

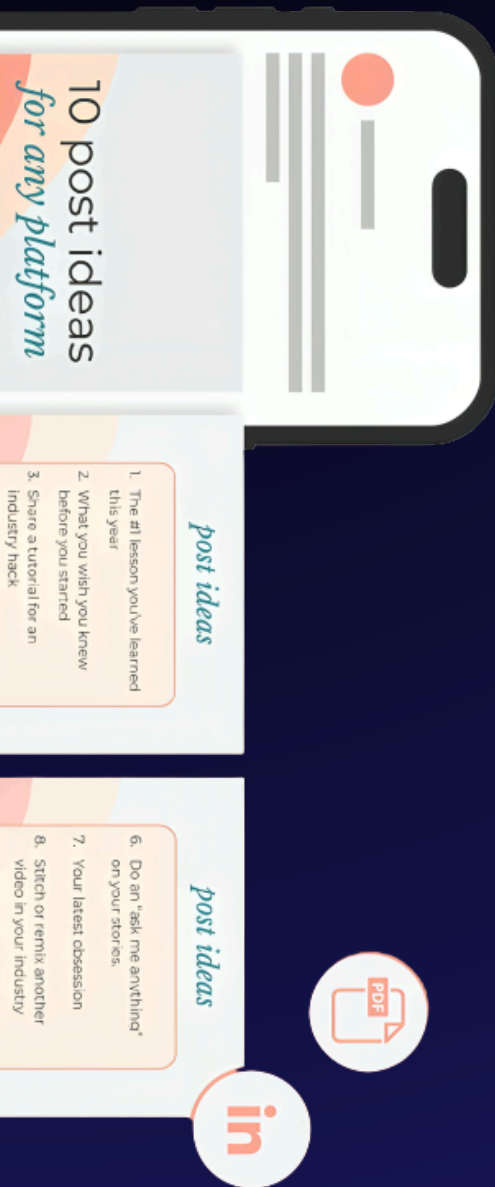


# AI-driven sentiment analysis in social media

What we post reveals more than words—AI uncovers emotions.



# The Problem – Why Sentiment Analysis Matters!



Companies struggle to analyze emotions in social media posts.

HR recruiters and analysts struggle to extract valuable emotional and technical insights from online posts.



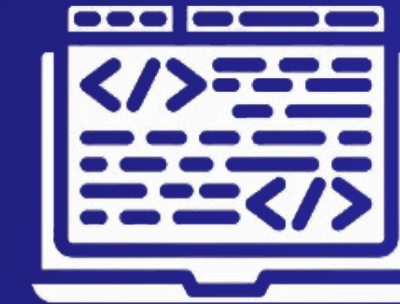
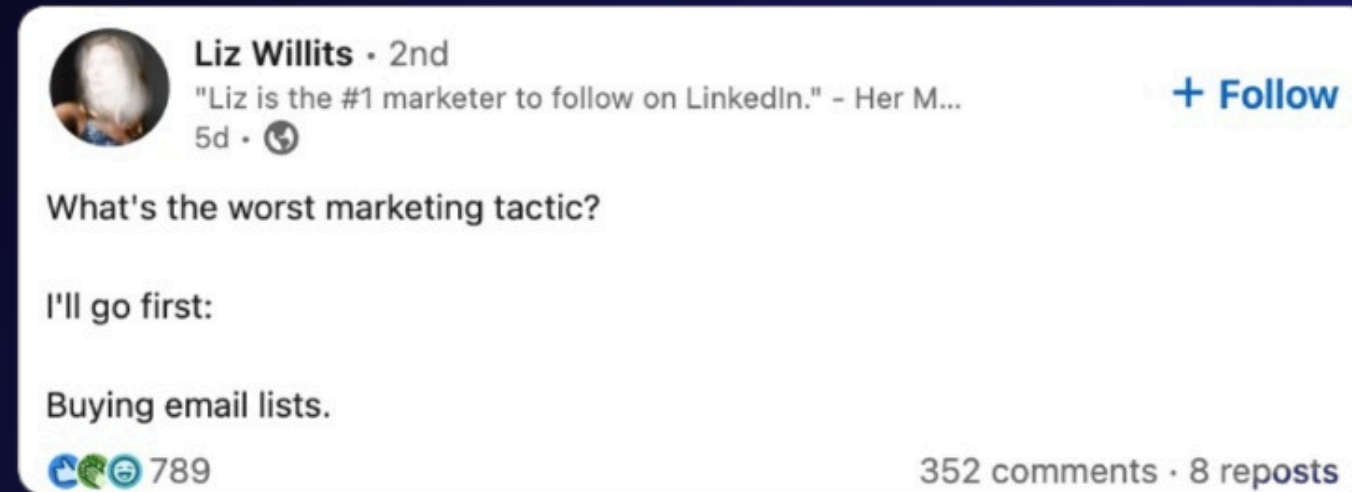
# Our Solution (AI-Powered Sentiment Analysis!)

- AI-driven analysis extracts both emotions & technical skills from social media posts.
  - Detects emotional tone (positive, negative, neutral, extreme).
  - Extracts & highlights key technical skills from social media posts.
- Helps recruiters assess personality traits & domain expertise efficiently.





# How It Works



- Analyse social media (LinkedIn, Instagram, etc.)
- Preprocesses and cleanses the data (removes noise, emojis, slang).
- Uses Hugging Face AI model for deep sentiment analysis.
- Generates a structured sentiment report with trends & insights.

# Real-World Applications of AI Sentiment Analysis



🌍 "Where Can We Use This?"

📢 Use Cases:

🧠 Mental Health AI -> Identify signs of stress or depression in user posts.

🎯 HR & Recruitment -> Analyze candidate sentiment and personality traits from interview responses & social media presence.



# Tech Stack & AI Model Details

 Frontend -> React.js + Tailwind

 Backend -> Django + Node.js

 AI -> Hugging Face Sentiment Model (Fine-tuned on social media data)

 Deployment -> AWS + Docker



# Future Scope

 What's Next for AI Sentiment Analysis?

 Next Steps:

 Healthcare → Detect early mental health signs and analyze patient emotions.

 Multilingual Analysis → Break language barriers with cross-lingual sentiment detection.

 Advanced Emotion AI → Go beyond positive/negative/neutral to detect complex emotions.



# Conclusion

- AI sentiment analysis is transforming marketing, HR, healthcare, and policy-making.
- Future advancements will bring better accuracy, multilingual support, and deeper emotional intelligence.