Twitter sentiment analysis using Machine Learning and Natural Language Processing techniques

Aayushi Somani, Amal Krishna A, Ruturaj Chothe, Poornima Deshpande, Vishaal Sharma, Kamalnath Irrukulla, Uttam Lakhani, Shubham Pawar, Rushikesh Khot, Herat Makwana, Ishank Jain, Anjali Shah, Aishwarya Salimath

Based on the current market scenario, the main competing products/services that offer Twitter sentiment analysis are :

1. StreamCrab
2. Germin8
3. ExportTweet

The various features of the competing products are listed here:

1. **StreamCrab**

-Web based

-Easy to use

-Categorizes tweets into a variety of sentiments beyond positive/negative/neutral

-JavaScript based user interface

-Represents data using a pie chart

1. **Germin8**

**-**In depth analysis using positive, negative and neutral o/p.

-More accurate results.

-Good customer service for clients.

-.In depth analysis of tweets or phrases using keywords.

1. **ExportTweet**

-Depth analysis of brands and individuals on social web

-Comprehensive reports for offline analysis

-Comprehensive insights report is based on all the followers and following

-Analysis of valuable information regarding the social traffic, demography, influencers, location and so on and so forth.

* **Weakness of our product and strategies to overcome them:**

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| **Drawbacks** | **Solutions** |
| Unable to detect the context in which emojis have been used. | Train the model using *VaderSentiment* library to recognize and classify emojis. |
| Unable to recognise sarcasm and other slangs. | Working on NLP methods to identify sarcastic tones and manner |