SENTIMENT ANALYSIS FOR MARKETING

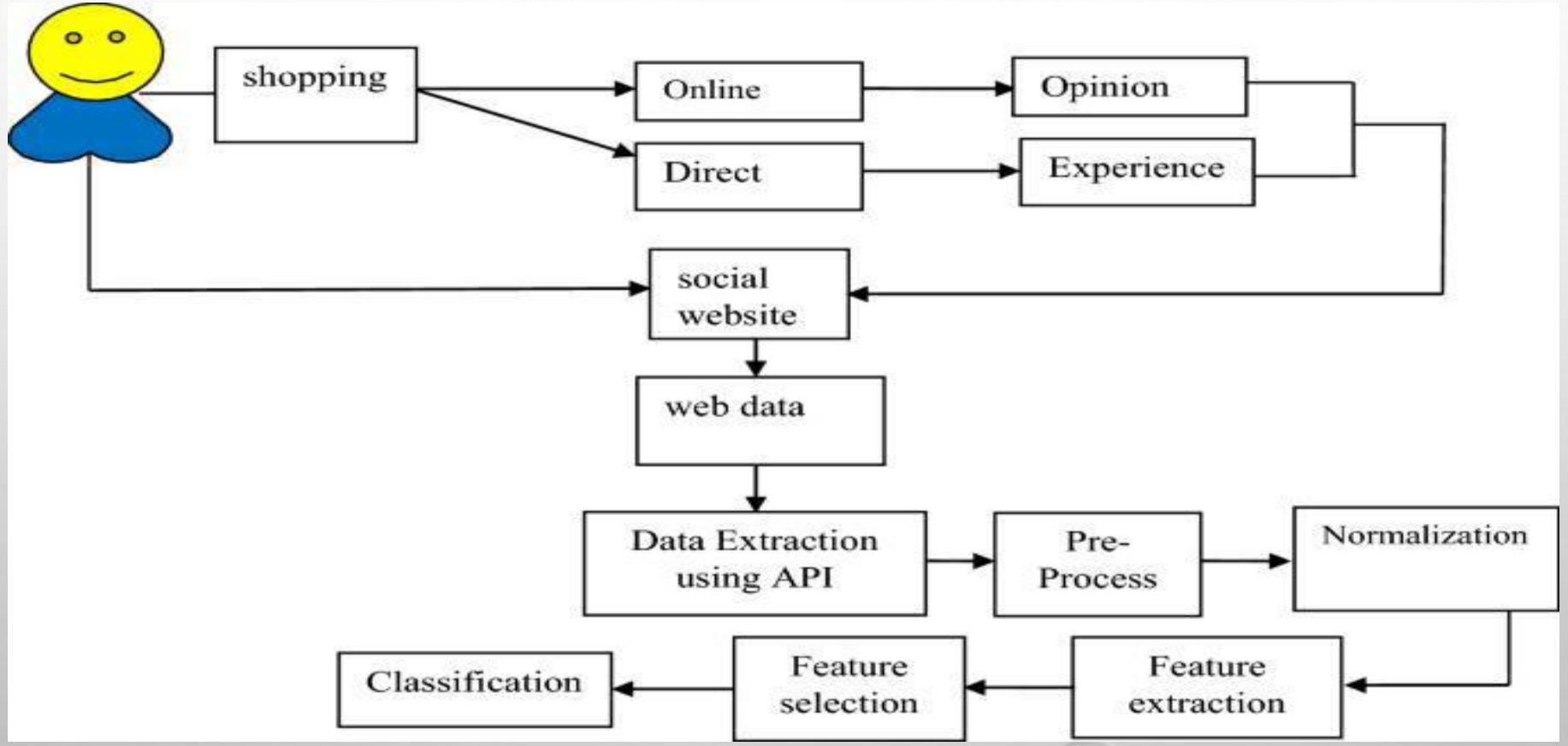
Sentiment Analysis is a Marketing

- SENTIMENT ANALYSIS IS A MARKETING TOOL THAT HELPS YOU EXAMINE THE WAY PEOPLE INTERACT WITH A BRAND ONLINE. THIS METHOD IS MORE COMPREHENSIVE THAN TRADITIONAL ONLINE MARKETING TRACKING, WHICH MEASURES THE NUMBER OF ONLINE INTERACTIONS THAT CUSTOMERS HAVE WITH A BRAND, LIKE COMMENTS AND SHARES. USING SENTIMENT ANALYSIS, YOU CAN LABEL INDIVIDUAL INTERACTIONS AS POSITIVE, NEGATIVE OR NEUTRAL. ONCE YOU'VE FIGURED OUT HOW TO DETERMINE AND TRACK THESE LABELS, YOU CAN USE THIS NEW DATA SET FOR A VARIETY OF MARKETING PURPOSES, INCLUDING YOUR ONLINE STRATEGY.

3 TYPES OF SENTIMENT ANALYSIS

- **MANUAL ANALYSIS:** THIS TYPE USES MANUALLY CREATED RULES BASED ON NEUROLINGUISTIC PRINCIPLES, SUCH AS STEMMING AND TOKENIZATION. IT TAKES A LONG TIME TO SET UP, BUT IT'S EASY TO CHANGE AND CUSTOMIZE.
- **AUTOMATIC ANALYSIS:** THIS TYPE USES MACHINE LEARNING TECHNIQUES THAT USE NEURAL NETWORKS AND STATISTICAL MODELS TO CLASSIFY LANGUAGE. IT CAN BE CHALLENGING TO CHANGE, BUT IT'S EASY TO SET UP AND MANAGE.
- **HYBRID ANALYSIS:** THIS TYPE USES BOTH RULES-BASED AND MACHINE-LEARNING ANALYSES. IT'S A BALANCED APPROACH THAT MOST SOCIAL LISTENING APPLICATIONS EMPLOY.

BLOCK DIAGRAM



SOURCE CODE

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FROM TEXTBLOB IMPORT TEXTBLOB

# SAMPLE MARKETING TEXT DATAMARKETING_DATA = [    "I LOVE THIS PRODUCT, IT'S AMAZING!",    "THE CUSTOMER SERVICE IS TERRIBLE.",    "THIS AD CAMPAIGN IS SO CREATIVE AND ENGAGING.",    "THE PRODUCT QUALITY IS DISAPPOINTING.",    "I HAD A GREAT EXPERIENCE WITH THIS BRAND.",]

# ANALYZE SENTIMENT FOR EACH TEXTSENTIMENTS = []FOR TEXT IN MARKETING_DATA:    ANALYSIS = TEXTBLOB(TEXT)    SENTIMENT = ANALYSIS.SENTIMENT.POLARITY  # RANGE FROM -1 (NEGATIVE) TO 1 (POSITIVE) SENTIMENTS.APPEND(SENTIMENT)

# CLASSIFY SENTIMENT BASED ON POLARITYDEF CLASSIFY_SENTIMENT(SENTIMENT):

 IF SENTIMENT > 0:        RETURN "POSITIVE"

ELSE  SENTIMENT < 0:        RETURN "NEGATIVE“

    ELSE:        RETURN "NEUTRAL"CLASSIFIED_SENTIMENTS = [CLASSIFY_SENTIMENT(S) FOR S IN SENTIMENTS]

# DISPLAY RESULTSFOR I, TEXT IN ENUMERATE(MARKETING_DATA):    PRINT(F"TEXT: {TEXT}")    PRINT(F"SENTIMENT: {CLASSIFIED_SENTIMENTS[I]} (POLARITY: {SENTIMENTS[I]:.2F})")    PRINT()

# CALCULATE OVERALL SENTIMENT DISTRIBUTIONPOSITIVE_COUNT = CLASSIFIED_SENTIMENTS.COUNT("POSITIVE")NEGATIVE_COUNT = CLASSIFIED_SENTIMENTS.COUNT("NEGATIVE")NEUTRAL_COUNT = CLASSIFIED_SENTIMENTS.COUNT("NEUTRAL")PRINT(F"OVERALL SENTIMENT DISTRIBUTION:")

PRINT(F"POSITIVE: {POSITIVE_COUNT}")

PRINT(F"NEGATIVE: {NEGATIVE_COUNT}")

PRINT(F"NEUTRAL: {NEUTRAL_COUNT}")
```

THANK YOU