

**NAAN MUDHALVAN**

**ARTIFICIAL INTELLIGENCE**

**PROJECT TITLE**

**SENTIMENT ANALYSIS FOR  
MARKETING**

**REG NO:** 712221104023

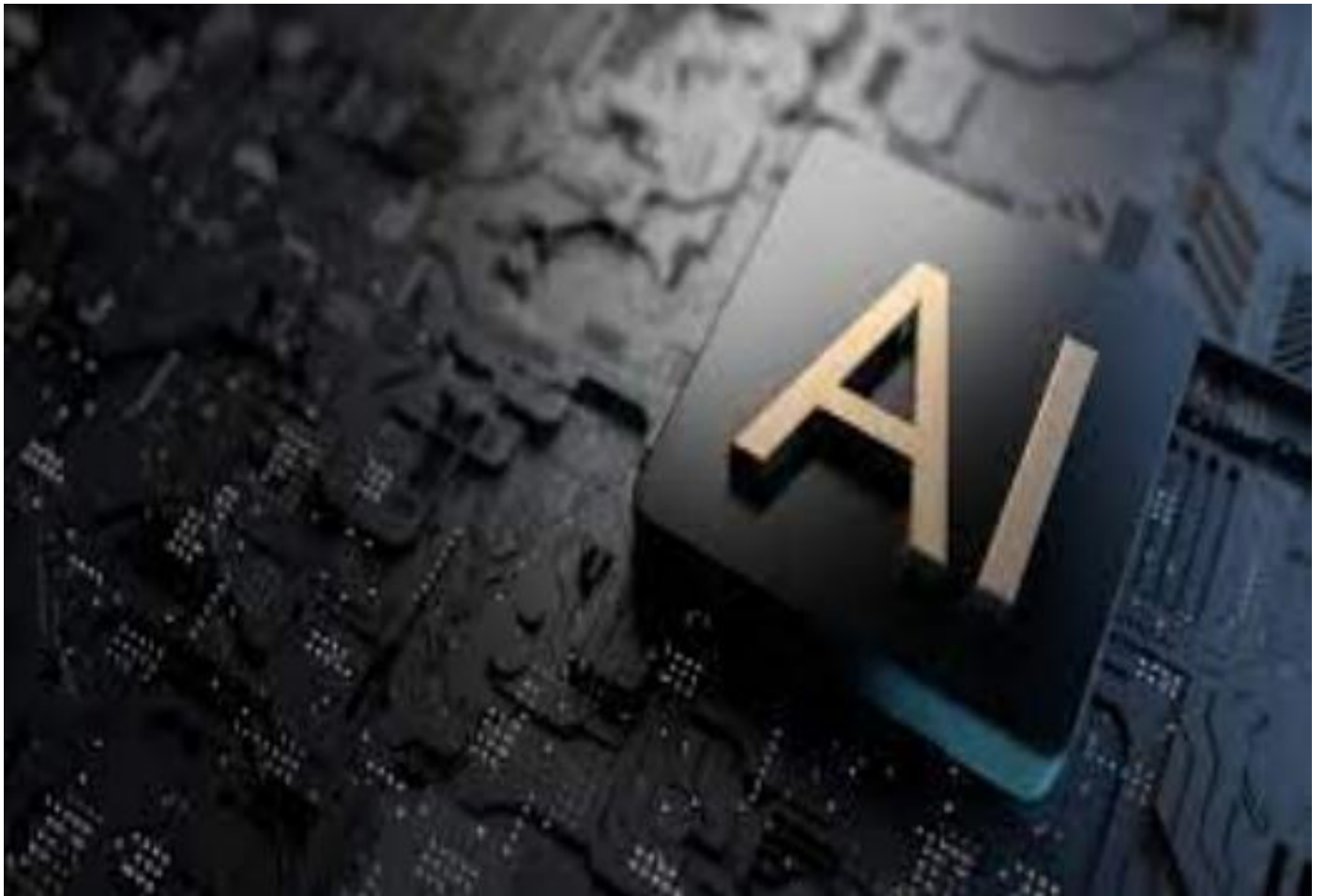
**NAME:** SURYAPRAKASH.S

**DEPT:** COMPUTER SCIENCE & ENGINEERING

**YEAR & SEM:** 3<sup>rd</sup> & 5<sup>th</sup>

**COLLEGE NAME:** PARK COLLEGE OF ENGINEERING AND  
TECHNOLOGY

## Phase 2

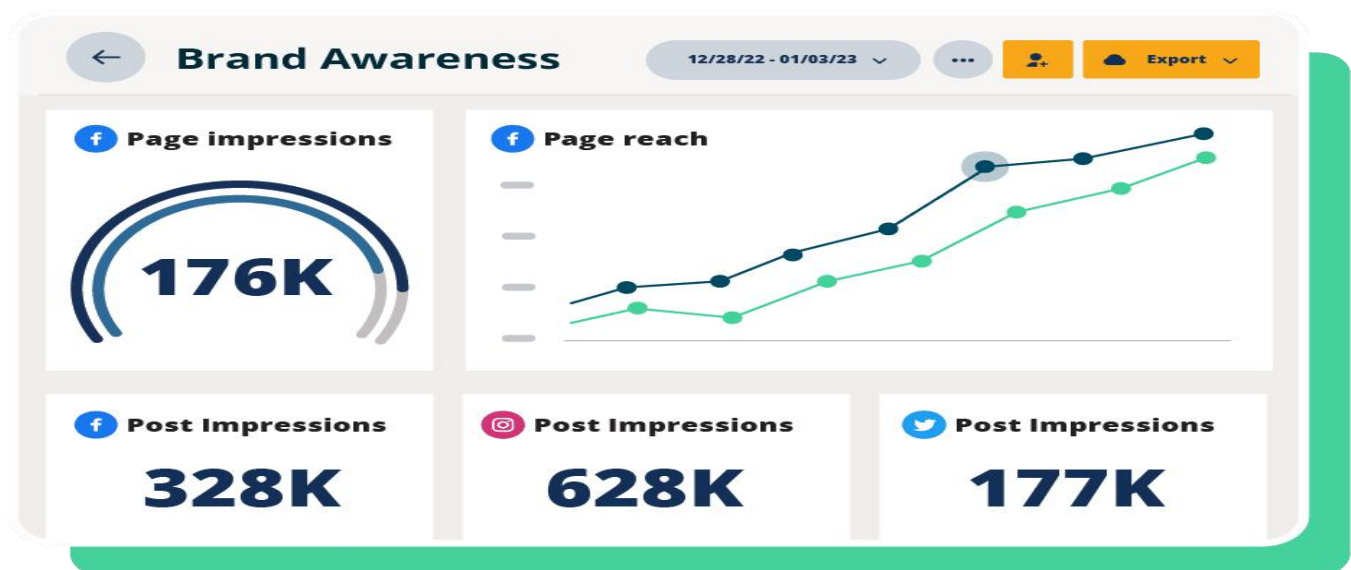




# Problem Statement

To leverage sentiment analysis in marketing, our objective is to systematically evaluate and interpret the sentiments expressed by our target audience (customers and potential customers) in various online and offline channels.

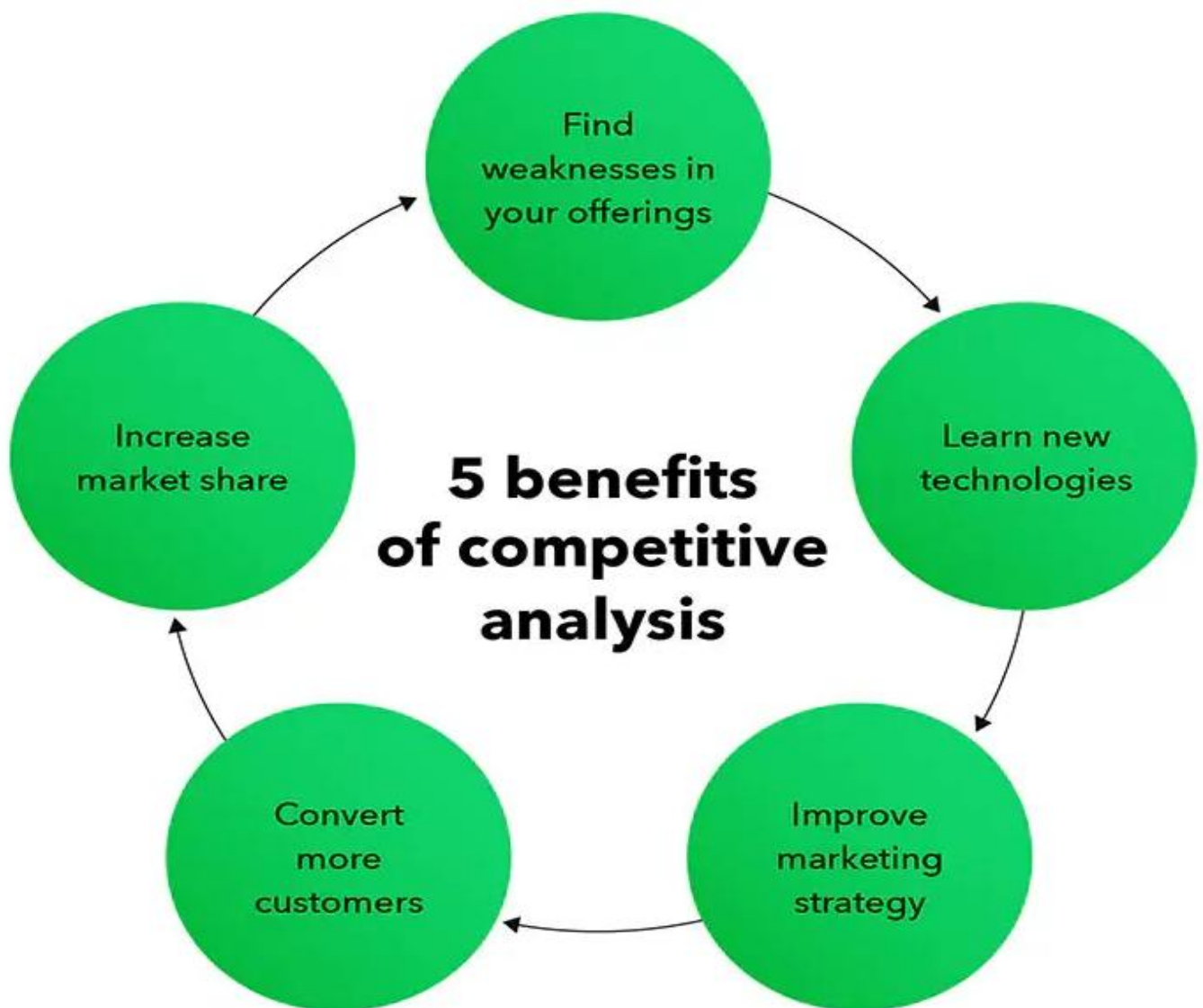
**1. Monitor Sentiment:** Continuously track and monitor sentiment in real-time across platforms like social media, review sites, blogs, forums, and customer surveys to gain insights into how our brand, products, and services are perceived.



**2.Sentiment Classification:** Develop a sentiment classification model that categorizes consumer sentiment into positive, negative, or neutral, and possibly more fine-grained categories. This will help us understand the nature and intensity of sentiments



**3.Competitor Analysis:** Extend sentiment analysis to competitors to benchmark our performance and identify opportunities for differentiation





**4.Customer Feedback:** Sentiment analysis helps businesses gauge customer satisfaction and identify areas for improvement by analyzing feedback from reviews and comments.

# SENTIMENT ANALYSIS

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## NEGATIVE

Totally dissatisfied with the service. Worst customer care ever.



## NEUTRAL

Good Job but I will expect a lot more in future.



## POSITIVE

Brilliant effort guys! Loved Your Work.

**5.Product Development:** Analyzing sentiment can provide ideas for product improvements or new product development based on customer preferences and pain points.

