

REPORT ON SENTIMENT ANALYSIS OF BUSINESSDAY NEWS ARTICLES

TRACK: DATA ANALYST

ORGANIZATION: INTERNPULSE

GROUP: 6

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Project Objectives:

The primary objective of this project is to perform sentiment analysis on news articles to uncover the general sentiment conveyed within each piece. ***The focus is on understanding the opinions and emotional tones expressed in articles related to Nigeria's economy from 2021 to the present.*** The outcome should provide insights into how the economic narrative of Nigeria has evolved over time through media coverage.

Methodology

Libraries and Tools: The analysis was performed using

- **Pandas** for data manipulation
- **TextBlob** for sentiment analysis
- **NLTK** for text preprocessing (tokenization, stopwords removal, lemmatization)
- **Matplotlib & Seaborn** for data visualization

Data Import and Exploration

- The dataset was imported from a CSV file: '`businessdaynews.csv`'.
- Basic exploration included:
 - Viewing the first few rows
 - Checking the shape of the dataset
 - Getting data type info and summary statistics

Text Preprocessing

- Punctuation and special characters were removed using `re` and `string`.
- Text was tokenized using `word_tokenize`.
- **Stopwords** (common but uninformative words) were removed.

- Words were lemmatized using **WordNetLemmatizer** to reduce them to their base form.

4. Sentiment Analysis

- **TextBlob** was used to compute sentiment polarity for each article.
 - Polarity score $> 0 \rightarrow$ **Positive**
 - Polarity score $= 0 \rightarrow$ **Neutral**
 - Polarity score $< 0 \rightarrow$ **Negative**
- A new column was likely added to classify sentiment based on these scores.

Visualization

- Sentiment distribution was visualized using **pie charts**.

Key Findings

Positive Sentiment: 39.1%

- The majority of articles had a **positive tone**, suggesting an overall optimistic or constructive slant in BusinessDay's coverage.
- This may reflect business growth stories, policy successes, or investor-friendly narratives.

Neutral Sentiment: 38.8%

- A very close second, **neutral content** made up 38.8% of the articles.
- This indicates a strong presence of **informational or fact-based reporting** without emotionally charged language—typical of financial or data-driven journalism.

Negative Sentiment: 22.1%

- Only about a fifth of the articles were **negative in tone**, potentially covering issues like economic challenges, inflation, policy failures, or corporate losses.
- This lower percentage might suggest an editorial preference for balance or cautious framing.

