

Sentiment Analysis and Visualization Dashboard using Web scrapping and Powerbi

Objective:

Businesses need to be aware of their customers' feedback to serve their customers better. By collecting and analyzing the customers' reviews and rating businesses can know about insightful trends of customers and fine-tune their products and services accordingly.

Sentiment Analysis is a computational study to extract subjective information from the text. Classifying the reviews on the basis of the sentiment of customers into positive and negative sentiment provides sentiment orientation of the review, hence resulting in better judgment.

In this project user-friendly dashboard is created in power bi. Interactive clustered column stack chart, donut chart, and pie chart are incorporated together enabling businessmen to explore relationships between multiple objectives at the same time in an interactive manner.

Experimental data is collected from E-commerce websites with the help of Beautiful soup and the requests library.

Besides analysis, categorization of reviews will be done by the NLTK model.

Flow diagram:

