**Final Project: Individual Reflection | Fanny Rocio Tutillo**

During the development of this project we reinforce and apply Sentiment Analysis, also called opinion mining, which is used to dentify an author's emotional intent and classify it into distinct classes such as happy, frustrated or surprised by extracting them from text.

Also the Text clustering is also based on NLP Its goal is to group together text data with similar characteristics into clusters without knowing the boundaries of these clusters to begin with.

Ideally  the data points that make up a cluster should share similar traits, while the data points that make up other clusters should be as different from one another as is physically possible. Clustering is obtained by calculating the distance between data points.

There are various methods  of clustering, for example: Centroid-based/ K-means Clustering – K–means, Means gathering the average of the data points and locating its center and attaching them to their similar groups or clusters done by iteration over the data points.

Text mining offers several advantages that can benefit various industries and applications. Here are some key advantages of text mining:

Knowledge Discovery: Text mining enables the extraction of valuable knowledge and insights from large volumes of unstructured text data.

Efficient Processing: Text mining automates the processing and analysis of text data, which would be time-consuming and impractical to perform manually.

Text Classification and Categorization: Text mining allows for the automatic classification and categorization of documents based on their content. It can be used to organize large document collections, such as news articles, research papers, or customer support tickets, into meaningful categories for easier retrieval and analysis.

Fraud Detection: Text mining can be applied to detect fraudulent activities or suspicious patterns in text data. By analyzing textual data such as emails, transaction records, or insurance claims, anomalies or patterns indicative of fraud can be identified, allowing organizations to take timely actions.

Market Intelligence: Text mining helps organizations gain market intelligence by analyzing customer feedback, competitor analysis, social media discussions, and news articles.

Risk Assessment and Compliance: Text mining assists in risk assessment and compliance monitoring by analyzing regulatory documents, legal contracts, or financial reports.

These advantages of text mining demonstrate is important for the Companies specially market, customers and the brands.

**Final Project: Peer Evaluation and Feedback**

**Purpose**

* To help you identify your and others’ strengths and areas for improvement so that they can be more effective team members in the future.
* To ensure those team members who met the group’s expectations receive recognition and reward while any “social loafers” learn more effective ways of team functioning.

**Instructions**

1. *Throughout the project*: Be sure to take the time to provide each other with thought-out, respectful feedback concerning each other’s performance in the group. Note that you should focus on the person’s group functioning rather than on his or her task performance (e.g., whether they were helpful to team members, whether they participated in discussions, etc.). The information shared in this feedback process is between you and your group members.
2. *On the due date:* individually,using the form below,you willgive each of your group members (including yourself) one of the following ratings according to the accompanied behavioural anchors.

**Note: Individual marks for the assignment are based on the average peer evaluation percentage categories:**

* 85%-100% Peer Evaluation = Total Group Score
* 75%-84% Peer Evaluation = 85% x Total Group Score.
* 60%-74% Peer Evaluation = 75% x Total Group Score.
* 50%-60% Peer Evaluation = 60% x Total Group Score.
* 0%-50% Peer Evaluation = Peer Evaluation x Total Group Score.

**Range:**

* **100%:** The Group member contributed well throughout the entire project and met the expectations of the group. She/he may have missed a meeting but had a good reason. Overall, met all expectations of the group project and the process to get there (demonstrating behaviours such as sharing information and ideas, reading/researching information, meeting commitments, responding/communicating in a timely way, encouraging and helping others, and collaborating well).
* **0%:** The Group member did neither participate nor hand in their portion of work.

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| --- | --- | --- |
| **Your Name:** | **Your Self-Rating:** | **Comment:** |
| **Group Member’s Name** | **Group Member’s Rating** |  |
| Maria | 100 | Strong skills in statistics, Python and good leader |
| Lois | 100 | Strong skill in Python and good leader |
| Rocio | 98 | Good understand in POO |
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