<u>Sentiment analysis for</u> <u>marketing:</u>

Problem statement:

The goal of project is to use the sentiment analysis for marketing, the core problem revolves around accurately and effectively assessing and interpreting customer sentiment from various data sources. It developing models and Techniques to classify customer sentiments into categories such as positive, negative, neutral or more granular emotions based on Textual or visual data like social media posts, product reviews, and customer feedback.

Design thinking:

Says:

- Examine social media comments, reviews, and tweets about your brand.
- Gather feedback from online platforms like Amazon, twitter, or Google Reviews.

Think and Feel:

- Identify their emotional state when interacting with your brand (happy, frustrated, excited, disappointed).
- Determine their challenges, concerns, or problems related to your product or service.

Hear:

Determine the tone of their language (positive, negative, ne

See:

- Analyze their response to your advertisements, both online and offline.
- Understand how they perceive your brand in comparison to competitors.

Do:

- Outline their actions, such as purchasing, visiting your website, engaging on social media.
- Determine what influences their decisions (online reviews, expert opinions).

Pain:

Analyze customer complaints and negative feedback.

Gains:

Analyze positive reviews and testimonials from satisfied customers.