Notes for ML Reviewers’ comments

* VADER (Valence Aware Dictionary and sEntiment Reasoner) is a lexicon and rule-based sentiment analysis tool that is specifically attuned to sentiments expressed in social media
* VADER not only tells about the Positivity and Negativity score but also tells us about how positive or negative a sentiment is.
* BIG PLUS: DOESN’T REQUIRE TRAINING
* Outputs: positive, neutral, negative and compound score
* Key points for analysis:
  + Punctuation
    - Awesome!!
  + Capitalization
    - Food is GREAT
  + Degree modifiers
    - Extremely good, marginally good
  + Conjunctions
    - “but”
    - Food here is great, but the service was horrible
  + Preceding Tri-gram
    - Negation
    - Food here isn’t really all that great
* Can also handle
  + Emojis
  + Slang
  + Acronyms