Phase 2:

SENTIMENTAL ANALYSIS FOR MARKETING:

Introduction:

In this section, provide an in-depth explanation of your project. Describe the importance of sentiment analysis in marketing and its impact on understanding customer perceptions. Discuss the primary goal of your project, such as improving customer satisfaction, enhancing marketing strategies, or refining product offerings based on customer feedback.

Scope and Specific Application:

a. Scope of the Project:
Define the boundaries and limitations of your project. Specify the types of data sources you will analyze (social media, customer reviews, surveys, etc.). Mention any specific time period or geographic region your analysis covers.
b. Specific Application:
Describe the exact area within marketing where your sentiment analysis will be applied. For instance, you might focus on sentiment analysis of social media comments to gauge public perception of a product launch.

Base Paper Selection:

For our Phase 2 submission, we have conducted research on the below research article https://www.kaggle.com/datasets/crowdflower/twitter-airline-sentiment This paper provides valuable insights into the design and implementation of a sentimental analysis for marketing.
To build a strong foundation for this project, a relevant base paper from the field of sentiment analysis will be selected. This base paper will provide valuable insights, methodologies, and best practices that will guide the project's implementation.

Data Set Selection:

Our project utilizes the dataset, which is available for reference in the below section.
https://www.kaggle.com/datasets/crowdflower/twitter-airline-sentiment
The project will require the selection of appropriate data sets for sentiment analysis. These data sets may consist of textual data, such as customer reviews, tweets,
or articles, which will serve as the basis for sentiment evaluation.
Steps:
Detail the step-by-step process of how your project will be executed:

* Data Collection:
Explain how you will collect data for analysis. This could involve web
scraping, API integration, or using existing datasets.
*Data Preprocessing:
Describe the techniques you will use to clean and prepare the data. This
might involve removing duplicates, handling missing values, or tokenizing text.
*Sentiment Analysis Techniques:
Specify the methods/algorithms you plan to use for sentiment analysis (e.g.,
Natural Language Processing techniques, machine learning models). Explain why you
chose these methods.

Architecture/Framework:

Create a visual representation of your project's architecture or framework. This
could be a flowchart, diagram, or any other graphical representation illustrating the
workflow:

Data Collection → Data Preprocessing → Sentiment Analysis → Results Interpretation

Below is a simplified architecture for our enhanced sentimental analysis for marketing.
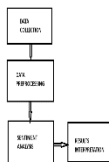
Conclusion:

At the conclusion of the project, we will summarize the key findings, discuss any challenges
faced, and provide insights regarding how the results can be applied to marketing strategies.
The goal is to empower businesses to make data-driven decisions and optimize their marketing
efforts based on a deeper understanding of customer sentiment.
This sentiment analysis project seeks to bridge the gap between textual data and actionable
marketing insights, enabling organizations to connect more effectively with their target
audience and create more meaningful, data-informed marketing strategies.