**Sentiment Analysis using LSTM**

In the era where data is available is abundance businesses starts to leverage this as an opportunity to grow exponentially. Today’s marketers are rightfully obsessed with metrics. But not to forget that the customers are more than just a data point. It is easy to overlook customer’s feelings and emotions, which can be difficult to quantify. However, with the help technology we companies can achieve this.

Sentiment essentially relates to feelings: attitude, emotions, and opinions. Sentiment analysis refers to the practice of applying Natural Language Processing and Text Analysis techniques to identify and extract subjective information from a piece of text.

With the help of this sentiment analysis tool that I built businesses can help understand their customers and target audience better and make wise decisions in developing products that will sell at large scale in the market. After understanding that the primary pillar of any sustainable business is the marketing team, I feel this tool adds value to them.

Features the tool will support:

1. Robust prediction to reviews
2. Chatbot integration.
3. ML Pipeline integration to keep model upto date.

This tool was built using an open-source dataset containing 50,000 movie reviews of users. The link to the dataset can be found [here](https://www.kaggle.com/c/word2vec-nlp-tutorial/data).

Similar apps in the market that performs sentiment analysis are:

1. MonkeyLearn
2. Lexalytics
3. Brandwatch