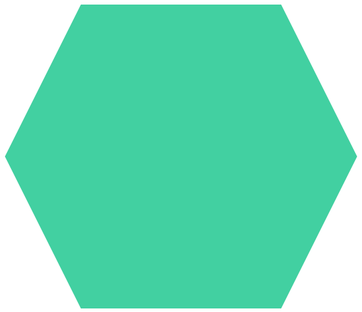
CAPSTONE PROJECT



PRESENTED BY : DHIVYA S

PROJECT TITLE

Coronavirus Tweet Sentiment Analysis

AGENDA

- PROBLEM STATEMENT
- PROJECT OVERVIEW
- WHO ARE THE END USERS
- YOUR SOLUTIONS AND ITS VALUE PROPOSITION
- THE WOW IN YOUR SOLUTION
- MODELLING
- RESULTS

PROBLEM STATEMENT

This challenge asks you to build a classification model to predict the sentiment of COVID-19 tweets. The tweets have been pulled from Twitter and manual tagging has been done then.

PROJECT OVERVIEW

The research demonstrates that though people have tweeted mostly positive regarding COVID-19, yet netizens were busy engrossed in re-tweeting the negative tweets and that no useful words could be found in WordCloud or computations using word frequency in tweets.

WHO ARE THE END USERS?

In the context of Coronavirus Tweet Sentiment Analysis he **end users** typically include:

1. Researches
2. Public health officials
3. **News organisation**
4. **Social Media Managers**
5. **General public**

YOUR SOLUTION AND ITS VALUE PROPOSITION

Solution and its value propositions in Coronavirus Tweet Sentiment Analysis.

1.**Solution Overview**:

1.Real-time monitoring of tweet sentiments related to the coronavirus

2.identifies trends and patterns in public sentiment over time

3.Helps with targeted communication and crisis management

4.Provides insights for public health decision-making

2.**Value Proposition:** It can provide businesses with a deep understanding of how customers truly “feel” about their brand.

When you're able to understand your customers, you're able to provide a more robust customer experience.

In summary , It is a natural language processing (NLP) technique used to determine whether data is positive, negative or neutral. Sentiment analysis is often performed on textual data to help businesses monitor brand and product sentiment in customer feedback, and understand customer needs.

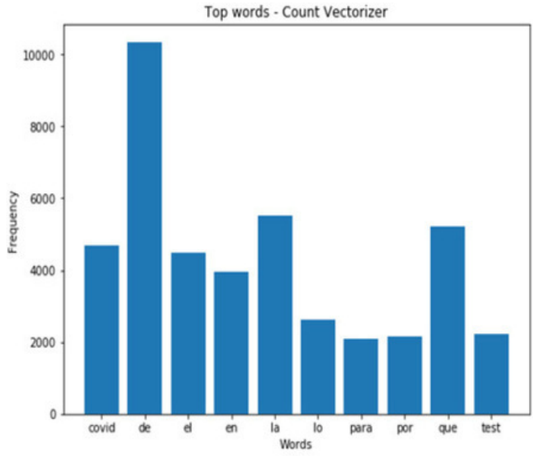
THE WOW IN YOUR SOLUTION

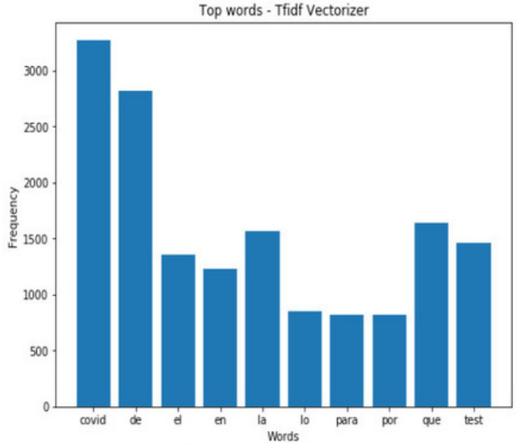
Let’s explore the **wow factor** in Coronavirus Tweet Sentiment Analysis solution:

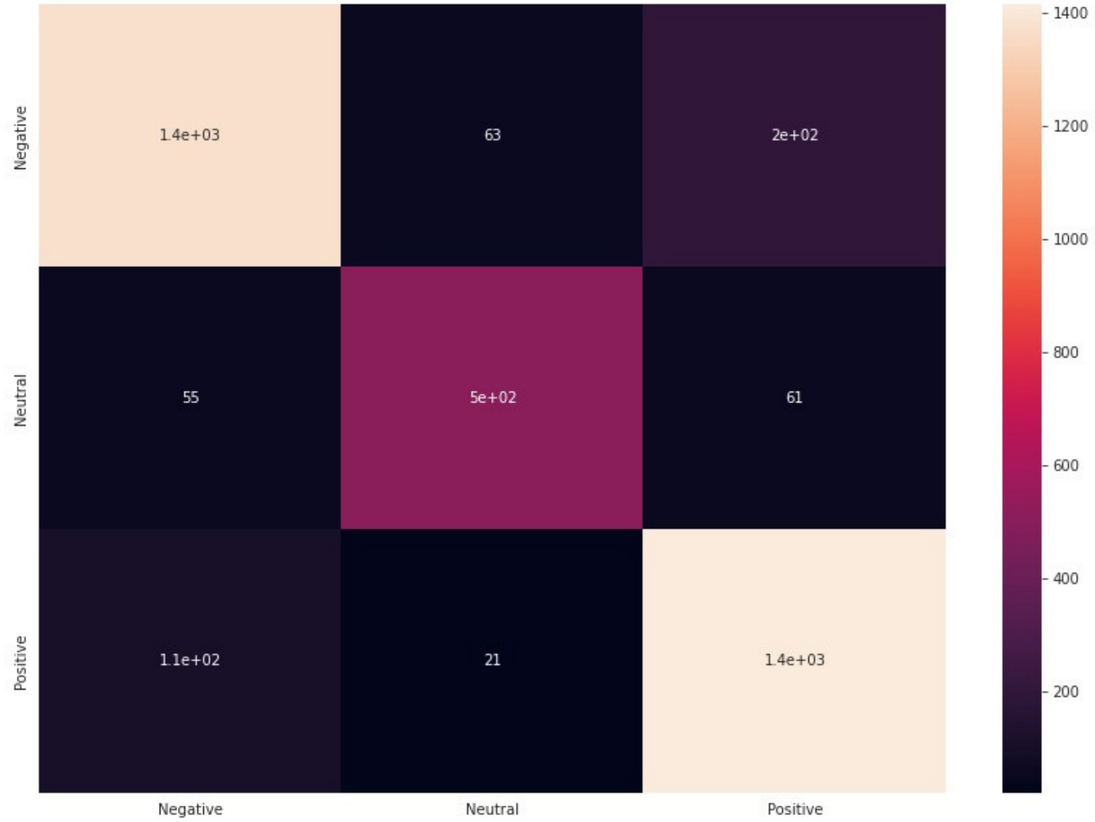
- Real-time analysis of tweet sentiments for up-to-date information.
- Helps businesses and organizations understand public sentiment and make informed decisions.
- Assists in crisis management and effective communication strategies.
- Provides insights into customer opinions and preferences related to the coronavirus.
- Enables businesses to respond and adapt quickly to changing sentiments.

MODELLING

Sediment Analysis of covid 19 tweets by deep learning classifiers







RESULTS

The results of Coronavirus Tweet Sentiment Analysis:

- The analysis provides insights into the overall sentiment expressed in tweets about the coronavirus.
- It helps identify positive, negative, or neutral sentiments in the tweets.
- Businesses, organizations, and individuals can use this information to understand public opinion and make informed decisions.

Demo Link