Sentiment Analysis of Social Media Posts on Remote Work

Project Overview

This project analyzes public sentiment around remote work using natural language processing (NLP) techniques. It involves the use of Python for preprocessing and sentiment scoring, and Power BI for data visualization.

Tools Used

- Python (Pandas, TextBlob, NLTK)
- Power BI

Dataset

The dataset contains 99 simulated tweets about remote work, analyzed for sentiment (Positive, Neutral, Negative).

Objective

To analyze sentiment in tweets about remote work and visualize trends to understand public perception over time.

Methodology

- Cleaned and preprocessed tweet text using Python
- Performed sentiment analysis using TextBlob
- Exported processed data to CSV
- Built interactive Power BI dashboard with visual insights

Visuals Created in Power BI

- Pie Chart: Sentiment Distribution of Remote Work Tweets
- Table: Sample Tweets and Their Sentiment
- Line Chart: Total Tweets by Month and Sentiment
- KPI Card: Total Tweet Count
- Slicer: Filter by Sentiment Category

Key Insights

- 47% of tweets were Positive, 28% Neutral, and 24% Negative
- Positive sentiment slightly declined across months
- Users often mentioned flexibility and productivity as benefits
- Challenges included isolation and communication

Conclusion

The overall sentiment toward remote work is largely positive. While many users appreciate the flexibility and productivity benefits, others express concerns about social isolation and collaboration. These insights could help organizations understand employee experiences and improve remote work strategies.