SENTIMENTAL ANALYSIS:

Sentiment analysis, often referred to as sentiment analysis or opinion mining, is a valuable technique in marketing that involves analysing and understanding the sentiment or emotional tone expressed in customer feedback, reviews, social media comments, and other forms of textual data. This analysis provides insights into how customers feel about a product, brand, or service.

DATA COLLECTION:

Gather the textual data you want to analyse. This data can come from various sources, including customer reviews, social media mentions, surveys, or any other relevant text-based source.

DATA PROCESSING:

Import the necessary Python libraries, such as pandas for data manipulation, and libraries like nltk or spaCy for natural language processing (NLP).
Load the dataset into a Pandas Data Frame for analysis.
Preprocess the text data by removing stop words, special characters, and applying tokenization (splitting text into words or phrases).
You may also perform text normalization tasks like stemming or lemmatization to reduce words to their base forms.

SENTIMENTAL ANALYSIS:

Use a pre-trained sentiment analysis model or library, such as VADER (Valence Aware Dictionary and sentiment Reasoner) or Text Blob, to analyse the sentiment of each text entry.
Assign sentiment scores (e.g., positive, negative, neutral) to each piece of text in your dataset.

DATA VISUALIZATION:

Create visualizations to represent the sentiment analysis results. Common visualizations include:
Pie charts: Showing the distribution of positive, negative, and neutral sentiments.

Bar graphs: Displaying sentiment counts or sentiment scores over time or by product.

Word clouds: Highlighting the most frequently mentioned words in positive and negative sentiments.