# NAAN MUTHALVAN

ARTIFICIAL INTELLIGENCE PROJECT TITLE

SENTIMENTAL ANALYSIS FOR

MARKETING

REG.NO : 712221104019

NAME:SHANMUGAPRIYA P

DEPT : COMPUTER SCIENCE AND ENGINEERING

YEAR & SEM : III & 05

COLLEGE : PARK COLLEGE OF ENGINEERING AND

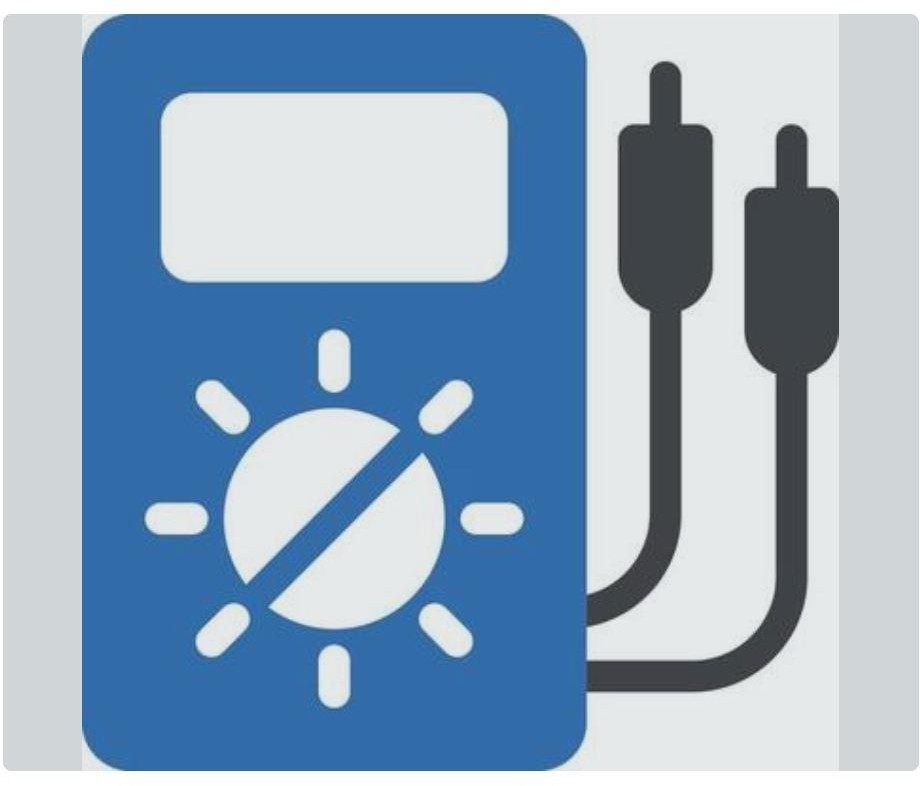
TECHNOLOGY

PHASE 1

# PROBLEM DEFINITION AND DESIGN THINKING

PROBLEM DEFINITION

The problem at hand is to create an automated system that measures energy consumption,analysis the data,and provides visualizations for informed decision making.This solution aims to enhance efficiency,accuracy,and ease of understanding in managing energy consumption across various sectors.



## DESIGN THINKING



Visualization



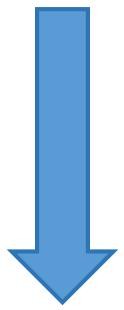
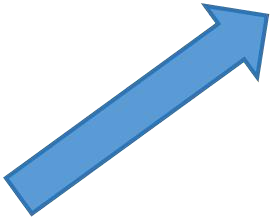
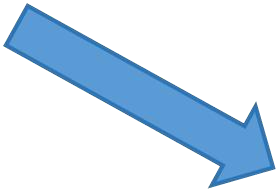
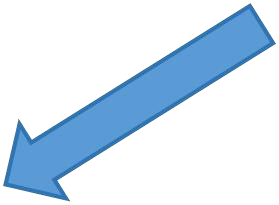
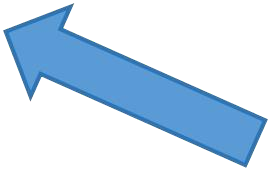
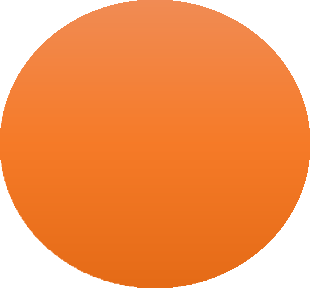
Feature Extraction



Data Source



Automation



Design Thinking



Data Preprocessing



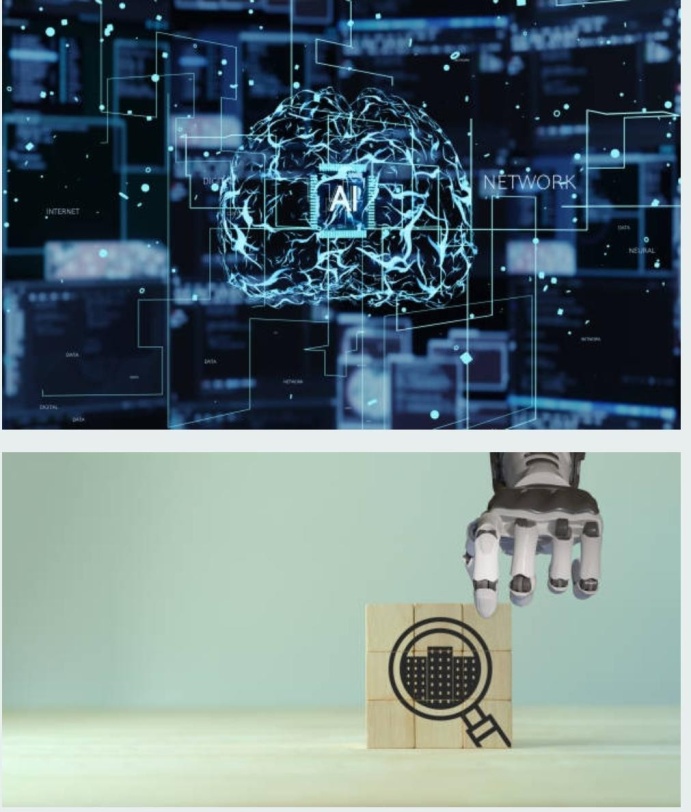
Model Development

Data Source

Identify an available dataset containing energy consumption measurements.



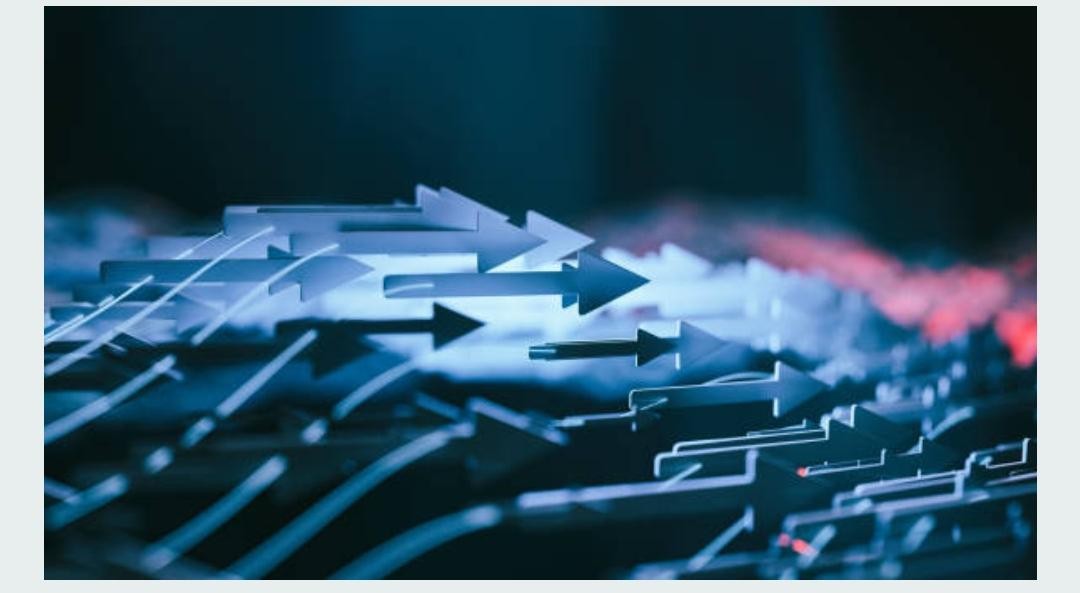
## Data Preprocessing

Clean,transform and prepare the dataset for analysis.



Clean

Analysis

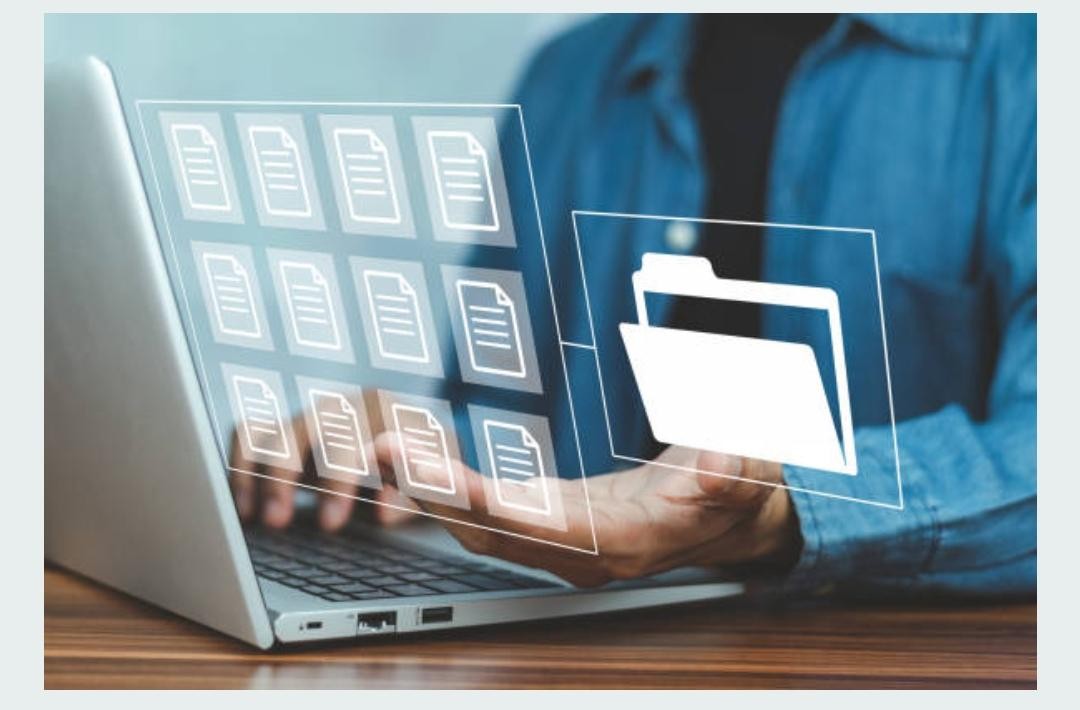


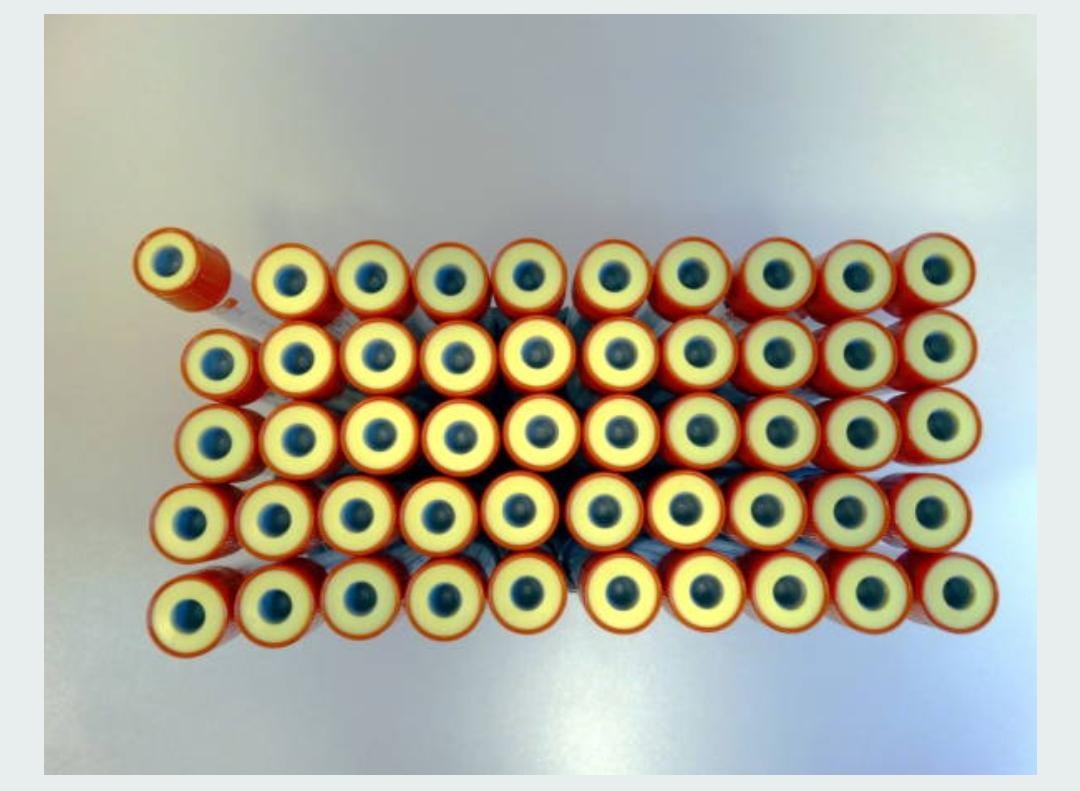
Transform

## Feature Extraction

Extract relevant features and metrics from the energy consumption data.



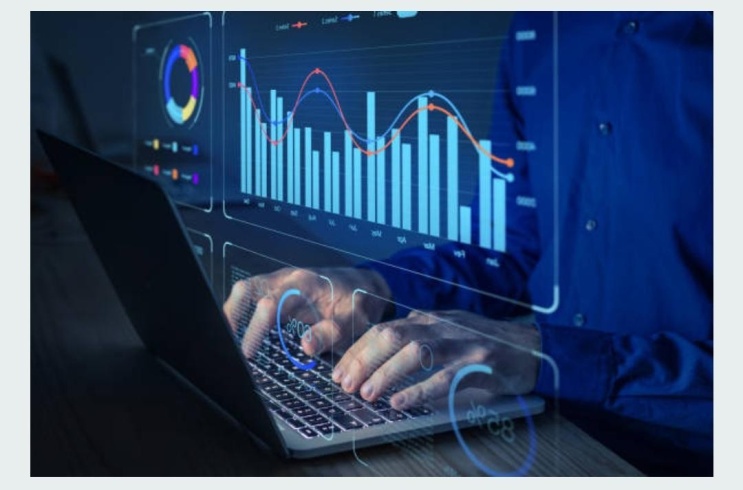




Statistical Analysis

Patterns

## Model Development

Utilize statistical analysis to uncover trends,patterns and anomalies in the data.

Anomalies

## Visualization

Graphs

Develop visualization (graphs,charts) to present the energy consumption trends and insights.



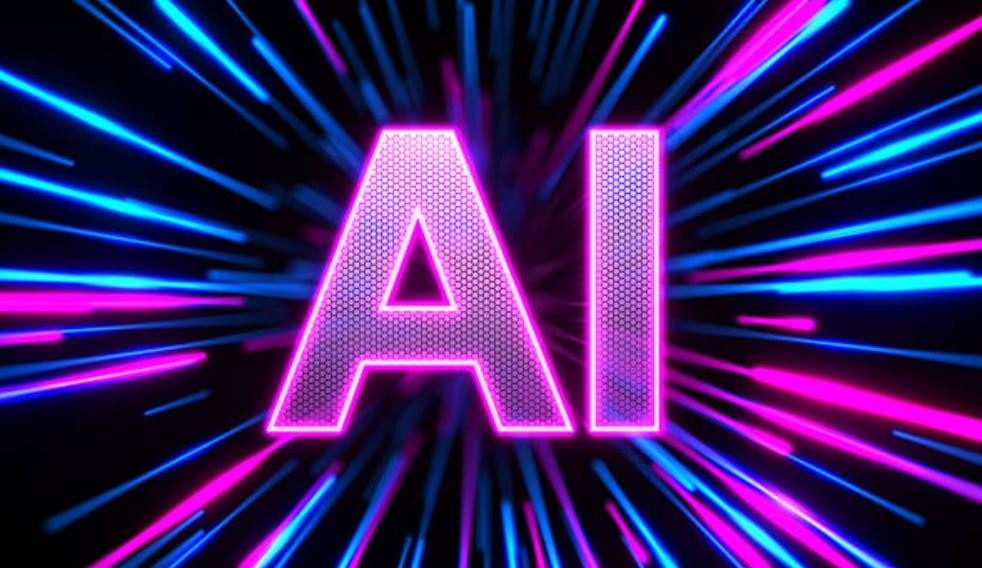
Visual Insights

Charts

## Automation

Build a script that automates data collection,analysis and visualization processes.





Analysis Process

Visualization Process