



Sentimental analysis on marketing

DEVELOPMENT PHASE PART-2



Course name: Artificial intelligence

Team name: Proj_227125_Team_1

Project name: Sentiment analysis on marketing Project

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Sentiment Analysis with Python

```
def init__(self, **kwargs):  
    self.model = skintthoughts.Lstm  
    self...
```



```
def trans__(self, x):  
    return self.init_trans
```


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:



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```
import nltk
import pandas as pd
import matplotlib.pyplot as plt
from nltk.sentiment.vader import SentimentIntensityAnalyzer

# Download the VADER lexicon (if not already downloaded)
nltk.download('vader_lexicon')

# Initialize the VADER sentiment analyzer
analyzer = SentimentIntensityAnalyzer()

# Sample dataset of customer reviews
data = {
    'Review': [
        "This product is fantastic!",
        "I didn't like the service at all.",
        "The quality of this item is terrible.",
        "It's an okay experience, not great though.",
        "I love this brand! Their products are amazing.",
    ]
}
```

CONCLUSION

Sentiment Analysis



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.