ML Major Project-SENTIMENT ANALYSIS

There was a dataset given which was the customers’ review of a particular restaurant and analyzing the reviews given based on their positivity or negativity by using Machine Learning is called Sentiment Analysis.

Theoretically we can say that Sentiment Analysis is a tool that helps in analyzing the emotions of (say) customers. For example, let’s consider the review “Wow! This place is good!” which is a positive review and therefore a positive sentiment, similarly considering the review “The food is tasteless” expresses a negative sentiment.

Therefore, we can say that Sentiment Analysis is a machine learning tool that analyzes for polarity, from positive to negative and this analysis can help make a machine understand different kinds of emotions.

TWITTER SENTIMENTS

Basically, Twitter sentiment helps in identifying what is being talked about us or our product in the social media and the Twitter sentiment analysis helps in keeping track of these comments made by people, so that we can detect and identify angry customers or negative mentions before they can escalate.

Therefore, Twitter Sentiments can help us by showing us the mood/emotions of the people we’re connected with across the globe and by analyzing these Twitter sentiments one can avoid misunderstandings or rectify their mistakes or even lend help in some cases. Hence, we can say that Twitter Sentiment analysis is a Machine Learning Tool that can help keep track of our tweets.