SENTIMENT ANALYSIS

APP REVIEWS SENTIMENT ANALYSIS

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"Sentiment analysis involves using natural language processing (NLP) and machine learning techniques to systematically identify, extract, quantify, and study affective states and subjective information from text data. It aims to determine the sentiment expressed in a piece of text, whether positive, negative, or neutral, to understand attitudes, emotions, and opinions of individuals or groups towards specific topics, products, services, or events."

PURPOSE:

- To categorize text into sentiments such as positive, negative, or neutral.
- To gauge public opinion, customer satisfaction, or emotional responses.

APPLICATIONS:

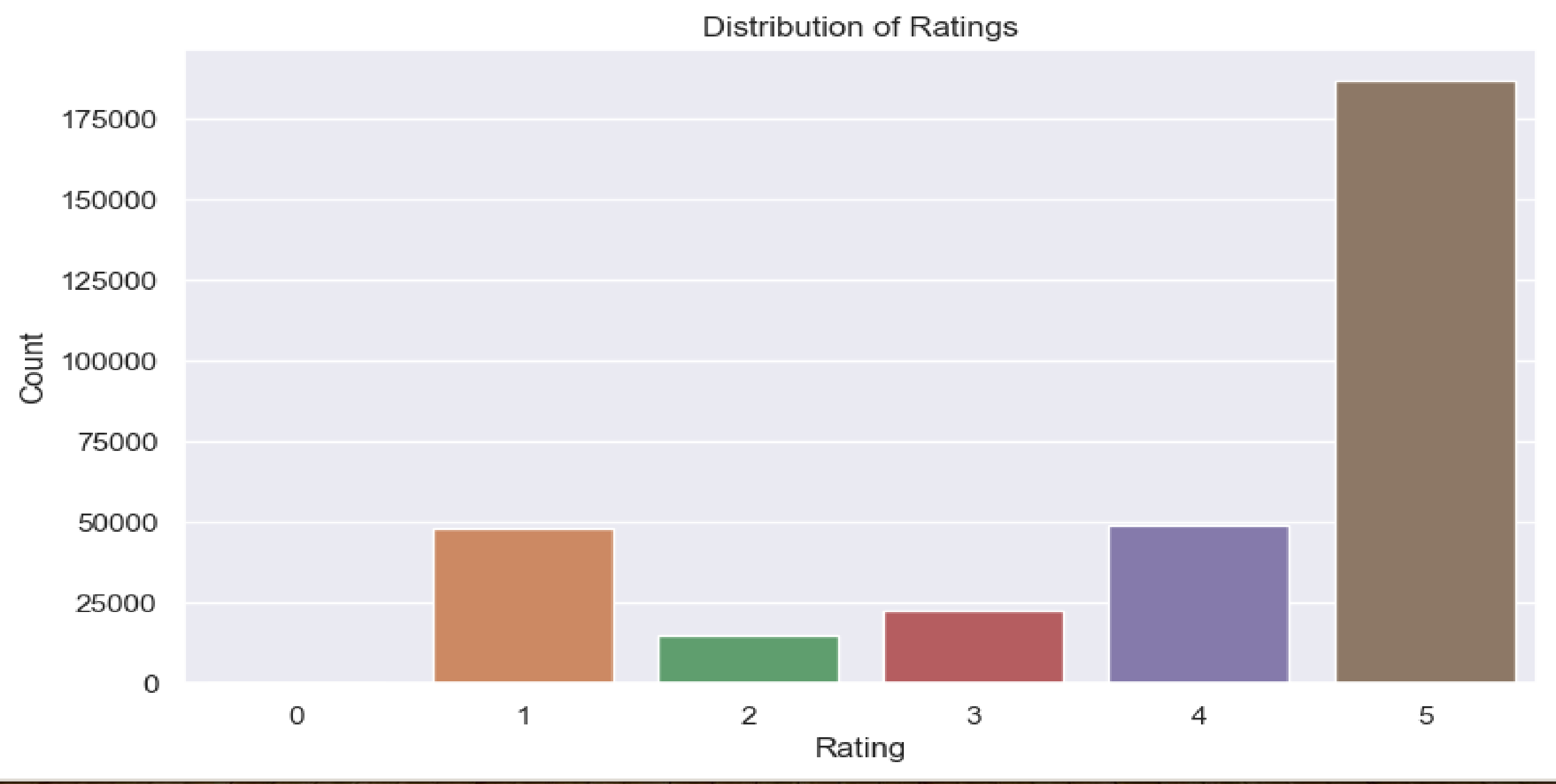
- **Business**: Enhancing customer feedback analysis, monitoring brand reputation, and improving customer service.
- **Marketing**: Analyzing customer sentiments towards campaigns and products.
- **Finance**: Gauging market sentiment for investment decisions.
- **Social Media**: Tracking public opinion on various topics or events.

COMPONENTS:

- **Text Preprocessing**: Cleaning and preparing text data (e.g., tokenization, removing stop words).
- **Feature Extraction**: Converting text into numerical features (e.g., TF-IDF, word embeddings).
- **Model Training**: Using algorithms like Naive Bayes, SVM, or neural networks to train on labeled data.
- **Prediction**: Classifying new text into sentiment categories.

CHALLENGES:

- **Sarcasm and Irony**: Difficulty in detecting nuanced sentiments.
- **Context Understanding**: Sentiment may depend on context or domain-specific knowledge.
- **Multilingual Text**: Handling sentiment analysis across different languages.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2
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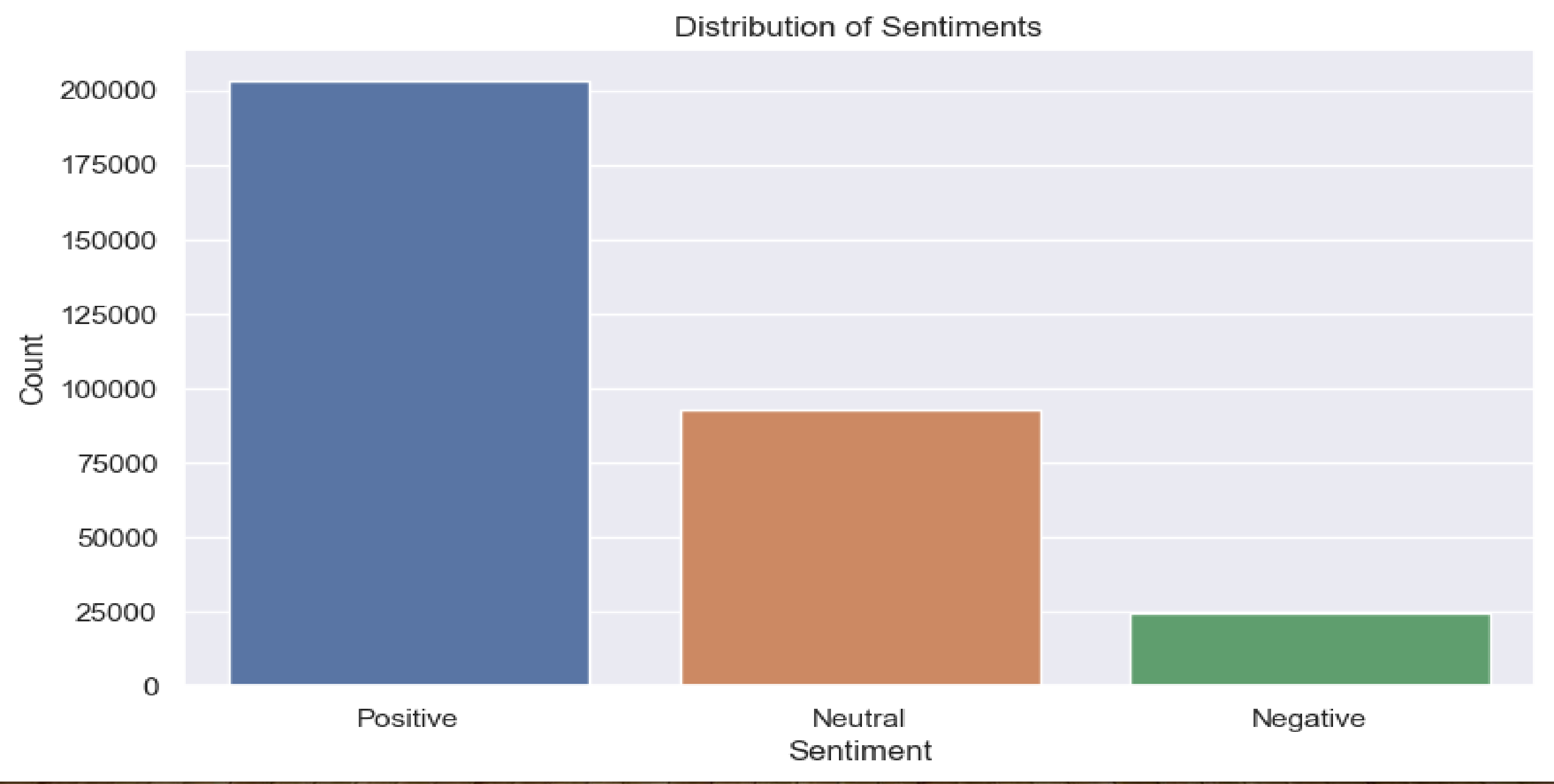
Rating


Distribution of Sentiments
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175000
150000
125000
100000
75000
50000
25000
0
Count
Positive
Neutral
Negative
Sentiment

Word Cloud for Positive Reviews

Word Cloud for Negative Reviews

Word Cloud for Neutral Reviews