# Project #1: HHA1491

*SENTIMENT ANALYSIS REPORT FOR HENRY HARVIN EDUCATION*

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# 1. Introduction

Henry Harvin is a career development organization which focuses on creation of value. The company deals with training, skill development and higher education.

Below schematic depicts the process flow of a typical sentiment analysis.

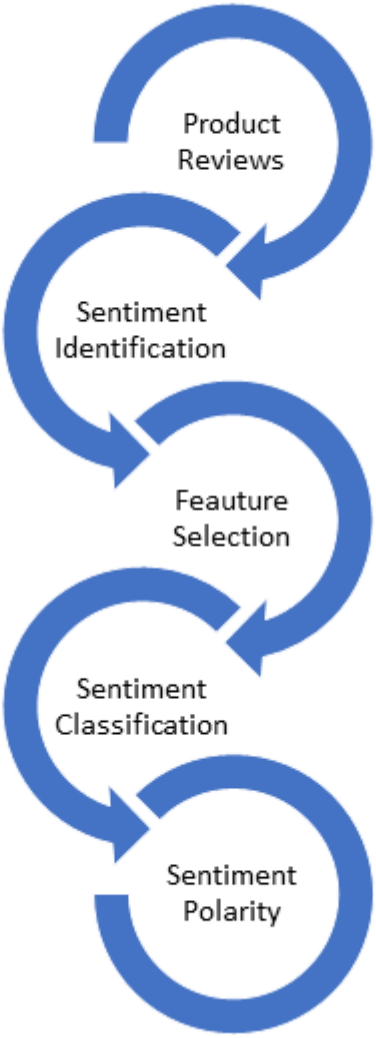


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**Figure 1: Sentiment Analysis Process**

The objective of this project is to collect people's reviews, comments and feedback about Henry Harvin Education online and to provide factual insight using Sentimental Analysis.

## 2. Data collection

Following datasets have been scraped from the web using web scraper algorithms.

| Dataset | Drive Links to Dataset |
|---|---|
| Twitter | https://drive.google.com/drive/folders/1b0yx8IptjbC3VFJ0pU8kQNKvrS7jzLQ4?usp=sharing |
| Youtube | https://drive.google.com/drive/folders/1JnpYXsrDITyRwWUKVYbowyYzFwCCjqsp?usp=sharing |
| Trustpilot | https://drive.google.com/drive/folders/1G7bSzKBDYWb7sbCW4TcPVr4KJlGR7ohY?usp=sharing |

**Table 1: Dataset**

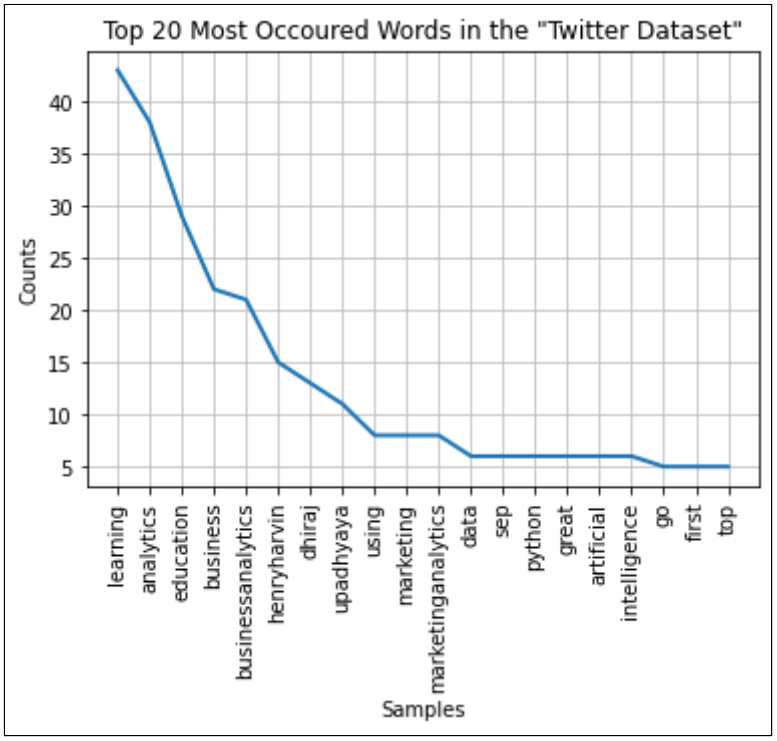
Data was collected either in csv or excel format, which was first cleaned and then used for the analysis purpose.

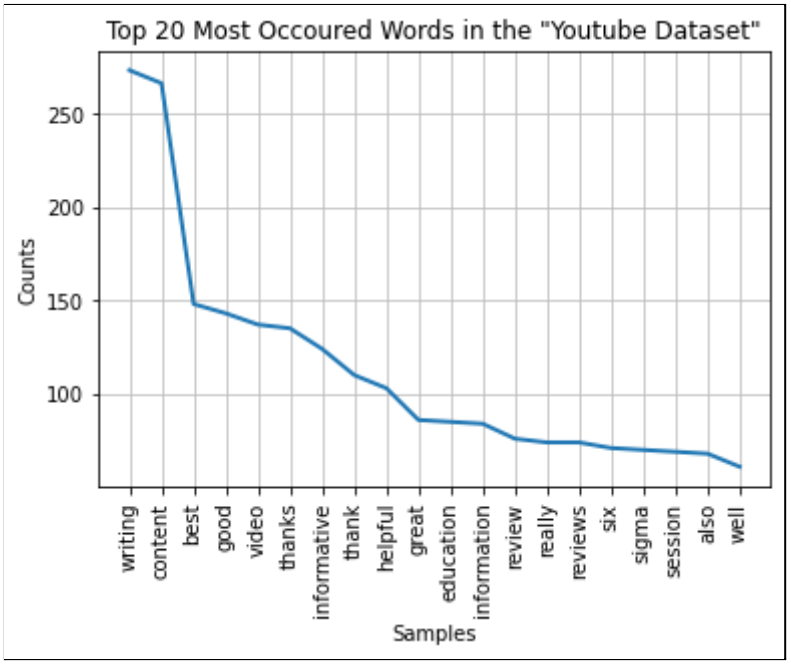
## 3. Sentiment Analysis

Analysis was done using the following algorithms to visualise the dataset and get useful insights:

Github link for Code: GitHub Link

## 3.1 Frequency distribution Plots



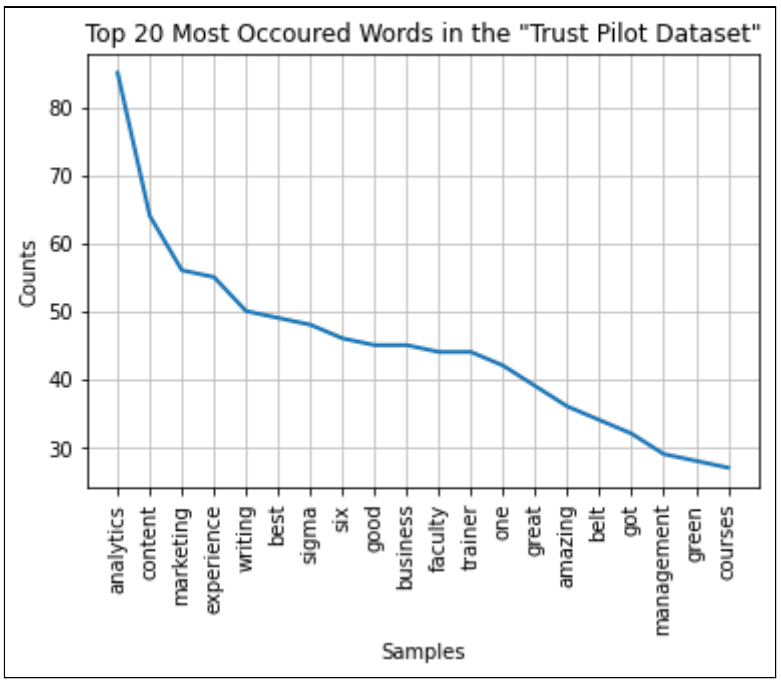



**Figure 2: Frequency distribution Plots**

## 3.2 Polarity and Subjectivity Analysis

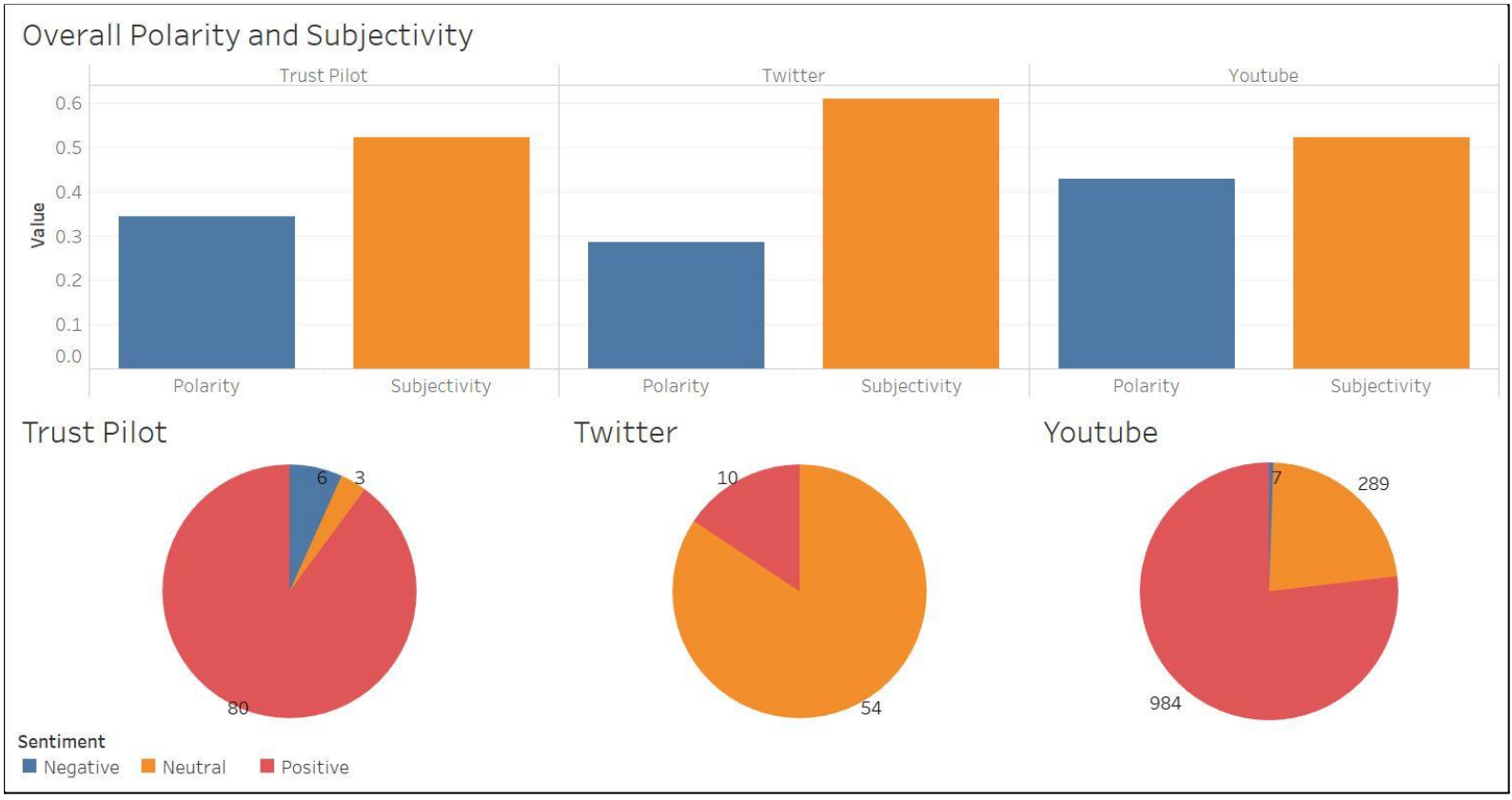



**Figure 3: Tableau Dashboard Visual**

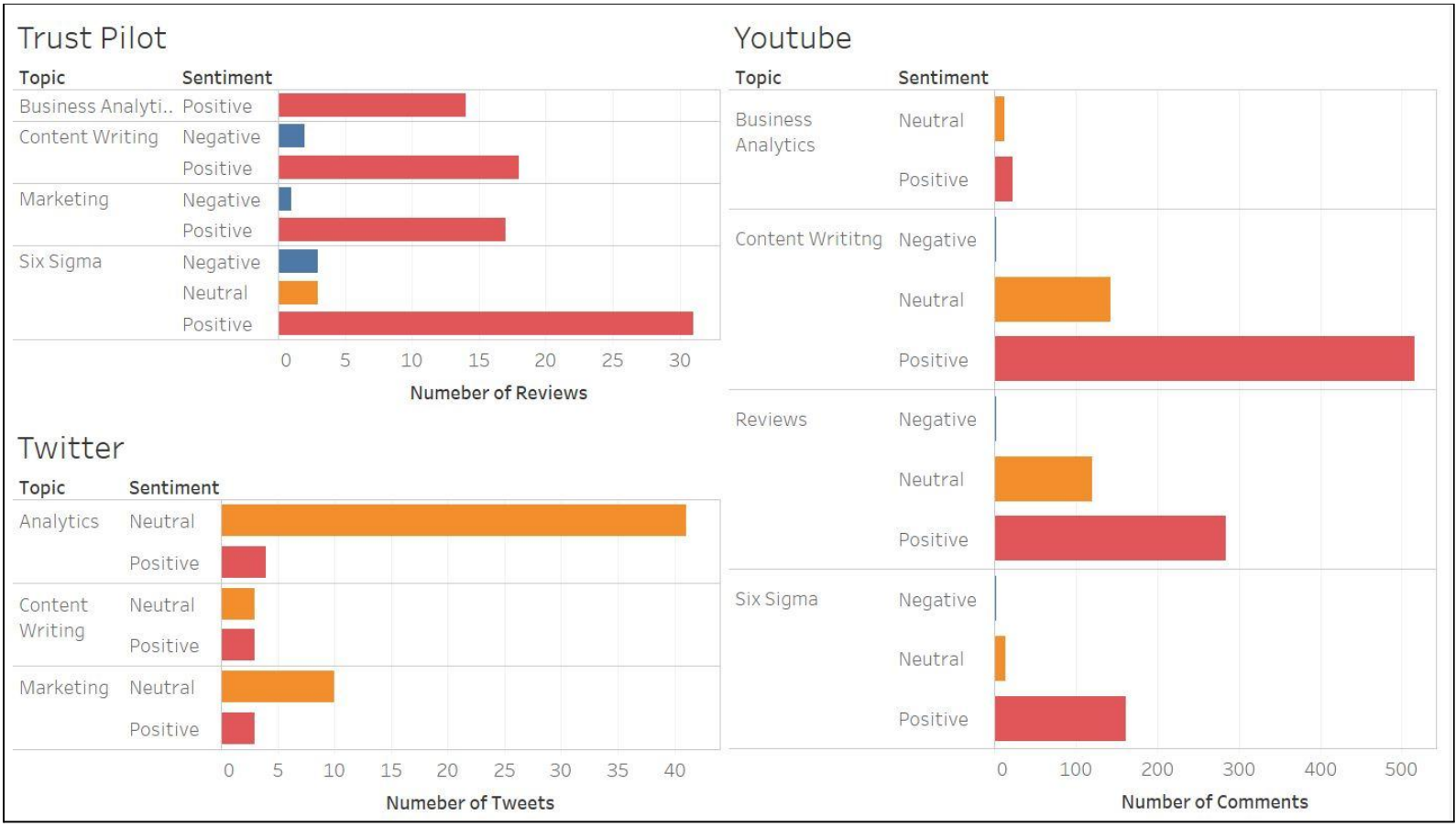



**Figure 4: Topic Wise Sentimental Analysis**

| S.No | DataSet | Polarity | Subjectivity | Sentiments |
|---|---|---|---|---|
| 1 | Twitter | 0.2855 | 0.6101 | Positive |
| 2 | Youtube | 0.4282 | 0.523 | Positive |
| 3 | Trust Pilot | 0.3439 | 0.5234 | Positive |

**Table 2: Polarity & Subjectivity**

## 4. Conclusions

a. 74.94% of the total comments have positive sentiments with an average Polarity of 0.3525
b. Youtube & TrustPilot have majority positive sentiments while Twitter have majority neutral sentiments.
c. Courses on Six Sigma, Content writing are most liked among others while Analytics courses have neutral sentiments, which means the viewers will probably look for the topics like Six Sigma and content writing on Henry Harvin's youtube channel. So, some advanced courses can be launched in future which will cover all aspects related to the topic as per the latest advancements and industry requirements.
d. It is recommended that Henry Harvin education may create some innovative live sessions on Analytics since it is an emerging field. So more views can be attracted towards the channel for having good quality content.
e. The information related to the courses can be conveyed effectively to the masses via social media, so that content is reachable to the students. Marketing team should focus on Promoting Henry Harvin Education on Social Media, especially on the online platforms on which they already exist such as Twitter, since the overall sentiments were neutral in nature.

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