

# **SENTIMENTSIFT:**

## **UNVEILING EMOTIONAL INSIGHTS"**

---

PRESENTED BY: ABHISHEK MOHAN K

GUIDED BY: DR. AJEES A P

DATE: 27 - 03 - 2024

# OVERVIEW

---

- Introduction
- Problem Statement
- Literature Review
- Methodology
- Conclusion
- References

# INTRODUCTION

---

- Introducing my sentiment analysis project! In today's digital age, understanding how people feel about your brand, product, or service is vital for success.
- My project focuses on automating the analysis of text data from various sources such as social media, customer reviews, and support tickets.

- 
- By leveraging sentiment analysis techniques, the aim to provide businesses with valuable insights into public opinion, customer satisfaction, and brand perception.
  - From monitoring brand mentions to analyzing customer feedback in real-time, the project offers a scalable and efficient solution for extracting actionable insights and driving data-driven decisions.

# PROBLEM STATEMENT

---

- automated sentiment analysis solutions capable of efficiently processing large volumes of text data to provide timely and accurate insights for informed decision-making and strategic action.

# LITERATURE REVIEW

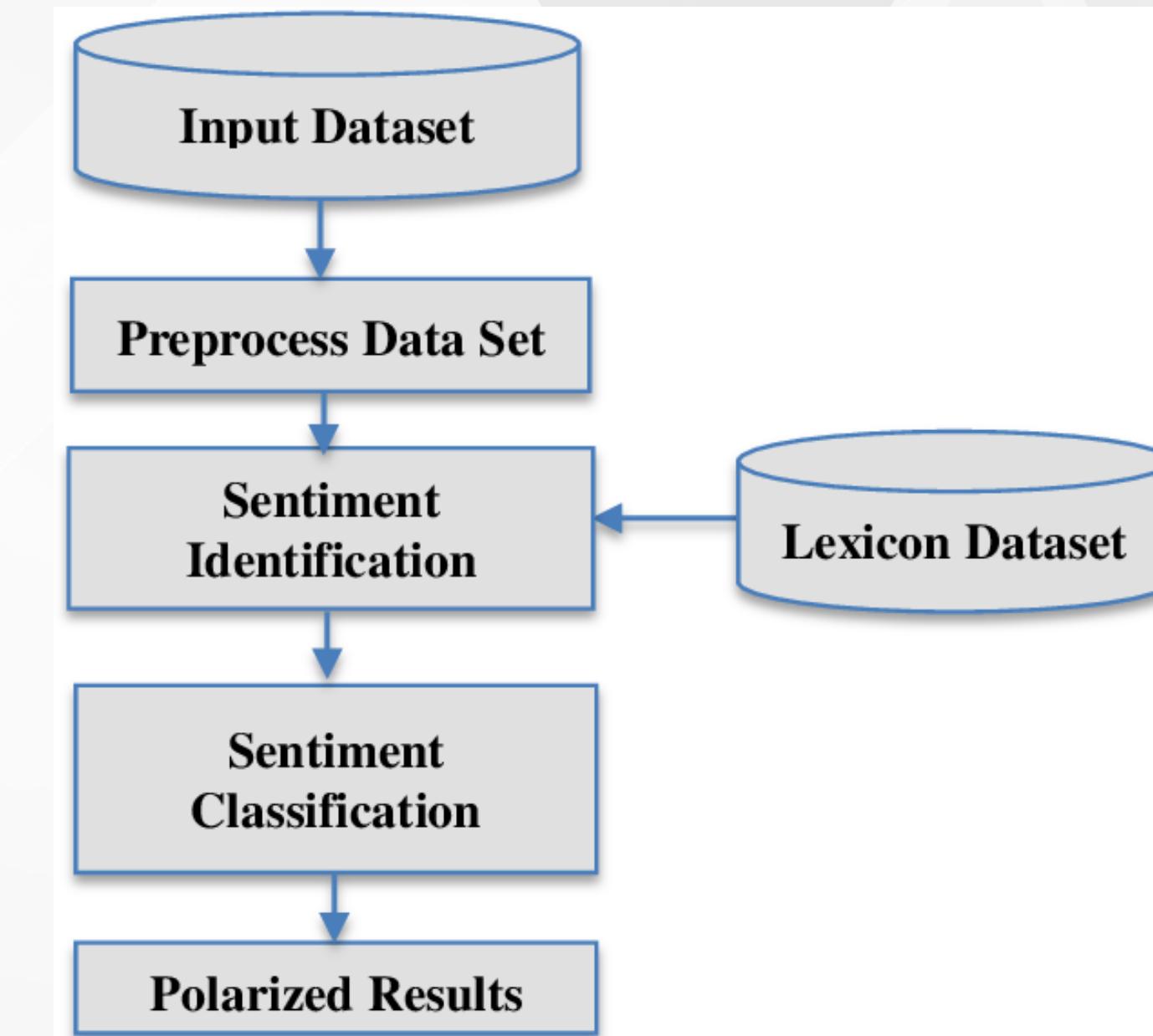
---

- Research by Liu (2012) provided a comprehensive overview of sentiment analysis techniques, including lexicon-based approaches, machine learning methods, and hybrid models, emphasizing their effectiveness in extracting sentiment from textual data.
- Pang and Lee (2008) investigated the use of sentiment analysis in product reviews, demonstrating its utility in identifying positive and negative opinions to inform product development and marketing strategies.

- 
- Pak and Paroubek (2010) and Thelwall et al. (2012) delved into sentiment analysis applications in social media data, showcasing its ability to monitor brand perception, track trends, and identify influential users. These findings underscored the importance of sentiment analysis in social media monitoring for businesses seeking to manage their online reputation and engage with customers effectively.

# METHODOLOGIES

- **Lexicon-Based Approaches:** Lexicon-based sentiment analysis relies on pre-defined dictionaries or lexicons containing words annotated with sentiment polarity scores.



- 
- **Machine Learning Methods:** Machine learning techniques involve training models on labeled datasets to predict sentiment in unseen text.
  - **Emotion Analysis:** Emotion analysis goes beyond simple sentiment polarity (positive, negative, neutral) and aims to classify text into different emotion categories (e.g., joy, anger, sadness). This approach requires specialized datasets and models trained to recognize nuanced emotional expressions in text.

# SENTIMENTS DETECTED

---

- **Positive Sentiment:** Text expressing positive emotions such as satisfaction, happiness, excitement, or admiration. Examples include expressions of delight, appreciation, praise, or endorsement.
- **Negative Sentiment:** Text conveying negative emotions such as dissatisfaction, frustration, disappointment, or anger. Examples include complaints, criticisms, expressions of unhappiness, or disapproval.

- 
- **Neutral Sentiment:** Text that does not convey strong positive or negative emotions. Neutral sentiment may indicate factual statements, objective descriptions, or opinions without a clear emotional tone.

# REFERENCES

---

- Kim, S., Yi, J., & Kim, Y. (2019). Sentiment Analysis of Customer Service Conversations using Recurrent Neural Networks with Attention Mechanism. *Expert Systems with Applications*, 117, 102–110. [Journal Article]
- Hutto, C. J., & Gilbert, E. (2014). VADER: A Parsimonious Rule-based Model for Sentiment Analysis of Social Media Text. Eighth International AAAI Conference on Weblogs and Social Media. [Conference Paper]

- 
- Liu, Y., Wei, F., & Li, S. (2017). An Empirical Study on the Automatic Detection of Happiness in Chinese Microblogs. *Knowledge-Based Systems*, 137, 183–193. [Journal Article]

# **Thank You**

---