

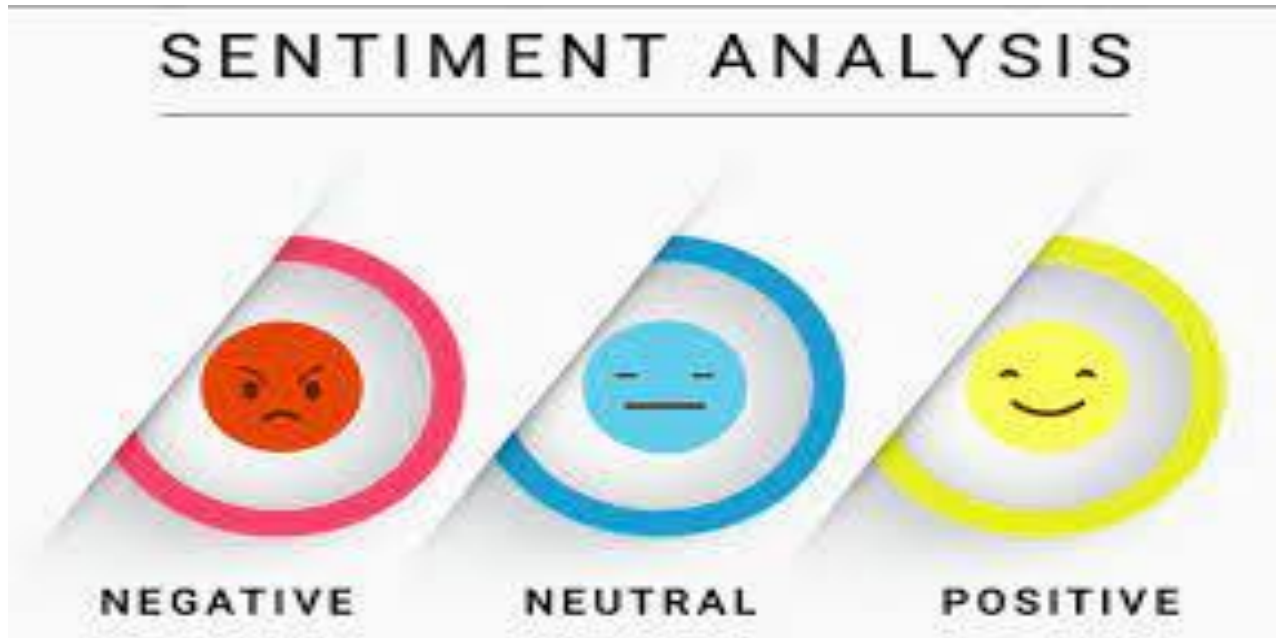
SENTIMENT ANALYSIS OF MARKETING

Sentiment analysis is a data analytics methodology to determine the emotional state or the overtone of the data (textual/audio/video) as positive, negative or neutral. It uses Artificial Intelligence and goes by the name of 'Opinion Mining'. The text use cases can be categorized by emotion and opinion thanks that use . For more profound, potent insights, analysis can be integrated with other Artificial Intelligence tools like Text Summarization.

This data can be very useful across various fields, which will be discussed further. Sentiment Analysis is an excellent way to understand customers and staff, safeguard platforms, enhance customer buying, and keep a check on the competition in the market.

The question now arises why there is a need to automate it when humans are doing just fine by themselves, and that too with utmost accuracy.

- While accuracy is a challenging parameter for Sentiment Analysis, it still comes in handy when dealing with massive real-time data.
- Considering the ever-expanding data, the time and resources associated with a human performing the task.



Innovative ideas:

***HELPING HUMAN RESOURCES:**

- Human resources teams can benefit from developments in sentiment analysis. Creating a good employee experience is important for retaining and engaging employees. Employee burnout is common and knowing how employees are feeling can help keep productivity up within a company.

FUTURE OF BRAND MONITORING:

- Brand monitoring, including sentiment analysis, is one of the most important ways to keep customers engaged and interested. Branding can help a company improve its recognition, trust, and loyalty among customers as well as the effects of advertising.

SALES IMPROVEMENT:

- Customer engagement is essential in sales. Understanding what a consumer wants and doesn't want can be efficient to changes within sale tactics.

DEVELOPMENTAL OF ARTIFICIAL EMOTIONS:

- Sentiment analysis and AI could be the answer to mental health treatment, according to TDWI With the ability to read emotions and learn responses, it is believed to be possible.