**Sentiment analysis and twitter statements**

Sentiment analysis is a process that includes the identification and categorizing of various opinions which are expressed in different ways like text, audio, video etc. which determines whether the mood or expression or attitude of a person towards that particular topic is either positive or negative.

For example,

* I really liked the taste - a positive expression
* Waste of money – a negative expression

Sentiment analysis is a form of text analytics that uses natural language processing (NLP) and machine learning. These are classified into three categories:

1. Knowledge-based
2. Statistical
3. Hybrid

Sentiment analysis is a sub-field of NLP and with the help of machine learning techniques it tries to identify and categorizes the expressions, this is not an algorithm but done using algorithms.

Sentiment analysis allows the companies and various organizations to gain an overview of how the customers feel about them. Some companies use sentiment analysis to evaluate customer messages, call centre interactions, online reviews, social media posts, and other content.

Tweets or twitter statements are often useful in generating a vast amount of sentiment data upon analysis, these data are useful in understanding the opinions of the people about variety of topics.

Twitter uses XG Boost and Naïve Bayes algorithms together for the highest accuracy for implementing the sentiment analysis.

Being able to analyse tweets in real-time and determine the sentiment, it is being used in customer service, market research, political campaigns, social media and brand monitoring and so on……Hence, sentiment analysis has became a powerful marketing tool.