**SENTIMENT ANALYSIS**

Sentiment Analysis is a part of Natural Language Processing fields. This technique of analysis of comments or opinions about a particular subject is widely used in various organizations.

WHY DO WE NEED SENTIMENT ANALYSIS?

Through this analysis we can judge what they are thinking about something (for example a product) with help of their comments. This is a reason why we are recommended to write a comment about the product after we buy something from an e-commerce website. Hence this becomes a very useful tool in e-commerce business.