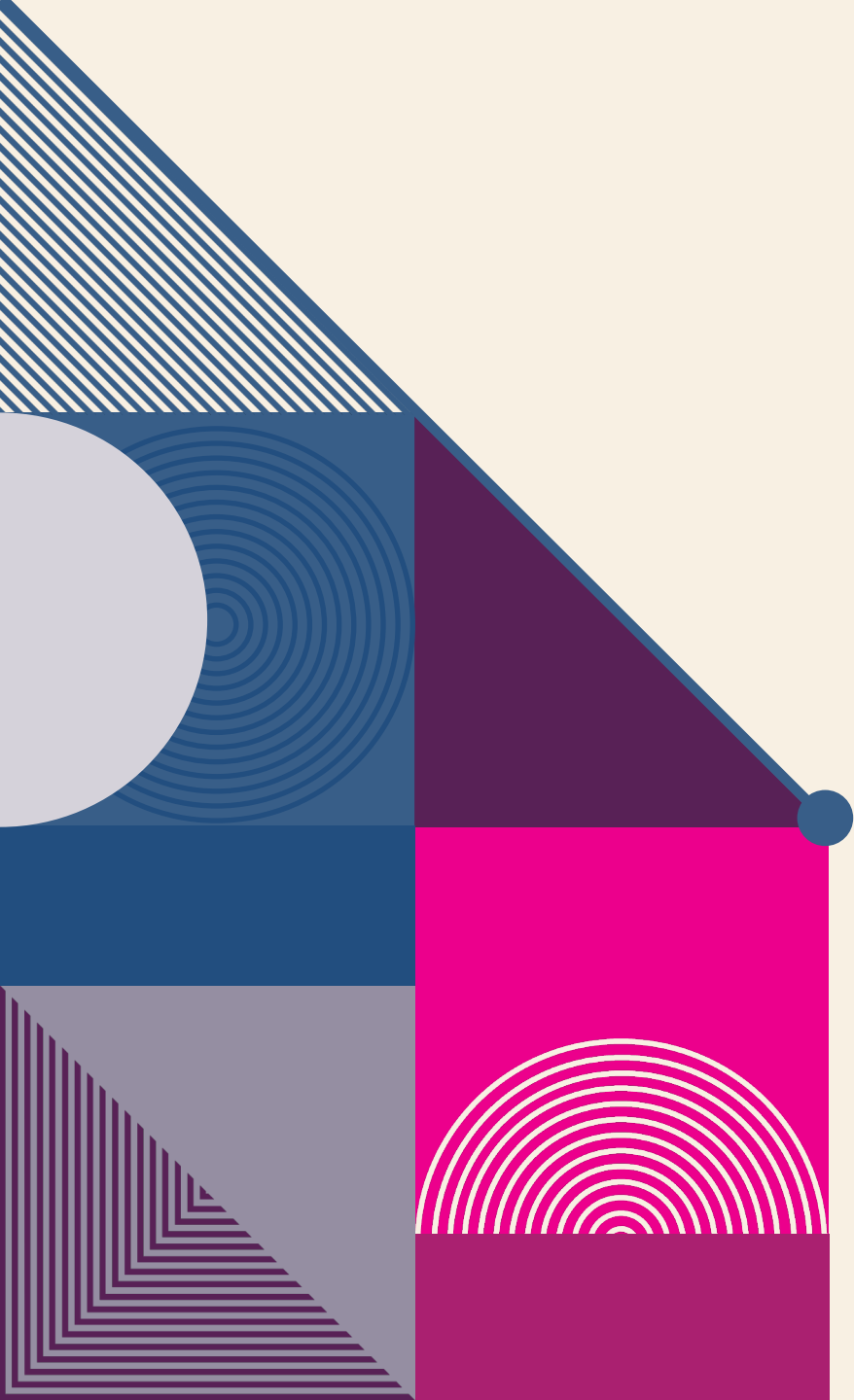


An abstract geometric design on the left side of the slide. It features a dark blue background with various geometric shapes and patterns. A white circle is positioned near the top left. Below it, there are concentric circles in a lighter blue shade. A large, light gray semi-circle is also present. The design is composed of several rectangular and triangular blocks in shades of blue, purple, and pink. Some blocks have diagonal line patterns. A white diagonal line runs from the top left towards the bottom right, separating different sections of the design.

FPT SENTIMENT ANALYSIS REPORT



OVERVIEW

Data Overview

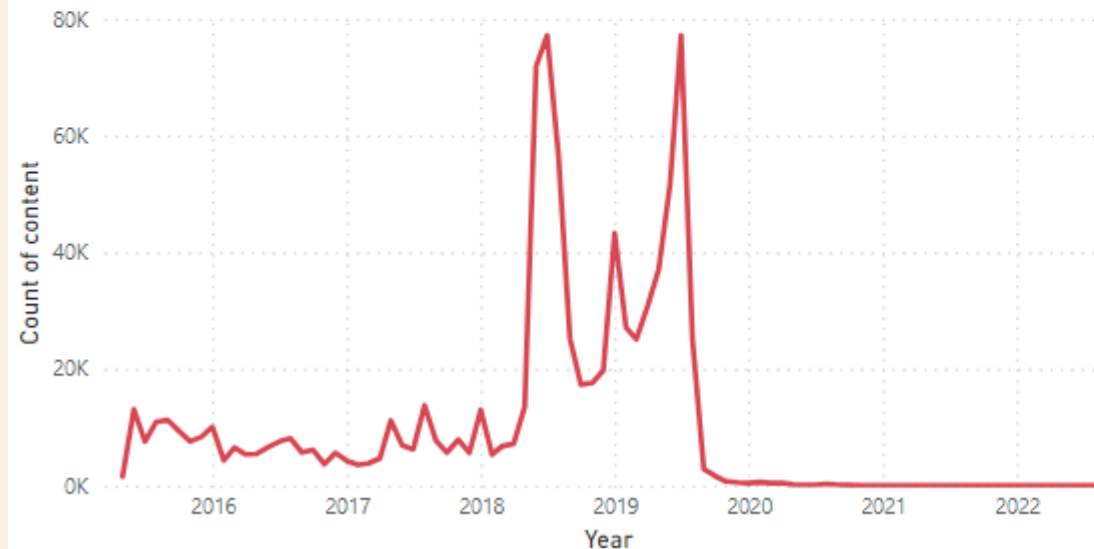
885.17K

Tổng lượt bình luận

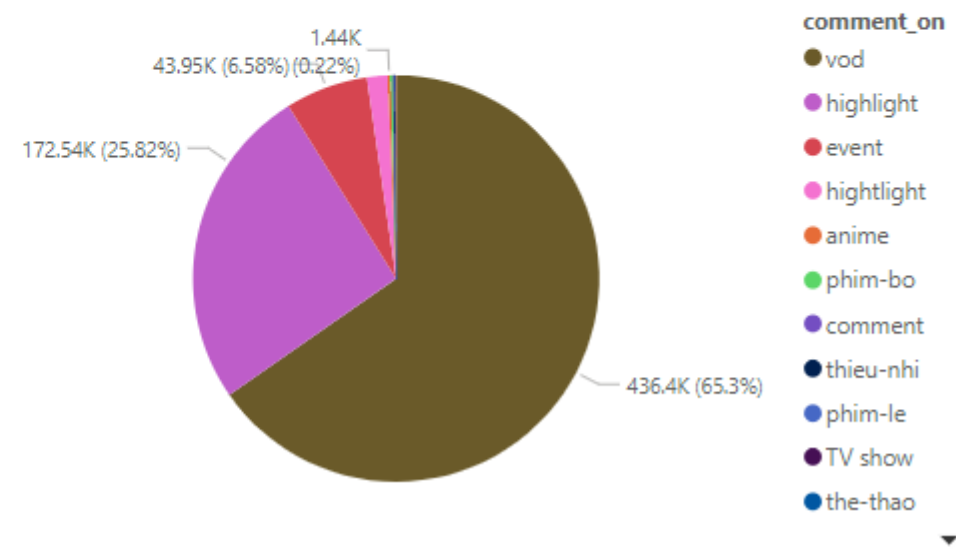
286.10K

Số lượng người bình luận

Count of content by Year and Month

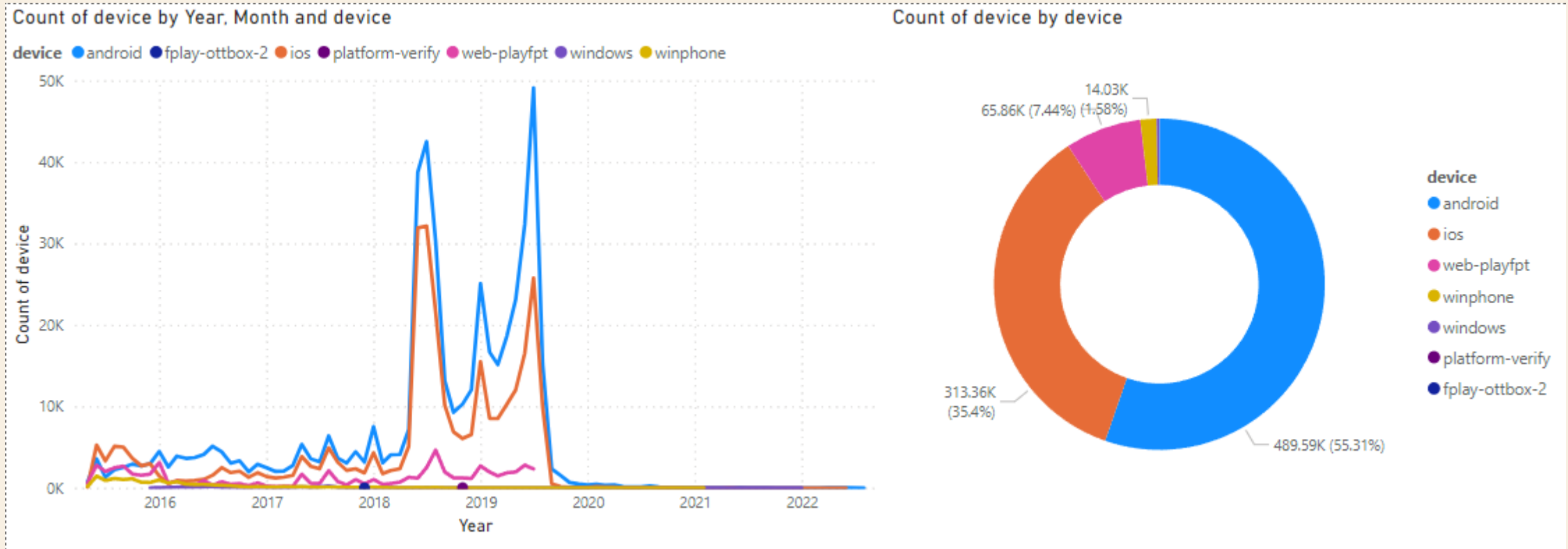


Count of comment_on by comment_on

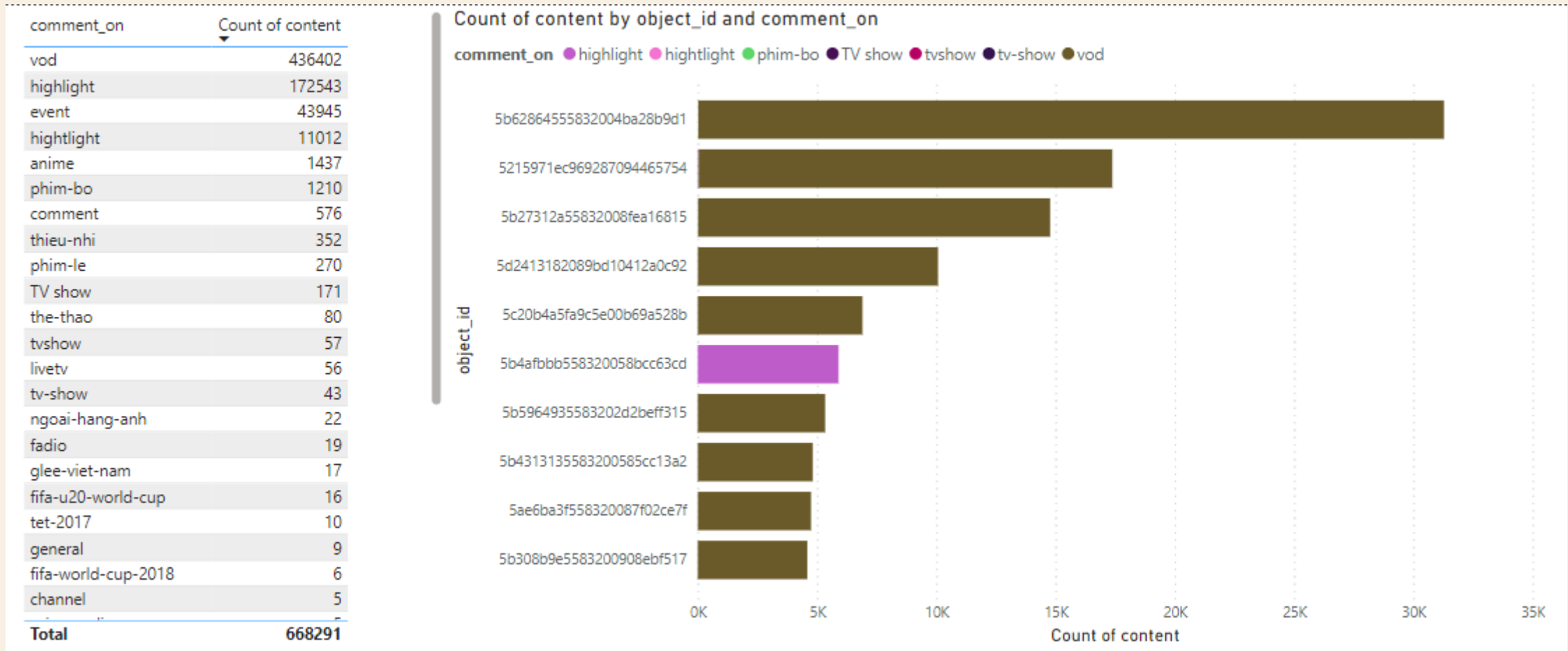


- It can be seen that the highest number of comments occurred between mid-2018 and 2019.
- From 2015 to mid-2019, there was a continuous number of active users (comments) on the FPTPlay platform. However, after mid-2019, almost no interactions were recorded on this platform.

User Analysis



- Most users use Android devices (smartphone, smart TV) or iOS to interact with the platform.
- In the early months of 2015, the number of users using iOS devices to comment was the highest, but afterwards, the number of users on Android devices increased and held the top spot until Q1 2020.



- The tag 'vod' has the highest number of comments, and the tag 'highlight' has the second highest number of comments.
- 9 out of 10 videos with the highest interaction are videos tagged with 'vod'.

An abstract geometric composition featuring a grid of four quadrants. The top-left quadrant is light blue with a pattern of thin, dark blue diagonal lines. The top-right quadrant is solid light blue. The bottom-left quadrant is solid light blue. The bottom-right quadrant is divided horizontally: the top half is solid light blue, and the bottom half is solid dark blue. A large, semi-transparent light blue circle is positioned in the top-left quadrant, overlapping the diagonal lines. A small, solid dark blue circle is located at the intersection of the top-right and bottom-right quadrants. In the bottom-right quadrant, there is a pattern of concentric, semi-circular lines in light blue and dark blue, resembling a stylized sun or a series of ripples.

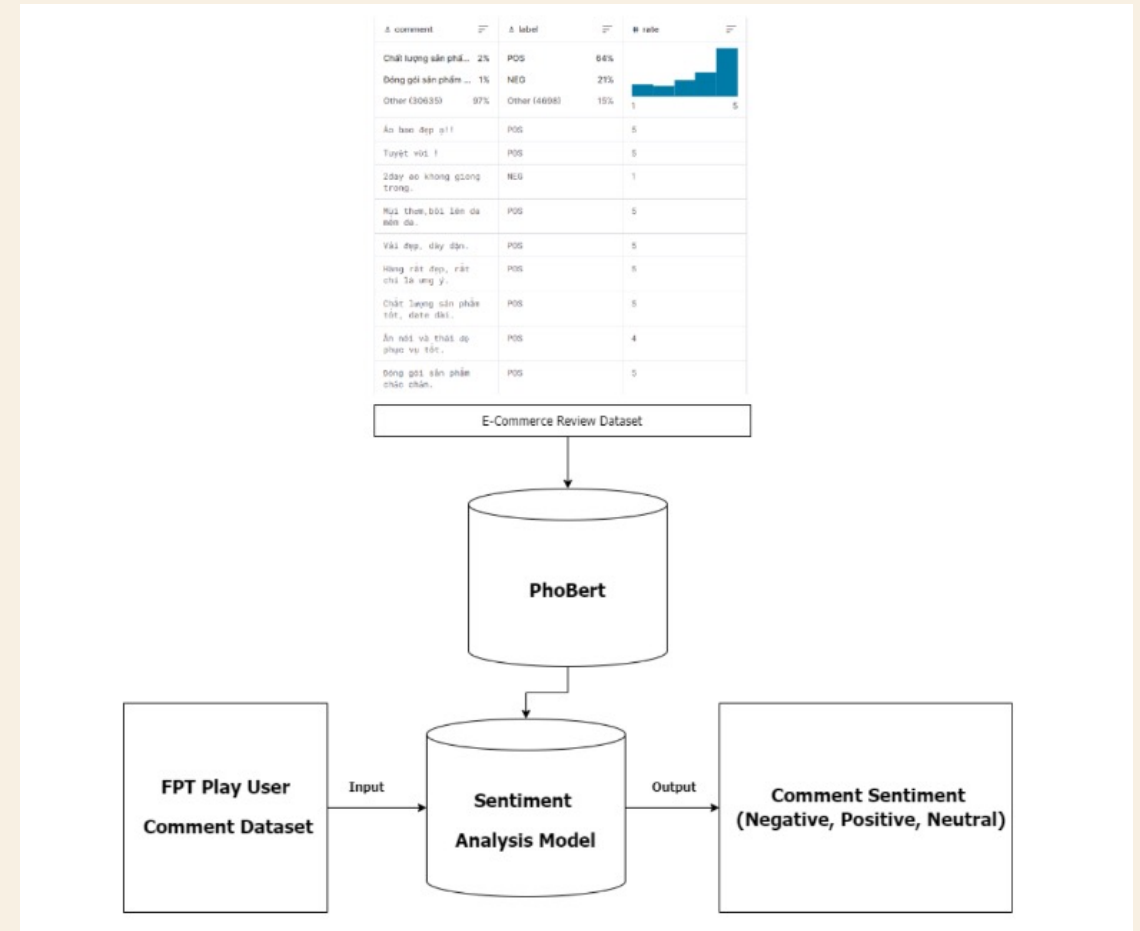
SENTIMENT ANALYSIS OVERVIEW

- Sentiment Analysis is the process of processing text data to extract human emotions within the data. Emotions (sentiments) can be agree/disagree or positive/negative.
- SA is performed by applying Machine Learning or Deep Learning to NLP (Natural Language Processing).

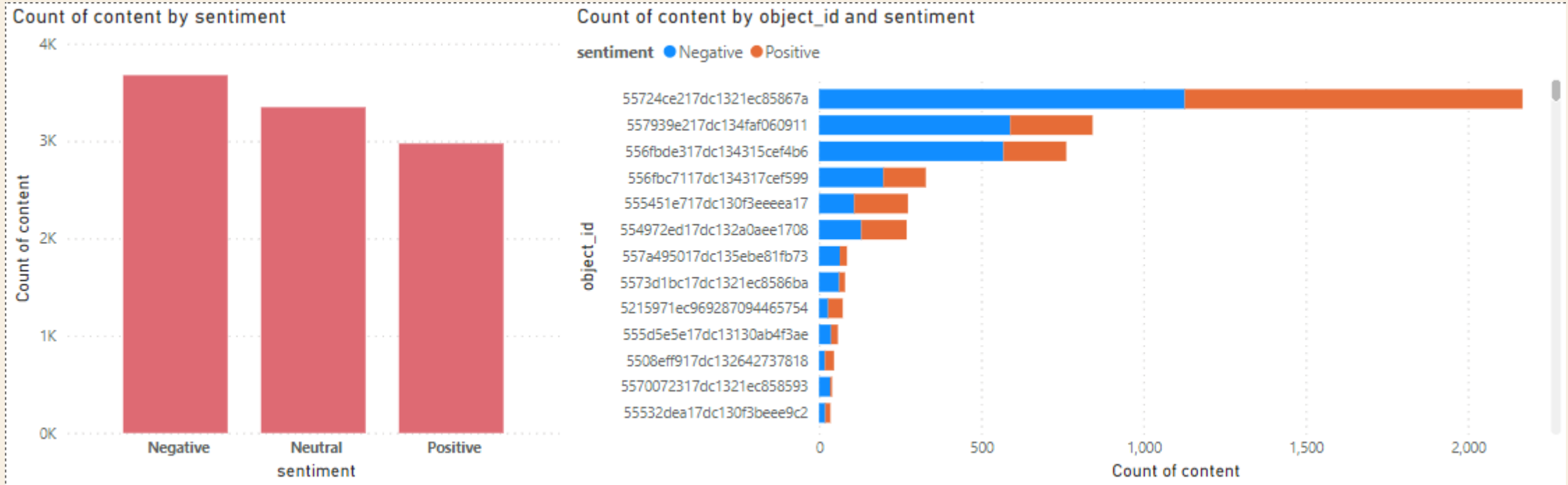


MODEL USED

- PhoBERT is a Vietnamese language analysis model developed by VinAI, used for various purposes such as word type identification, sentence completion, etc.
- For Sentiment Analysis, we will use a pre-built model trained on the PhoBERT model and a dataset containing 30,000 review comments in Vietnamese on an e-commerce site.



Sentiment Analysis



- The number of negative comments accounts for the majority of the total comments.
- This is also evident in the stacked bar chart; most comments on this video are negative.

comment_on	Negative	Neutral	Positive	Total
event	2821	2501	1894	7216
vod	855	843	1081	2779
channel	1	4		5
Total	3677	3348	2975	10000

- Videos with the 'event' tag have the highest number of negative comments, and the number of negative comments for videos with this tag is higher than the positive comments.
- Conversely, videos with the 'vod' tag have slightly more positive comments compared to negative comments.