

## **Sentiment Analysis**

Sentiment Analysis involves the use of natural language processing, text analysis, and computational linguistics to identify and extract subjective information from textual data. It aims to determine the sentiment or emotional tone expressed in a piece of text, such as positive, negative, or neutral.

Sentiment analysis techniques include lexicon-based analysis, machine learning classification, and deep learning models. It finds applications in social media monitoring, customer feedback analysis, brand reputation management, and market research.