## CMR College of Engineering & Technology
### (UGC Autonomous)
### Kandlakoya, Medchal, Hyderabad - 501401

# Department of Computer Science and Engineering

| MAJOR PROJECT PHASE-I |
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| **Academic Year: 2024-2025** |
| **PROJECT BATCH No.: 41** |

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| Domain of the Project | FullStack |
| Title of the Project | Sentiment Analysis on Social Media Posts |
| Year/Sem | 4/1 |
| Name of the Guide& Designation | Dr.G.Ravi kumar |
| Date of Submission | 24-09-2024 |

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## ABSTRACT

Sentiment analysis on social media posts helps us understand what people think and feel about different topics. This project aims to create a model that can accurately classify social media posts as positive, negative, or neutral. We collect data from platforms like Twitter and Facebook using their APIs. The collected posts are cleaned and prepared by removing unnecessary characters, breaking down the text into words, and standardizing the text. We use different techniques to turn the text into numbers that machines can understand.We explore various machine learning methods, including Naive Bayes, Random Forest, and advanced models. We evaluate the models using metrics like accuracy, precision to find the best one. This project shows how NLP and machine learning can be used for sentiment analysis, providing valuable insights into public opinion. These insights can help businesses and organizations make better decisions in their strategies, marketing, and policies by understanding their audience better.

**Guide Signature**             **Project Coordinator**             **HOD-CSE**