Sentimental analysis in marketing

Team member:

Sadhana sibi S,

CSE-III year,

AI101(IBM-Artificial Group-1)

Adhi college of Engineering and Technology.

Problem definition:

The challenge is to develop a sophisticated sentiment analysis system specifically designed for marketing applications. Given a large corpus of textual data encompassing customer reviews, social media comments, and other feedback channels, the objective is to perform sentiment analysis at scale.

Aim/objective:

The aim of implementing sentiment analysis in marketing is to harness the power of advanced natural language processing techniques to decipher and interpret customer sentiments effectively. By leveraging sentiment analysis, marketing professionals can gain valuable insights into customer emotions, preferences, and opinions expressed across various platforms. The primary aim is to transform this raw textual data into actionable intelligence, empowering businesses to make informed decisions and optimize their marketing strategies.

Design Techniques:

1. Text Preprocessing:

Tokenization: Break down text into words or phrases for analysis.

Lowercasing: Convert all text to lowercase to ensure consistency.

Removing Stopwords: Eliminate common words (e.g., "and," "the") that don't carry significant meaning.

Stemming and Lemmalization: Reduce words to their base or root form to capture core meaning.

2. Feature Extraction:

Bag of Words (BoW): Represent text as a collection of words, ignoring grammar and word order.

Term Frequency-Inverse Document

Frequency (TF-IDF): Weigh words based on their importance in a document relative to a collection of documents.

Word Embeddings (Word2Vec, GloVe): Represent words as vectors in multi-dimensional space, capturing semantic relationships.

3. Sentiment Analysis Algorithms:

Rule-Based Approaches: Use predefined rules and dictionaries to determine sentiment polarity.

Machine Learning Models (Naive Bayes, Support Vector Machines, Neural Networks): Train models on labeled data to predict sentiment.

4. Aspect-Based Sentiment Analysis:

Dependency Parsing: Identify relationships between words to extract specific aspects mentioned in the text.

Target-Dependent Sentiment Classification: Classify sentiment concerning specific aspects or entities mentioned in the text.

5. Emotion Recognition:

Emotion Lexicons: Utilize dictionaries mapping words to emotions to identify emotional tones in text.

Emotion Classifiers: Train models to recognize primary emotions (e.g., happiness, anger, sadness) in customer expressions.

6. Social Media-Specific Techniques:

Hashtag and Mention Analysis: Extract sentiments associated with specific hashtags or mentions.

Emoji Analysis: Interpret emojis to understand emotional context in social media posts.

7. Domain Adaptation and Customization:

Custom Dictionaries: Create domain-specific dictionaries and vocabularies tailored to the marketing context.

Fine-Tuning Pre-trained Models: Adapt existing models on marketing-specific data to enhance accuracy.

8. Visualization and Interpretation:

Word Clouds: Visualize frequently occurring words to

identify common sentiments and topics.

Sentiment Heatmaps: Present sentiment scores visually, providing an overview of positive and negative sentiments over different aspects.

Interactive Dashboards: Build interactive dashboards to explore sentiment trends and customer feedback visually.

9. Continuous Monitoring and Feedback:

Feedback Loop: Establish mechanisms for users to provide feedback on the accuracy of sentiment predictions, allowing for continuous improvement.

Regular Model Updating: Periodically update models to adapt to changing language trends and customer expressions.
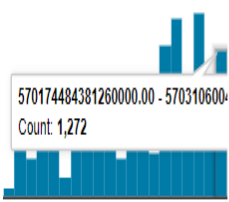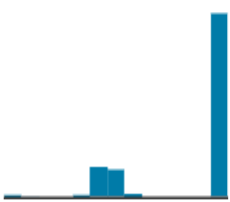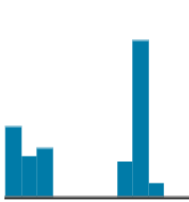
Project model:

Sentiment Analysis

Process Flow

1. Text input
2. Tokenization
3. Stop word filtering
4. Negation Handling
5. Stemming
6. Classification
7. Sentiment Class

Source:

https://www.kaggle.com/datasets/crowdflower/twitter-airline-sentiment

∞ tweet_id	A airline_sentiment	# airline_sentiment...	A negativereason	# negativereason_c...
570174484381260000.00 - 5703106004 Count: 1,272	negative 63%		[null] 37%	
	neutral 21%		Customer Service ... 20%	
567588279b 570310600b	Other (2363) 16%	0.34 1	Other (6268) 43%	0
570306133677760513	neutral	1.0		
5703011308888122368	positive	0.3486		0.0
5703010833672813571	neutral	0.6837		
5703010314407624196	negative	1.0	Bad Flight	0.7033
5703008170744462722	negative	1.0	Can't Tell	1.0

Conclusion:

In conclusion, sentiment analysis is not merely a tool for marketers; it's a window into the collective conscience of the market. It is the bridge that connects businesses with their customers on a profound emotional level. As businesses harness the power of sentiment analysis, they not only drive

marketing success but also foster enduring relationships, ensuring their products and services resonate authentically with the people they serve. Through sentiment analysis, marketing evolves from a mere transactional process to a deeply empathetic, customer-centric art form, paving the way for a more engaging and responsive future in the world of business.