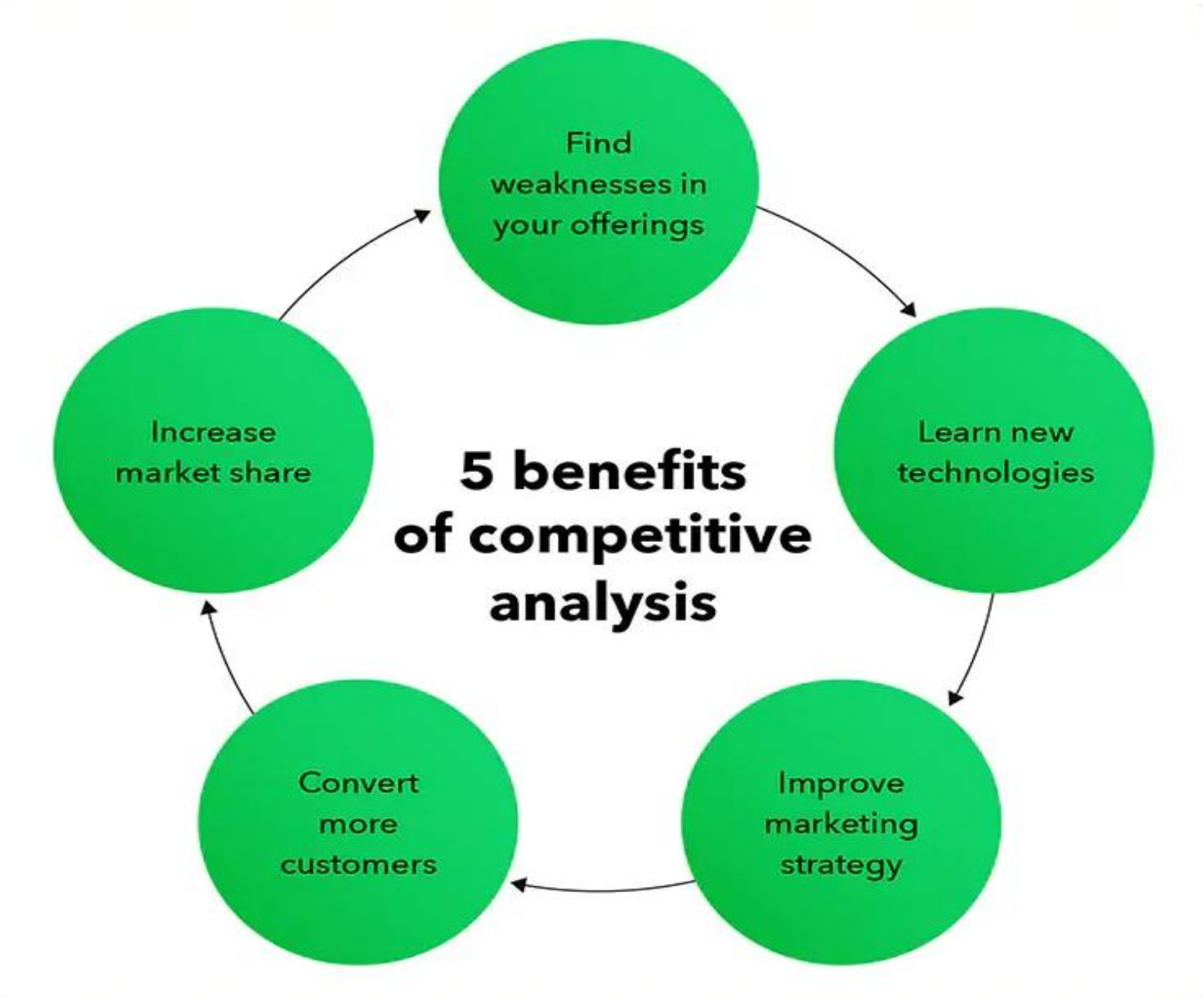
Problem Statement

To leverage sentiment analysis in marketing, our objective is to systematically evaluate and interpret the sentiments expressed by our target audience (customers and potential customers) in various online and offline channels.

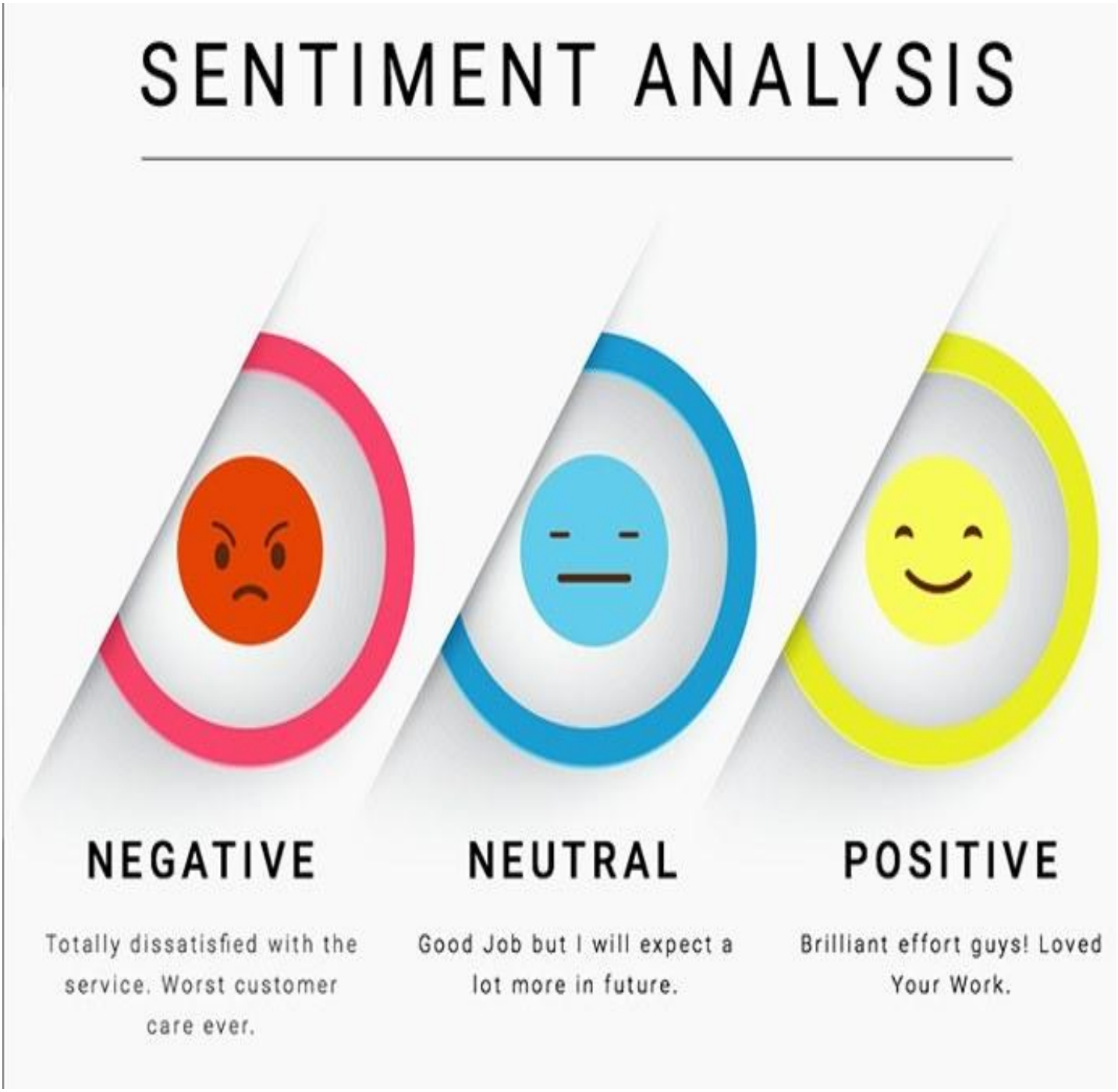
1.Monitor Sentiment: Continuously track and monitor sentiment in real-time across platforms like social media, review sites, blogs, forums, and customer surveys to gain insights into how our brand, products, and services are perceived.

2.Sentiment Classification: Develop a sentiment classification model that categorizes consumer sentiment into positive, negative, or neutral, and possibly more fine-grained categories. This will help us understand the nature and intensity of sentiments

3.Competitor Analysis: Extend sentiment analysis to competitors to benchmark our performance and identify opportunities for differentiation



4.Customer Feedback: Sentiment analysis helps businesses gauge customer satisfaction and identify areas for improvement by analyzing feedback from reviews and comments.



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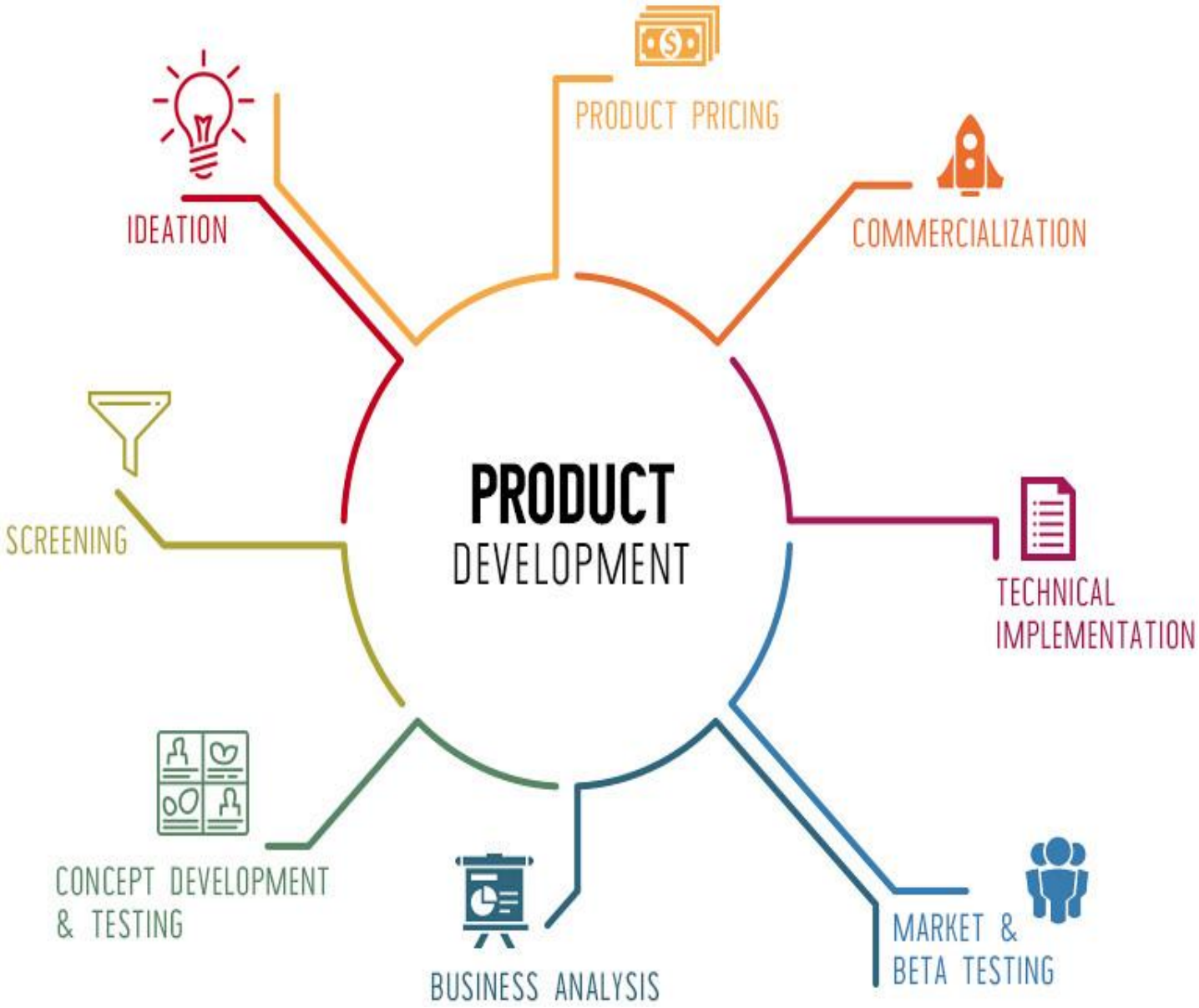
5.Product Development: Analyzing sentiment can provide ideas for product improvements or new product development based on customer preferences and pain points.