

# **AI POWERED BRAND REPUTATION USING SENTIMENT ANALYSIS**

**A PROJECT REPORT**

*Submitted by*

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*in partial fulfillment for the award of the degree*

*of*

**BACHELOR OF ENGINEERING**

*in*

**COMPUTER SCIENCE AND ENGINEERING**



**RAJALAKSHMI ENGINEERING COLLEGE**

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**MAY 2024**

# **RAJALAKSHMI ENGINEERING COLLEGE, CHENNAI**

## **BONAFIDE CERTIFICATE**

Certified that this Thesis titled “**AI POWERED BRAND REPUTATION USING SENTIMENT ANALYSIS**” is the bonafide work of “**VIDHIYA S B (2116210701306), VAISHNAVI C(2116210701298), SWETHA P (2116210701277)**” who carried out the work under my supervision. Certified further that to the best of my knowledge the work reported herein does not form part of any other thesis or dissertation on the basis of which a degree or award was conferred on an earlier occasion on this or any other candidate.

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## **ABSTRACT**

This project is a Proof of Concept (POC) for sentiment analysis of customer reviews on different smartphone brands, specifically Nokia, Samsung, and HUAWEI. Using Python, the project leverages the NLTK library's VADER sentiment analyzer to score the sentiment of each review. The user can upload a CSV or Excel file containing the reviews, and the app processes this data to categorize sentiments as positive or negative. Visualizations, such as pie charts, line trends, and histograms, help illustrate the sentiment distribution and trends over time. Additionally, word clouds display common words in positive and negative reviews for each brand. The application also highlights the top positive and negative reviews for Nokia, providing deeper insights into customer opinions. This project uses Streamlit for an interactive web interface, enabling easy exploration of the sentiment analysis results.

## ACKNOWLEDGMENT

First, we thank the almighty god for the successful completion of the project. Our sincere thanks to our chairman **Mr. S. Meganathan B.E., F.I.E.**, for his sincere endeavor in educating us in his premier institution. We would like to express our deep gratitude to our beloved Chairperson **Dr. Thangam Meganathan Ph.D.**, for her enthusiastic motivation which inspired us a lot in completing this project and Vice Chairman **Mr. Abhay Shankar Meganathan B.E., M.S.**, for providing us with the requisite infrastructure.

We also express our sincere gratitude to our college Principal, **Dr. S. N. Murugesan M.E., PhD.**, and **Dr. P. KUMAR M.E., PhD, Director computing and information science**, and **Head Of Department of Computer Science and Engineering** and our project coordinator **Dr. K.Ananthajothi M.E.,Ph.D.**, for her encouragement and guiding us throughout the project towards successful completion of this project and to our parents, friends, all faculty members and supporting staffs for their direct and indirect involvement in successful completion of the project for their encouragement and support.

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# **CHAPTER 1**

## **INTRODUCTION**

In today's world, understanding customer feedback is very important for any business that wants to improve its products and services. This project uses sentiment analysis to understand customer reviews for smartphone brands like Nokia, Samsung, and HUAWEI. Sentiment analysis is a method that looks at text data to figure out the writer's feelings. By sorting reviews into positive or negative categories, businesses can better understand what customers like or dislike about their products.

Our project uses Python and Streamlit to create an interactive web app that lets users upload and analyze customer reviews. The app can read data from CSV or Excel files and process it using VADER, a tool from the NLTK library that is good at analyzing sentiments in text. Each review gets a sentiment score, and reviews are classified as positive or negative based on these scores.

The interactive interface built with Streamlit offers various visual tools to explore the sentiment analysis results. Pie charts show the overall sentiment for each brand, giving a quick look at customer satisfaction. Line charts show how sentiments change over time, helping identify trends in customer opinions. Histograms compare the sentiment distribution across different brands, showing counts and percentages. Word clouds for positive and negative reviews highlight common words, visually showing themes in the feedback.

The app also shows the number of reviews for each brand and provides detailed summaries of the sentiment analysis. It highlights the top five positive and negative reviews for Nokia, offering deeper insights into specific customer experiences. This detailed analysis helps understand overall sentiment and pinpoint specific areas that make customers happy or unhappy. By providing these insights, our project helps brands make data-driven decisions to improve their products and customer satisfaction.



## **1.1 PROBLEM STATEMENT**

Businesses face significant challenges in understanding and analyzing large volumes of customer feedback from online reviews. Manually reading and assessing each review to determine customer sentiment is time-consuming and impractical, leading to missed insights and delayed responses to customer needs. This lack of efficient sentiment analysis makes it difficult for companies to identify common issues, track customer satisfaction trends, and make informed product improvements. An automated solution for sentiment analysis is needed to provide businesses with quick, accurate, and actionable insights from customer reviews, enabling better decision-making and enhanced customer satisfaction.

## **1.2 SCOPE OF THE WORK**

This project focuses on analyzing customer reviews for Nokia, Samsung, and HUAWEI smartphones using sentiment analysis. It involves creating an interactive web app where users can upload review data in CSV or Excel format. The app processes the data to classify reviews as positive or negative and visualizes the results with charts and word clouds. Additionally, the project highlights top positive and negative reviews for deeper insights, aiming to help brands improve their products based on customer feedback.

## **1.4 AIM AND OBJECTIVES OF THE PROJECT**

The aim of this project is to analyze customer reviews of smartphone brands to understand their sentiments and provide actionable insights for improving products and customer satisfaction. The objectives are to develop an interactive web app using Python and Streamlit for sentiment analysis, allowing users to upload review data in CSV or Excel format. The app will use the VADER sentiment analysis tool to classify reviews as positive or negative. It will visualize sentiment distribution and trends with pie charts, line charts, and histograms, and create word clouds to highlight common words in positive and negative reviews. Additionally, the app will display top positive and negative reviews for deeper insights into customer opinions, helping smartphone brands identify strengths and areas for improvement based on customer feedback.

## **1.5 RESOURCES**

This project has been developed through widespread secondary research of accredited manuscripts, standard papers, business journals, white papers, analysts' information, and conference reviews. Significant resources are required to achieve an efficacious completion of this project.

The following prospectus details a list of resources that will play a primary role in the successful execution of our project:

- A properly functioning workstation (PC, laptop, net-books etc.) to carry out desired research and collect relevant content.
- Unlimited internet access.
- Unrestricted access to the university lab in order to gather a variety of literature including academic resources (for e.g. Prolog tutorials, online programming examples, bulletins, publications, e-books, journals etc.), technical manuscripts, etc. Prolog development kit in order to program the desired system and other related software that will be required to perform our research.

## **1.6 MOTIVATION**

The motivation for this project stems from the desire to understand how customers feel about smartphone brands. By analyzing their reviews, we aim to uncover what they like and dislike about these products. This insight can help companies improve their phones and make customers happier. Additionally, understanding customer sentiment allows us to identify trends and patterns that can inform future product development. Ultimately, our goal is to bridge the gap between customer expectations and product offerings, leading to enhanced satisfaction and loyalty in the smartphone market.

## **CHAPTER 2**

### **LITRETURE SURVEY**

1. "VADER: A Parsimonious Rule-based Model for Sentiment Analysis of Social Media Text" (Hutto & Gilbert, 2014) This seminal paper introduces VADER (Valence Aware Dictionary and sEntiment Reasoner), a rule-based sentiment analysis tool specifically designed for social media text. The authors demonstrate VADER's effectiveness in capturing nuanced sentiment in short, informal texts, making it widely adopted in various domains.
2. "Mining and Summarizing Customer Reviews" (Hu & Liu, 2004) This research paper explores techniques for mining and summarizing customer reviews, focusing on sentiment analysis. It discusses the challenges of analyzing large volumes of text data and proposes methods for identifying key opinions and sentiments expressed by customers.
3. "Beyond Sentiment: An Overview of Emotions in Text Analysis" (Cambria et al., 2013) This article provides an overview of emotion analysis in text, extending beyond basic sentiment analysis. It discusses the importance of considering emotions in understanding textual data and presents techniques for detecting and interpreting emotions in text.
4. "Sentiment Analysis and Opinion Mining" (Liu, 2012) Liu's book offers a comprehensive overview of sentiment analysis and opinion mining, covering various approaches, techniques, and applications in the field. It serves as a valuable resource for researchers and practitioners interested in understanding the fundamentals and advancements in sentiment analysis.
5. "A Survey of Sentiment Analysis Techniques in Text Mining" (Pang & Lee, 2008) This survey paper provides an extensive review of sentiment analysis techniques in

text mining. It categorizes different methods, discusses their strengths and limitations, and offers insights into future research directions in sentiment analysis.

6. "Opinion Mining and Sentiment Analysis" (Liu, 2015) Liu's article provides an in-depth exploration of opinion mining and sentiment analysis, discussing the challenges, techniques, and applications in the field. It covers topics such as feature-based opinion mining, sentiment lexicons, and machine learning approaches.
7. "A Practical Approach to Sentiment Analysis in Product Reviews" (Esuli & Sebastiani, 2006) This research paper presents a practical approach to sentiment analysis in product reviews, focusing on feature-based sentiment analysis and sentiment polarity classification. It discusses techniques for extracting features and classifying sentiments in reviews.
8. "SentiWordNet: A Publicly Available Lexical Resource for Opinion Mining" (Esuli & Sebastiani, 2006) Esuli and Sebastiani introduce SentiWordNet, a publicly available lexical resource for opinion mining. This paper describes the construction of SentiWordNet, which assigns sentiment scores to WordNet synsets, enabling fine-grained sentiment analysis.
9. "Aspect-based Sentiment Analysis" (Liu, 2012) Liu's article delves into aspect-based sentiment analysis, a subfield of sentiment analysis that focuses on identifying sentiments towards specific aspects or features of products or services. It discusses techniques for aspect extraction and sentiment classification at the aspect level.
10. "Sentiment Analysis: Capturing Favorability using Natural Language Processing" (Minnen et al., 2009) This research paper presents methods for sentiment analysis using natural language processing techniques. It explores various linguistic features and machine learning algorithms for capturing favorability in text data.

11. "Aspect-based Opinion Mining from Customer Reviews" (Liu & Zhang, 2012) Liu and Zhang's paper focuses on aspect-based opinion mining from customer reviews, aiming to identify and analyze opinions expressed towards specific aspects or features of products. The paper discusses approaches for aspect extraction and sentiment classification.
12. "Fine-grained Opinion Mining and Summarization" (Pang & Lee, 2004) Pang and Lee's research paper explores fine-grained opinion mining and summarization techniques, aiming to extract detailed opinions and sentiments from text data. It discusses methods for capturing nuances in opinions and generating concise summaries.
13. "Building a Sentiment Summarizer for Local Service Reviews" (Ding et al., 2008) Ding et al. describe the development of a sentiment summarizer for local service reviews, focusing on extracting key opinions and sentiments from user-generated content. The paper discusses techniques for sentiment summarization and evaluation.
14. "Subjectivity and Sentiment Analysis: An Overview of the Current State of the Area and Planned Developments" (Wiebe et al., 2005) Wiebe et al. provide an overview of subjectivity and sentiment analysis, discussing the current state of the field and planned developments. The paper addresses challenges in identifying subjective content and sentiments in text data.
15. "Improving Review Representations with User Attention and Product Attention" (Wang et al., 2018) Wang et al. propose methods for improving review representations using user attention and product attention mechanisms. The paper discusses how attention mechanisms can enhance the representation of reviews for sentiment analysis tasks.

## CHAPTER 3

### SYSTEM DESIGN

#### 3.1 GENERAL

In this section, we would like to show how the general outline of how all the components end up working when organized and arranged together. It is further represented in the form of a flow chart below.

#### 3.2 SYSTEM ARCHITECTURE DIAGRAM



**Fig 3.1: System Architecture**

### 3.3 DEVELOPMENTAL ENVIRONMENT

#### 3.3.1 HARDWARE REQUIREMENTS

The hardware requirements may serve as the basis for a contract for the system's implementation. It should therefore be a complete and consistent specification of the entire system. It is generally used by software engineers as the starting point for the system design.

**Table 3.1 Hardware Requirements**

COMPONENTS	SPECIFICATION
PROCESSOR	Intel Core i5
RAM	8 GB RAM
GPU	NVIDIA GeForce GTX 1650
MONITOR	15" COLOR
HARD DISK	512 GB
PROCESSOR SPEED	MINIMUM 1.1 GHz

#### 3.3.2 SOFTWARE REQUIREMENTS

The software requirements document is the specifications of the system. It should include both a definition and a specification of requirements. It is a set of what the system should rather be doing than focus on how it should be done. The software requirements provide a basis for creating the software requirements specification. It is useful in estimating the cost, planning team activities, performing tasks, tracking the team, and tracking the team's progress throughout the development activity.

**Python IDLE**, and **chrome** would all be required.

## **CHAPTER 4**

### **PROJECT DESCRIPTION**

#### **4.1 METHODOLOGY**

In the first step, we get the data ready for analysis. This means we load the reviews from a file, like a spreadsheet, and make sure they're in a format we can work with. Then, we use a tool called VADER to figure out how positive or negative each review is. Finally, we organize the data, making sure we keep track of which brand the review is about, when it was written, and how positive or negative it is.

After getting the data ready, we start exploring it to learn more about it. We want to see how people feel about different brands, so we make graphs to show this information. We use pie charts to see the overall sentiment distribution for each brand and line graphs to see how sentiments change over time. These graphs help us understand what customers are saying about the brands.

To get a quick idea of what people are talking about in their reviews, we create word clouds. These are like pictures made up of words, where the size of each word shows how often it's used. We make separate word clouds for positive and negative reviews of each brand. This helps us see which words come up a lot in happy or unhappy reviews.

After looking at all the reviews, we pick out the best and the worst ones for each brand. We do this by finding the reviews with the highest and lowest sentiment scores. Then, we show these reviews so people can read them. This gives us real examples of what customers liked and didn't like about each brand.

Finally, we think about what all this information means. We use the insights from the analysis to help businesses make decisions. For example, if we see a lot of negative reviews about a certain feature, the company might want to improve it. We also talk about any limits or things we could study more in the future, to keep learning more about customer opinions.



## **4.2 MODULE DESCRIPTION**

### **4.2.1 VADER**

VADER (Valence Aware Dictionary and Sentiment Reasoner) is utilized for sentiment analysis of the text data. Specifically, the `SentimentIntensityAnalyzer` from VADER is applied to each review in the dataset to calculate a sentiment score. This score is a compound score, which ranges from -1 (most negative) to 1 (most positive). Based on this score, each review is classified as either "Positive" or "Negative". This classification is then used to create visualizations and perform further analysis on the sentiment distribution of reviews for different brands. This helps in understanding the general sentiment trend and customer feedback for the products.

### **4.2.2 Streamlit**

Streamlit is used to create an interactive web application for analyzing brand reputation through sentiment analysis. Streamlit's sidebar allows users to upload a CSV or Excel file containing review data. Once the data is uploaded, various visualizations and analyses are displayed on the main page, including pie charts, line charts, and histograms, all generated using Plotly. Additionally, Streamlit displays word clouds for positive and negative reviews using Matplotlib. Users can also generate improvement suggestions for a specific brand by selecting it from a dropdown menu and clicking a button. Finally, Streamlit includes a section for general question answering, where users can input a prompt and receive a generated response.

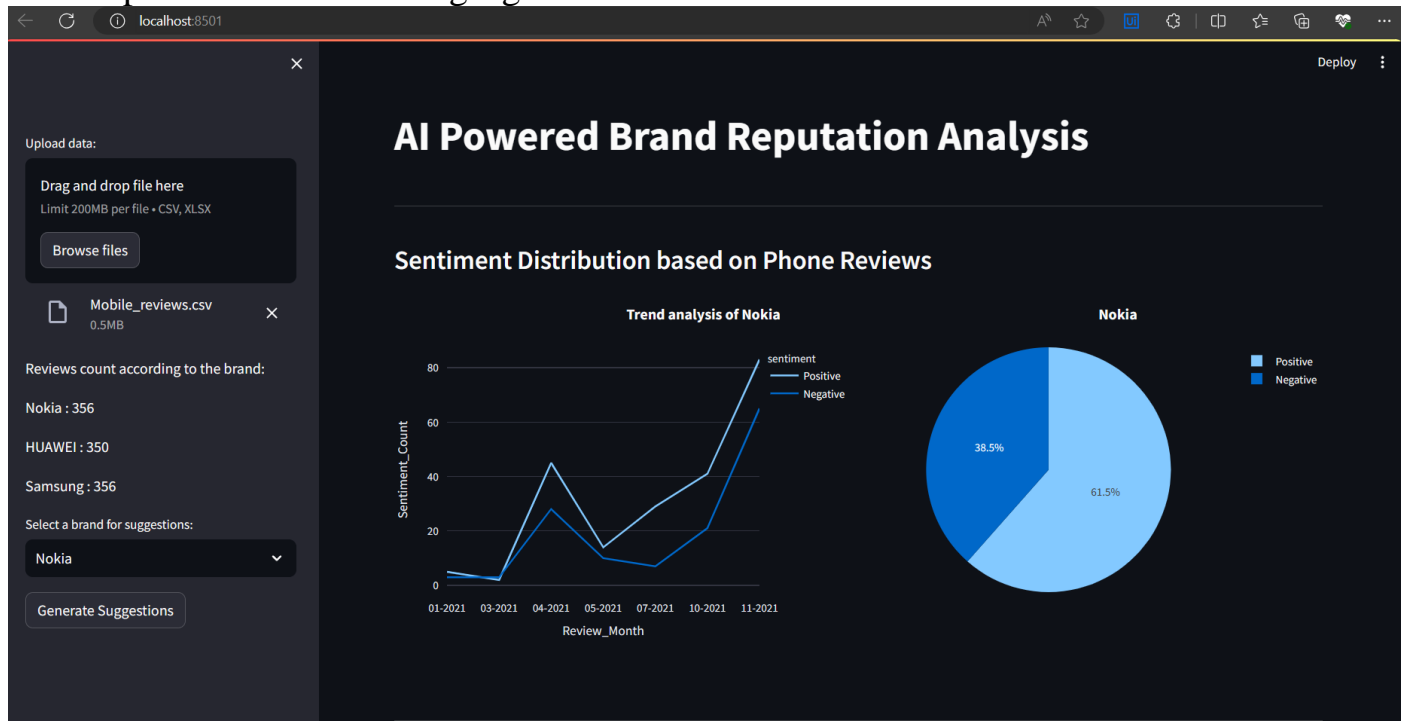
## CHAPTER 5

### RESULTS AND DISCUSSIONS

#### 5.1 OUTPUT

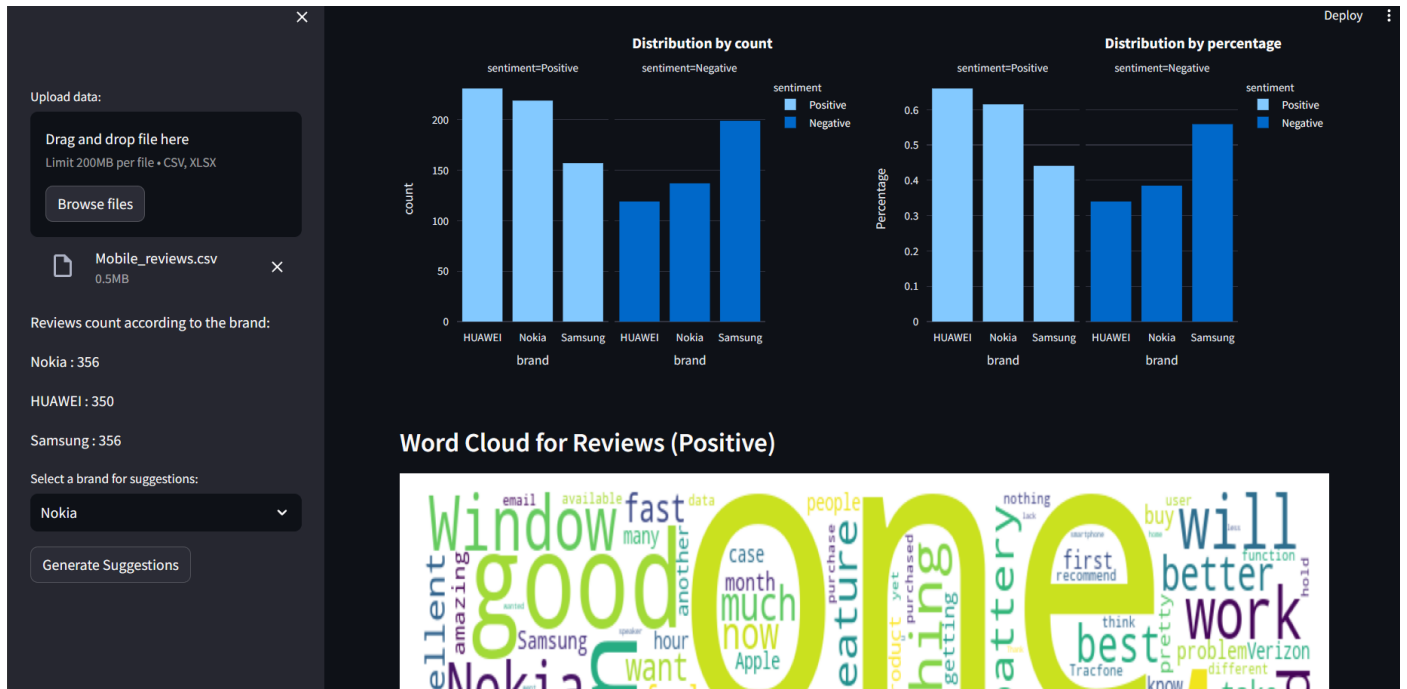
The following images contain images attached below of the working application.

Example instance of creating a generation



**Fig 5.1: Output**

### Word Cloud:



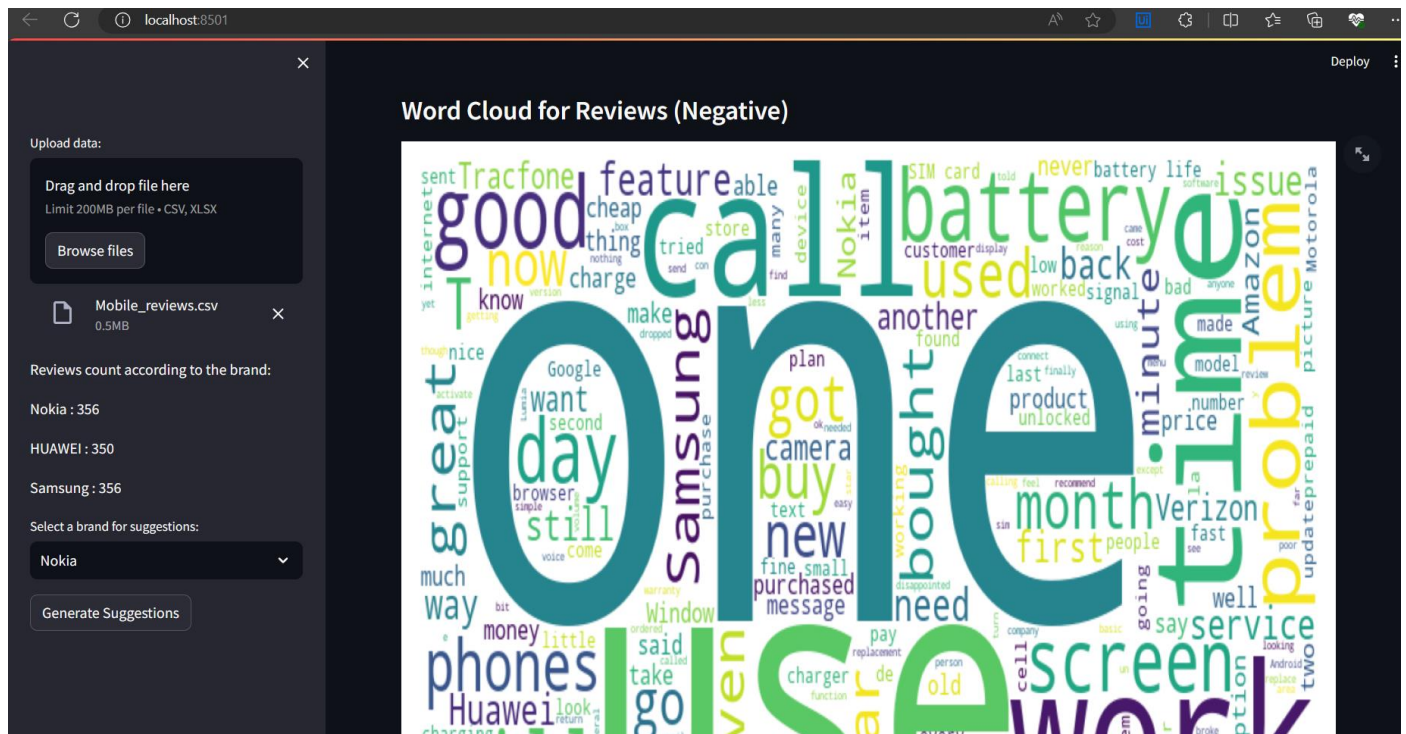
### Top Positive Reviews :

## Sample Positive Reviews

```
[
0 :
"Let me say I wasn't expecting much but this little phone surprised me. I read reviews about bad voice quality but haven't seemed to have that problem at all. Much nicer than the LG Contour (Craptour) in my opinion. I also had to laugh when I walked into a Metro PCS store to see that they were charging $69 for this $39 phone on Amazon."

1 :
"I BROUGHT THIS PHONE FOR MY DAUGHTER A YEAR AGO AND SHE LOVED IT SO MUCH THAT WHEN THE ORIGINAL ONE WAS RAN OVER BY A CAR SHE WAITED 3 MONTHS FOR ME TO FIND HER A NEW ONE. THIS PHONE IS VERY INEXPENSIVE AND DOES EVERY SINGLE THING MY EXPENSIVE PHONE CAN DO."

2 :
"Its much better then the one I have purchase from Metro PCS. Like this phone better. Haven't update it yet, but will soon be on it."
]
```



## Sample Negative Reviews



0 : "Unit No Longer supported. According to Metro/Tmobile NO ONE in North America currently supports this phone."  
1 : "BUT IT WONT WORK IN WASHINTON BUT THERE ARE PSC OR PCSSTORES IN WASHINGTON LYNNWOOD 98036 ZIP CODES 98021"  
2 :  
"When I received the phone, I was unable to hook it up. I called customer service and it still wasn't able to be hooked up. I gave up after that. It was a waist of money."

]

## General Question Answering

Ask your question:

Huawei's online support portal is difficult to navigate and lacks relevant information. Samsung's warranty policy is unclear and difficult to understand. Nokia's customer service experience with Nokia has been consistently positive. Samsung repair service is slow and inefficient. It took weeks to get a device repaired, with little communication. they can improve by.....

Get Answer

### Answer:

Samsung's warranty policy is unclear and difficult to understand. Nokia's customer service experience with Nokia has been consistently positive. Samsung repair service is slow and inefficient. It took weeks to get a device repaired, with little communication. It can improve by communicating more with the customer service.

The phone is only available in Germany. However, it is available in all major European countries. To learn more about Nokia, visit our [Nokia Website](#).

## 5.2 RESULT

This application performs sentiment analysis and brand reputation evaluation using user-uploaded review data. It processes the data to categorize reviews into positive and negative sentiments using VADER sentiment analysis, and then generates interactive visualizations such as sentiment distribution pie charts, trend analysis line charts, and histograms of sentiment distribution by brand. The app also creates word clouds to highlight common themes in positive and negative reviews, displays sample reviews, and offers improvement suggestions for brands based on negative reviews, leveraging Hugging Face's text generation and correction models.

This application stands out as a comprehensive tool for sentiment analysis and brand reputation evaluation, leveraging user-uploaded review data to provide valuable insights. Using the VADER sentiment analysis tool, it categorizes reviews into positive and negative sentiments, which are then visualized through interactive charts like sentiment distribution pies, trend analysis line charts, and brand-specific histograms. The inclusion of word clouds further enhances the understanding of common themes within positive and negative feedback. Additionally, the app showcases sample reviews to give users a qualitative overview. What sets this application apart is its integration of Hugging Face's text generation and correction models, allowing it to generate actionable improvement suggestions based on the analysis of negative reviews. This combination of advanced NLP techniques and interactive visualizations makes it a powerful platform for businesses looking to understand customer sentiments and enhance their brand reputation effectively.

## **CHAPTER 6**

### **CONCLUSION AND FUTURE ENHANCEMENT**

#### **6.1 CONCLUSION**

In conclusion, this project represents a robust and innovative solution for sentiment analysis and brand reputation management. By leveraging sophisticated NLP techniques such as VADER sentiment analysis and Hugging Face's text generation and correction models, the application offers valuable insights into customer feedback. The interactive visualizations, including sentiment distribution charts and word clouds, provide a comprehensive understanding of sentiment trends and common themes in reviews. The inclusion of sample reviews and actionable improvement suggestions based on negative feedback further enhances the utility of the application. Overall, this project exemplifies the power of AI-driven analysis in helping businesses make informed decisions to improve their brand perception and customer satisfaction.

#### **FUTURE ENHANCEMENT**

In the future, this sentiment analysis and brand reputation evaluation project could be enhanced by introducing multilingual support to analyze reviews in different languages, implementing customizable sentiment analysis parameters for tailored analysis, incorporating advanced text processing techniques like named entity recognition and entity sentiment analysis, integrating real-time data streaming for continuous monitoring, training and fine-tuning sentiment analysis models for improved accuracy, integrating social media analysis for a comprehensive view, adding predictive analytics capabilities for forecasting sentiment trends, implementing an interactive feedback loop for refining improvement suggestions based on user feedback, and benchmarking against industry standards to ensure the effectiveness and relevance of the analysis. These enhancements would make the application more versatile, accurate, and responsive to evolving business needs .

## APPENDIX

### SOURCE CODE:

```
import streamlit as st
import numpy as np
import pandas as pd
import os
import plotly.express as px
from wordcloud import WordCloud, STOPWORDS
import matplotlib.pyplot as plt
from nltk.sentiment.vader import SentimentIntensityAnalyzer
import pathlib
import textwrap
from transformers import pipeline, AutoTokenizer, AutoModelForSeq2SeqLM
import torch

# Function to generate responses using text generation
def generate_response(prompt):
    # Load the text generation pipeline
    text_generation_pipeline = pipeline("text-generation", model="distilgpt2")

    # Generate response
    response = text_generation_pipeline(prompt, max_length=300,
num_return_sequences=1, temperature=0.7)[0]['generated_text']

    # Return the generated response
    return response

# Function to correct and format prompts
def correct_prompt(prompt):
    # Load the model and tokenizer for grammatical correction
    tokenizer = AutoTokenizer.from_pretrained("sshleifer/distilbart-cnn-12-6")
    model = AutoModelForSeq2SeqLM.from_pretrained("sshleifer/distilbart-cnn-12-6")

    # Encode the input text and generate correction
    input_ids = tokenizer.encode(prompt, return_tensors="pt", max_length=512,
truncation=True)
    with torch.no_grad():
        output = model.generate(input_ids=input_ids, max_length=150, num_beams=2,
early_stopping=True)
```



```

# Decode the output text
corrected_prompt = tokenizer.decode(output[0], skip_special_tokens=True)

return corrected_prompt

def get_suggestions_for_brand(brand, data):
    """
    Generates improvement suggestions for a brand using Hugging Face Transformers.

    Args:
        brand (str): The brand name.
        data (pd.DataFrame): The DataFrame containing review data.

    Returns:
        list: A list of improvement suggestions (strings).
    """

    suggestions = []

    # Analyze negative reviews
    negative_reviews = data[(data['brand'] == brand) & (data['sentiment'] == "Negative")]

    if len(negative_reviews) == 0:
        return ["No negative reviews found for the selected brand."]

    # Summarize negative review themes
    review_summary = " ".join(negative_reviews["body"].tolist())[:1024] # Limit the input
    size

    # Correct the review summary
    corrected_summary = correct_prompt(review_summary)

    # Generate suggestions based on the corrected summary
    try:
        suggestion = generate_response(corrected_summary)
        suggestions.append(suggestion)
    except Exception as e:
        suggestions.append(f"Error generating suggestions: {str(e)}")

```

```

    return suggestions

st.set_option('deprecation.showPyplotGlobalUse', False)
st.set_page_config(
    page_title="Sentiment Analysis using VADER",
    page_icon=":",
    layout="wide",
    initial_sidebar_state="expanded"
)

st.title("AI Powered Brand Reputation Analysis")
st.markdown("-----")

filename = st.sidebar.file_uploader("Upload data:", type=("csv", "xlsx"))

if filename is not None:
    data = pd.read_csv(filename)
    data["body"] = data["body"].astype("str")
    data["score"] = data["body"].apply(lambda x:
SentimentIntensityAnalyzer().polarity_scores(x)["compound"])
    data["sentiment"] = np.where(data['score'] >= .5, "Positive", "Negative")
    data = data[['brand', 'body', 'sentiment', 'score', 'date']]
    data['date'] = pd.to_datetime(data['date'])
    data['quarter'] = pd.PeriodIndex(data.date, freq='Q')

    per_dt = data.groupby(['brand', 'sentiment']).size().reset_index()
    per_dt = per_dt.sort_values(['sentiment'], ascending=False)
    per_dt1 = data.groupby(['brand']).size().reset_index()
    per_dt2 = pd.merge(per_dt, per_dt1, how='left', on='brand')
    per_dt2['Sentiment_Percentage'] = per_dt2['0_x'] / per_dt2['0_y']
    per_dt2 = per_dt2[['brand', 'sentiment', 'Sentiment_Percentage']]

    brand_c = data.groupby(['brand']).size().reset_index()
    st.sidebar.write("Reviews count according to the brand:")
    st.sidebar.write("Nokia  : " + str(brand_c.iloc[1, 1]))
    st.sidebar.write("HUAWEI  : " + str(brand_c.iloc[0, 1]))
    st.sidebar.write("Samsung : " + str(brand_c.iloc[2, 1]))

    st.subheader("Sentiment Distribution based on Phone Reviews")

```

```

col3, col4 = st.columns(2)

with col4:
    data1 = data[data['brand'] == 'Nokia']
    sentiment_count = data1.groupby(['sentiment'])['sentiment'].count()
    sentiment_count = pd.DataFrame({'Sentiments': sentiment_count.index, 'sentiment':
sentiment_count.values})
    fig = px.pie(sentiment_count, values='sentiment', names='Sentiments', width=550,
        height=400).update_layout(title_text='Nokia', title_x=0.5)
    st.plotly_chart(fig, use_container_width=True)

with col3:
    trend_dt = data[data['brand'] == 'Nokia']
    trend_dt['Review_Month'] = trend_dt['date'].dt.strftime('%m-%Y')
    trend_dt1 = trend_dt.groupby(['Review_Month', 'sentiment']).size().reset_index()
    trend_dt1 = trend_dt1.sort_values(['sentiment'], ascending=False)
    trend_dt1.rename(columns={0: 'Sentiment_Count'}, inplace=True)

    fig2 = px.line(trend_dt1, x="Review_Month", y="Sentiment_Count",
color='sentiment', width=600,
        height=400).update_layout(title_text='Trend analysis of Nokia', title_x=0.5)
    st.plotly_chart(fig2, use_container_width=True)

st.markdown("-----")

col1, col2 = st.columns(2)

with col1:
    fig = px.histogram(data, x="brand", y="sentiment",
        histfunc="count", color="sentiment", facet_col="sentiment",
        labels={"sentiment": "sentiment"}, width=550, height=400).update_layout(
        title_text='Distribution by count ', title_x=0.5)
    st.plotly_chart(fig, use_container_width=True)

with col2:
    fig1 = px.histogram(per_dt2, x="brand", y="Sentiment_Percentage",
color="sentiment", facet_col="sentiment",
        labels={"sentiment": "sentiment"},
        width=550, height=400).update_layout(yaxis_title="Percentage",
        title_text='Distribution by percentage',
        title_x=0.5)

```

```

st.plotly_chart(fig1, use_container_width=True)

# Word Cloud for Reviews (Positive)
st.subheader("Word Cloud for Reviews (Positive)")

positive_reviews = data[data['sentiment'] == 'Positive']
positive_text = " ".join(positive_reviews["body"])

stopwords = set(STOPWORDS)
stopwords.update(["phone", "the", "like", "is"])

wordcloud = WordCloud(width=800, height=400, stopwords=stopwords,
background_color="white").generate(positive_text)
fig, ax = plt.subplots()
ax.imshow(wordcloud, aspect="auto")
ax.set_axis_off()
st.pyplot(fig)

st.subheader("Sample Positive Reviews")
st.write(positive_reviews["body"].iloc[:3].tolist()) # Display first 3 positive reviews

# Word Cloud for Reviews (Negative)
st.subheader("Word Cloud for Reviews (Negative)")

negative_reviews = data[data['sentiment'] == 'Negative']
negative_text = " ".join(negative_reviews["body"])

stopwords = set(STOPWORDS)
stopwords.update(["phone", "the", "like", "is"])

wordcloud = WordCloud(width=800, height=400, stopwords=stopwords,
background_color="white").generate(negative_text)
fig, ax = plt.subplots()
ax.imshow(wordcloud, aspect="auto")
ax.set_axis_off()
st.pyplot(fig)

st.subheader("Sample Negative Reviews")
st.write(negative_reviews["body"].iloc[:3].tolist()) # Display first 3 negative reviews

st.subheader("Brand Improvement Suggestions")

```

```

    brand_to_analyze = st.sidebar.selectbox("Select a brand for suggestions:",
options=data["brand"].unique())
    if st.sidebar.button("Generate Suggestions"):
        suggestions = get_suggestions_for_brand(brand_to_analyze, data)
        st.write(suggestions)

else:
    st.write("Please upload a data file to proceed.")

# Streamlit app for general question answering
def main():
    st.title("General Question Answering")

    # Text input for prompt
    prompt = st.text_area("Ask your question:")

    # Button to generate response
    if st.button("Get Answer"):
        if prompt.strip() != "":
            # Correct and format the prompt
            corrected_prompt = correct_prompt(prompt)

            # Generate response
            response = generate_response(corrected_prompt)
            st.subheader("Answer:")
            st.write(response)
        else:
            st.warning("Please enter a question.")

if __name__ == "__main__":
    main()

```

## REFERENCES

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