SENTIMENTAL ANALYSIS OF MARKETING

Course name: Artificial intelligence

Team name:Proj_227125_Team_1

Project name:Sentiment analysis on marketing

Project submitted to:Anna university / Nan mudhalvan

Year:lll

Department:computer science and engineering

Semester:05

Group members:

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Analysis phase:

- define objectives and scope

Data collection

Data preprocessing

Feature extraction

Model selection

Model training and evalution

Integration with marketing channels

Real time monitoring

Sentiment visualization and reporting

Feedback loop and model improvement

1.Define objectives and scope:

clearly outline the goals of sentiment analysis.Are you focusing on social media,customer reviews,or other sources? What kind of insights are you looking to gain?

2.Data collection:

data from various marketing channels like social media, customer reviews, surveys, and
feedback Gatherforms. Ensure the
data is diverse and representative
of your target audience.

3.Data preprocessing:

1. Clean and preprocess the data to
remove noise
irrelevantinformation,
and standardize
tex(e.g.lowercasing,
removing special characters,
stemming/lemmatization).

4.Feature extraction:

TechniquesConvert text data into
numerical format for analysis. Lik
TF-IDF(Term Frequency-Inverse
Document Frequency) or word
embeddings (e.g., Word2Vec, GloVe) can be used.

- **5.model selection:**

- Choose an appropriate sentiment analysis model. Common choices include:Rule-based systems
- Machine learning algorithms (e.g.,
- Support Vector Machines, Naive Bayes,
  Neural Networks)
- Pre-trained models like BERT, GPT-3, etc.

6. Model training and evalution:

Use labeled data to train the chosen model. Split the data into
training and testing sets for evaluation. Employ metrics like
accuracy, precision, recall, and F1-score to assess

7.Integration with marketing channels:

- implement the sentiment analysis into the marketing workflow. This could involve APIs, custom scripts, or specialized software.

8.Real time monitoring:

- Setup continuous monitoring of selected channels (e.g., social media platforms, review sites) for incoming data.

9.Sentimental visualization and reporting:

1. Create visualizations (e.g., charts
, graphs) to convey sentiment trends over time or in response to
specific campaigns.

10.Feedback loop and model improvement:

Regularly review the results and gather feedback to fine-tune the system. Re-train the model with updated data if needed.