Problem Definition:

This project aims to conduct sentiment analysis on customer feedback to gain insights into competitors' products. By analyzing customer sentiments, companies can uncover strengths and weaknesses in rival offerings, enabling them to enhance their own products. The project will involve employing a range of natural language processing (NLP) techniques to extract valuable insights from the provided customer feedback data.

Design Thinking:

1) Data Collection: Identify and source a dataset containing customer reviews and sentiments regarding competitor products.

2) Data Preprocessing: Thoroughly clean and preprocess the textual data to make it suitable for analysis.

3) Sentiment Analysis Techniques: Apply various NLP techniques, including Bag of Words, Word Embeddings, or Transformer models, to perform sentiment analysis.

4) Feature Extraction: Extract relevant features and sentiments from the textual data.

5) Visualization: Create visual representations to visually present sentiment distribution and identify significant trends.

6) Insights Generation: Derive actionable insights from the results of sentiment analysis to inform strategic business decisions.