

Opinion Mining: Study of Sentiments



In this Thesis, various things were explored for example Artificial Intelligence, Natural Language Processing, Machine Learning, Financial data etc. This paper has displayed the arduous task of financial-related sentiment data from the social media sources and applying it to use as a market predictor. Since, the tweets can be a useful sort of information in prediction of crucial overall market information, there can be difficulty in the analysis, since they are usually targeted on conveyance nuanced data and could contain mixed messages. Additionally, the success of this model depends hugely on the exploitation of market inefficiencies, which can also consume a lot of time and effort to identify if they are to be reliable and predictable. The entire thesis helped to understand the principle and concept behind machine learning. CRISP-DM model approach was used as a base for this thesis which is a standard way for Data Analytics projects. The research question was: to what extent we can predict the direction of Nasdaq stock market has been answered. The result is quite satisfactory, Though the model is very basic and a good start of research.