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

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Analysis phase:

- define objectives and scope

Data collection

Data preprocessing

Feature extraction

Model selection

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.

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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.

3.Data preprocessing:

- **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 performance

7.Integration with marketing channels:

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

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8.Real time monitoring:

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

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9.Sentimental visualization and reporting:

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

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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.

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