# Sentimental analysis on marketing

DEVOLOPMENT PHASE PART-2

Course name: Artificial intelligence

Team name:Proj\_227125\_Team\_1

Project name: Sentiment analysis on marketingProject

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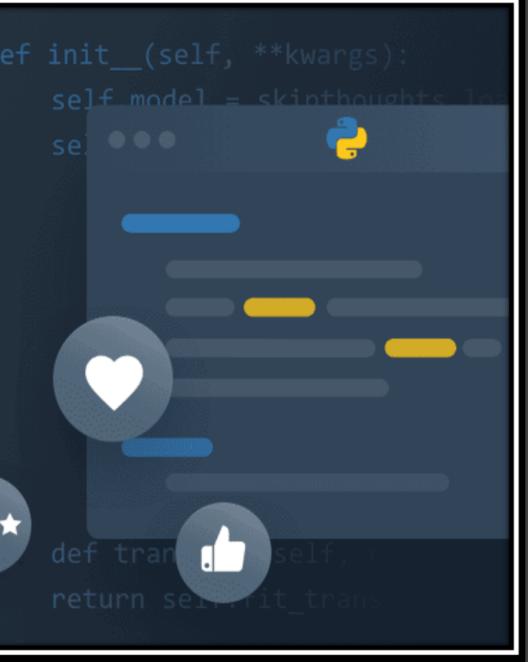
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# Sentiment Analysis with Python



# Sentimental Analysis in marketing using python

Sentiment analysis in marketing is a valuable tool for understanding customer opinions, feedback, and emotions about products, services, or brands. In this project, we'll build a sentiment analysis tool using Python. We'll use a dataset of customer reviews to classify the sentiment as positive, negative, or neutral.

First,use pip to install NLTK

Shell

\$python3 -m pip install nltk

While this will install the NLTK module, still need to obtain a few additional resources. Some of them are text samples, and others are data models that certain NLTK functions require.

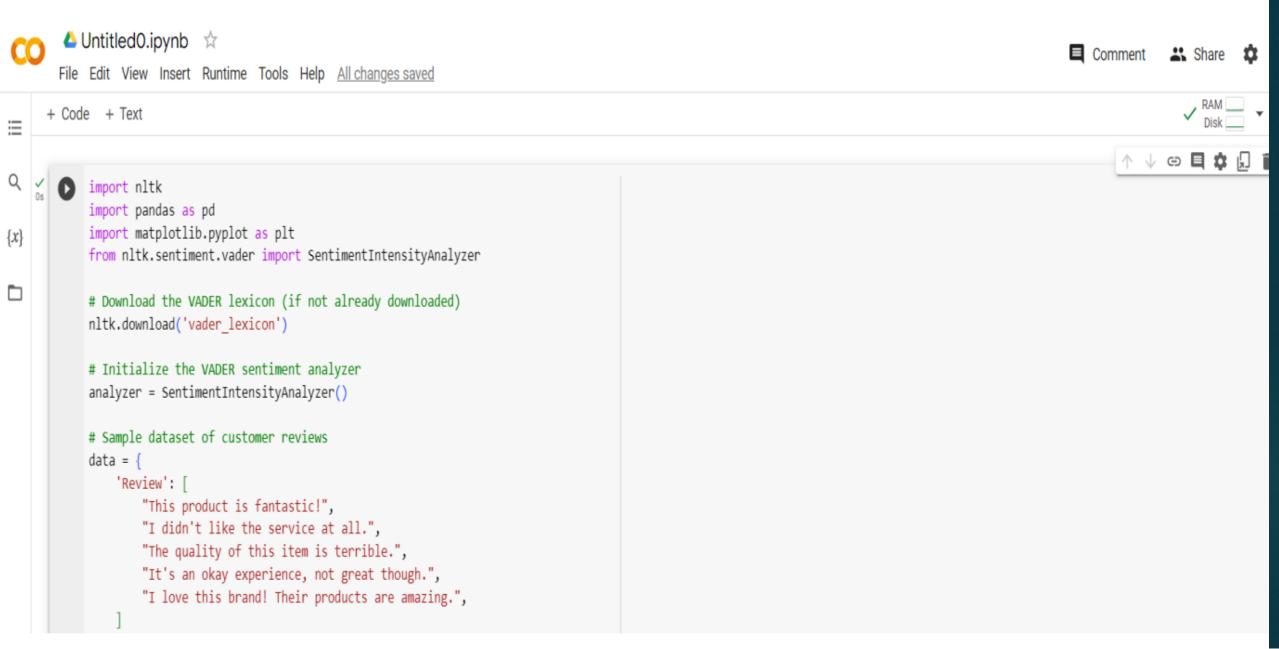
To get the resources you'll need, use nltk.download():

python

import nltk

nltk.download()

### The example program is:



## **CONCLUSION**



In this presentation, we've delved into the fascinating world of sentiment analysis, a field that offers valuable insights into understanding and harnessing human emotions.