



NLP Sentiment Analysis

Ву

Ravishankar S (2022506110)

Dhanasree S (2022506019)

Mahilnivashini (2022506042)



What is sentiment analysis?

- The process of determining the emotional tone behind a body of text.
- Classifying text as positive, negative, or neutral.

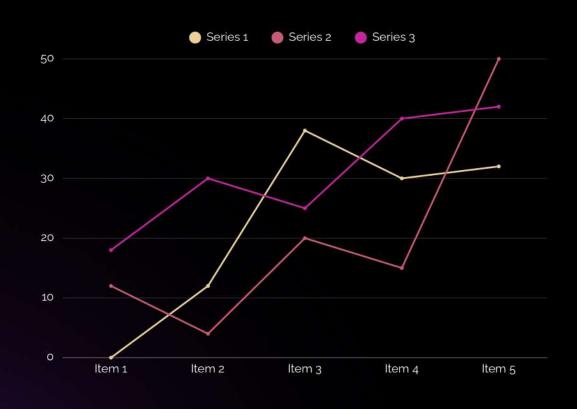
Why is Sentiment Analysis mportant for App Reviews?

- Understanding user opinions and feedback.
- Identifying areas for improvement in the app.
- Tracking public perception and reputation.
- Making data-driven decisions for product development and marketing.

Project Goal:



To build and evaluate different machine learning models to classify app reviews into positive, negative, and neutral sentiments.



Data Collection

- Source of Data: (Mention if you used app-storescraper)
- How the Data was Obtained: (Briefly explain the process if applicable)
- Initial Data Overview: (Mention the initial number of reviews and columns)







Flow Chart

Data Loading and Initial Exploration

0

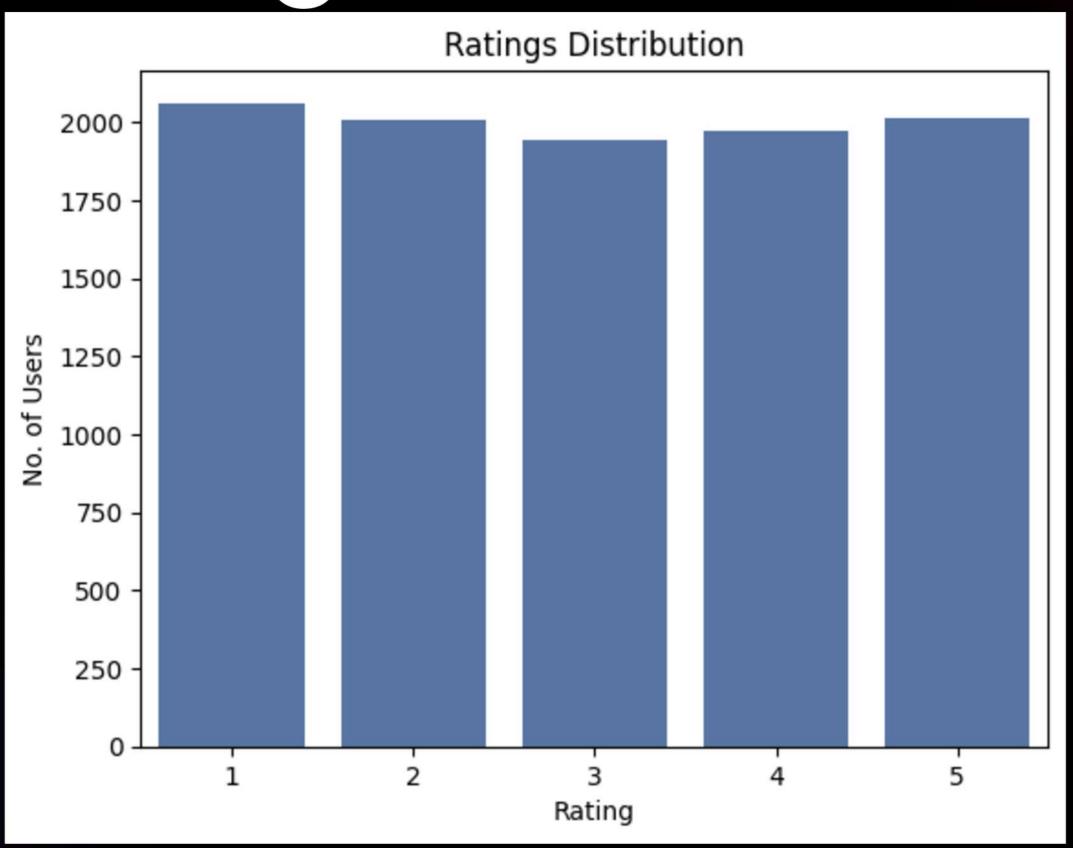
Market Exploratory Data Analysis (EDA) 0

Data Preprocessing Sentiment Mapping

Sentiment Analysis Model - Setup

Ratings Distribution





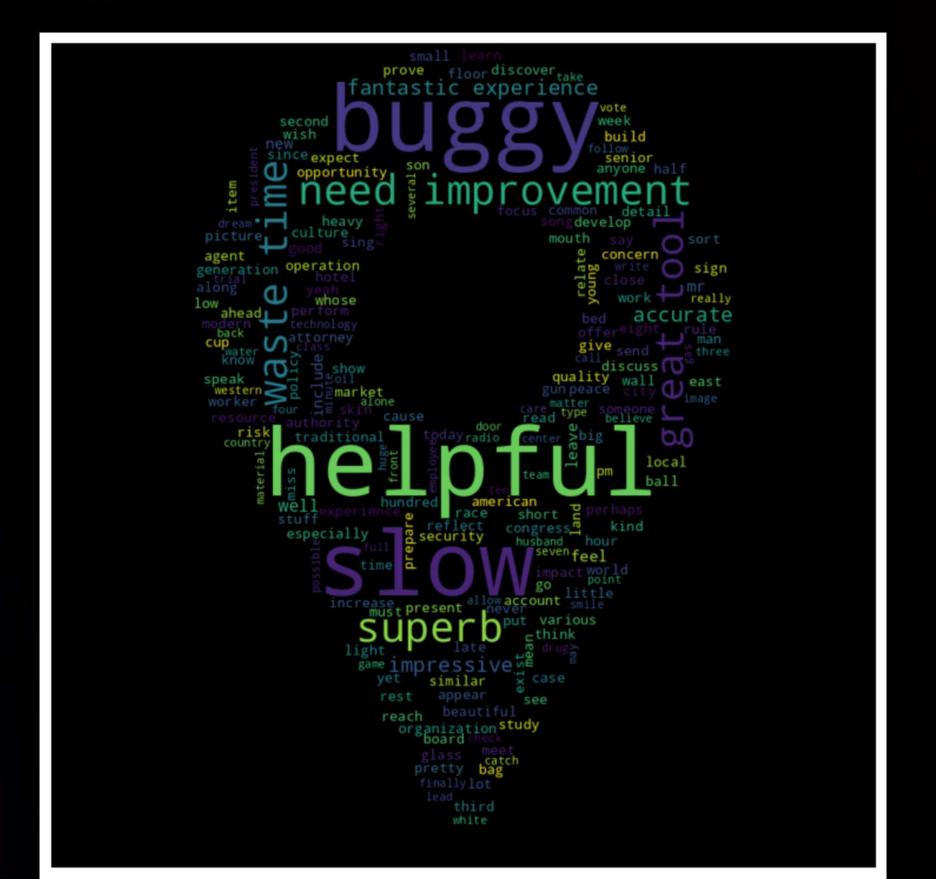
Positive sentiments





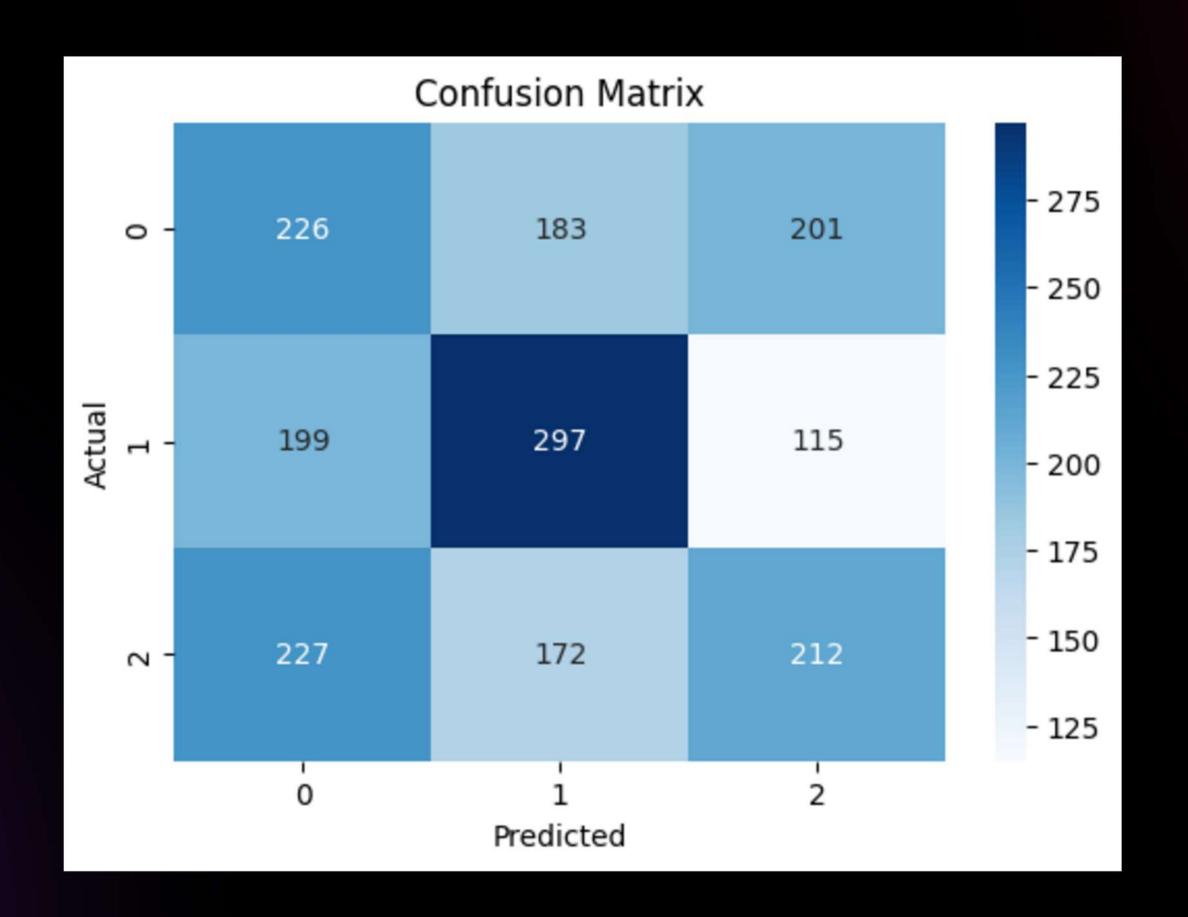
Negative sentiments





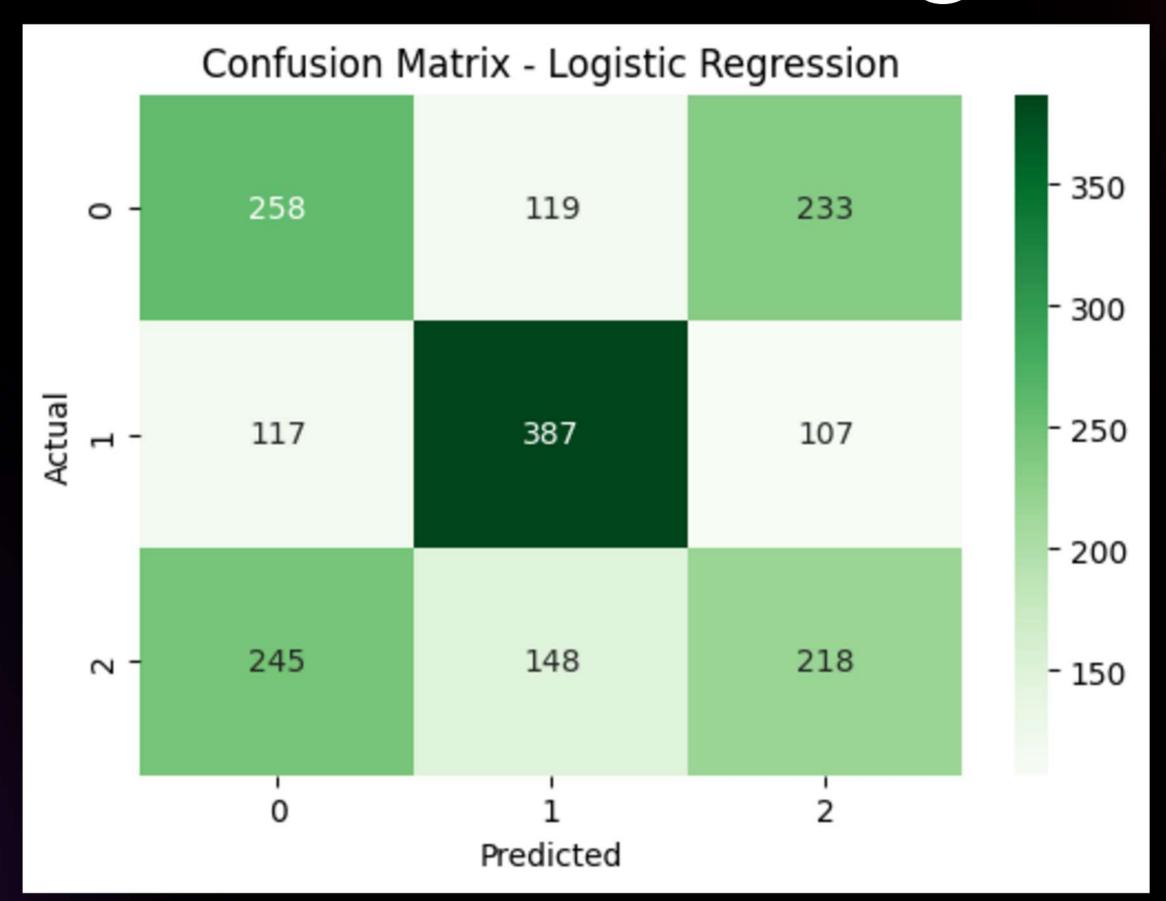
Confusion Matrix - Mnb



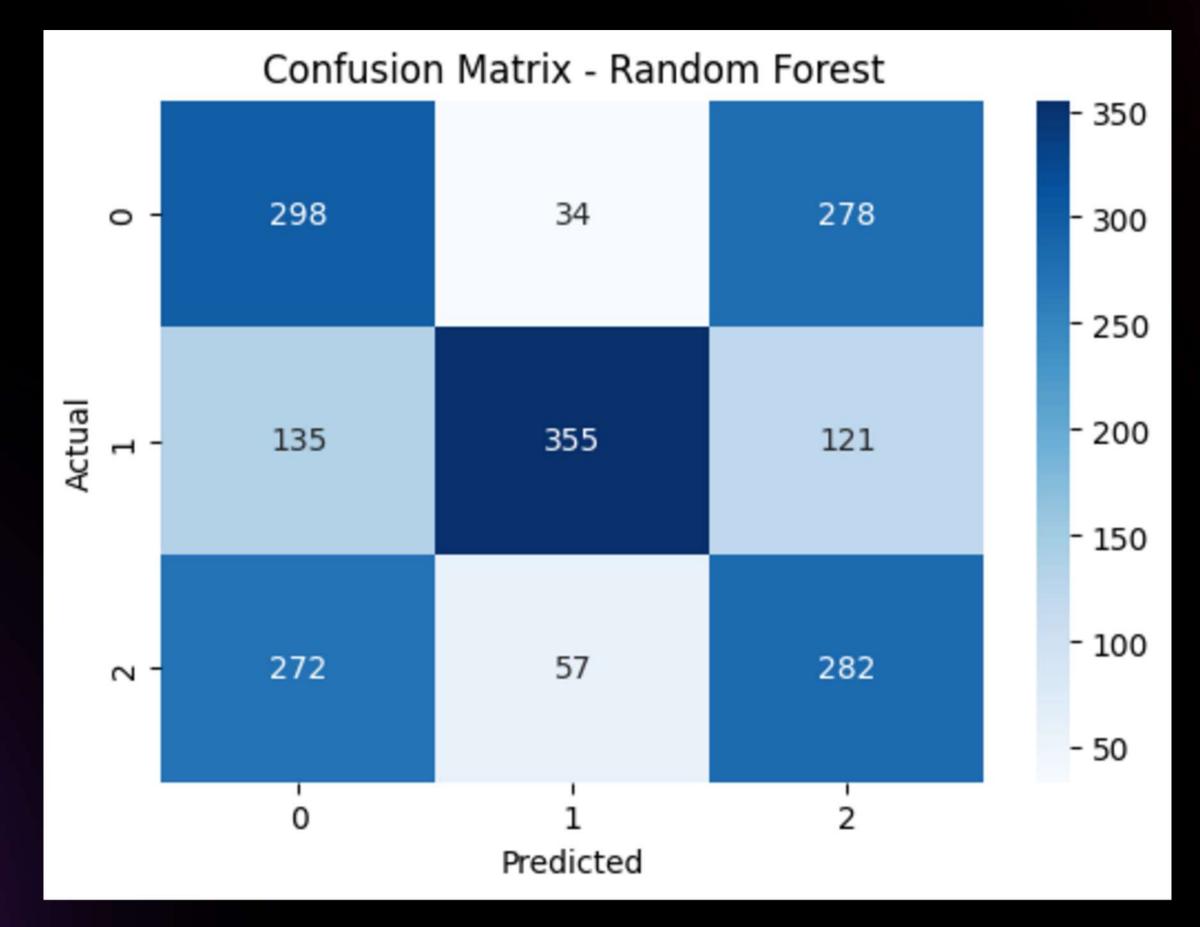


Confusion Matrix-Logistics



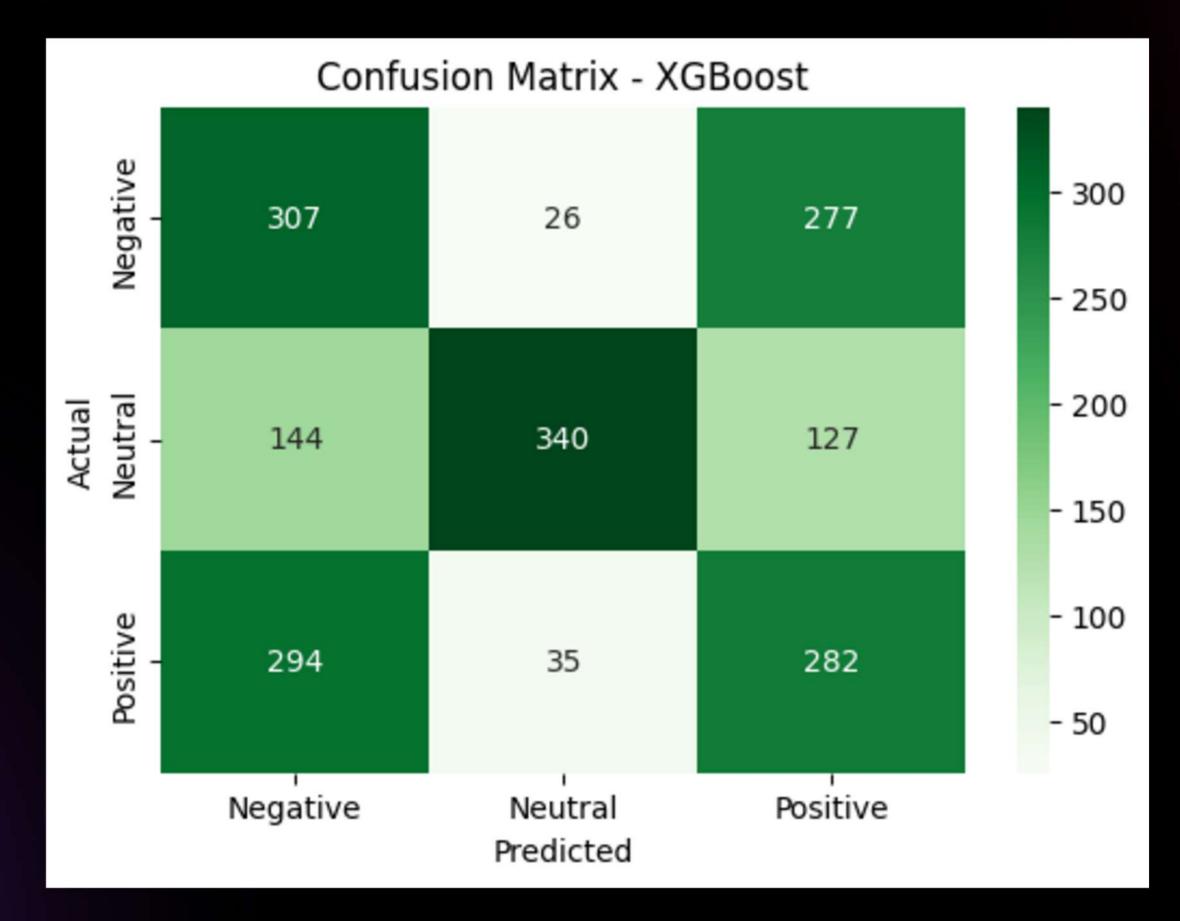


Confusion matrix - Random forest



Confusion matrix - XGboost







Thankyoul