# PROJECT REPORT ON SENTIMENT ANALYSIS ON TWITTER DATA

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SEMESTER-06

COURSE: B.TECH(CSE)

PROBLEM STATEMENT: Sentiment Analysis on Twitter Data

Sentiment analysis is a kind of data mining where you measure the inclination of people’s opinion by using NLP, text analysis and computational linguistics .We perform sentiment analysis mostly on public reviews, social media platforms, and similar sites.

ABSTRACT

Sentiment analysis and opinion mining is the field of study that analyzes people's opinions, sentiments, evaluations, attitudes, and emotions from written language. It is one of the most active research areas in natural language processing and is also widely studied in data mining, Web mining, and text mining. In fact, this research has spread outside of computer science to the management sciences and social sciences due to its importance to business and society as a whole. The growing importance of sentiment analysis coincides with the growth of social media such as reviews, forum discussions, blogs, micro-blogs, Twitter, and social networks. For the first time in human history, we now have a huge volume of opinionated data recorded in digital form for analysis. Sentiment analysis systems are being applied in almost every business and social domain because opinions are central to almost all human activities and are key influencers of our behaviors.

Methodology

**Sentiment analysis** (or **opinion mining**) is a natural language processing technique used to determine whether data is positive, negative or neutral. Sentiment analysis is often performed on textual data to help businesses monitor brand and product sentiment in customer feedback, and understand customer needs. Since customers express their thoughts and feelings more openly than ever before, sentiment analysis is becoming an essential tool to monitor and understand that sentiment. Automatically analyzing customer feedback, such as opinions in survey responses and social media conversations, allows brands to learn what makes customers happy or frustrated, so that they can tailor products and services to meet their customers’ needs.

**WHAT DO WE LEARN FROM THIS PROJECT**

With the help of this project we learn how various companies use this technology for future preference .We learn that in **sentiment analysis using twitter**, we can see in real time how are people reacting to certain scenarios that are happening around the world .

**Language used**

Python