

TWITTER SENTIMENT ANALYSIS USING NLP



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TABLE OF CONTENTS

Introduction

Need of Sentiment Analysis

Applications

Advantages

Implementation

Project

INTRODUCTION

- Sentiments are feelings, opinions, emotions, likes/dislikes, goods/bads.
- Sentiment Analysis is a natural language processing and information extraction task that aims to obtain writer's feelings expressed in positive or negative comments, questions and requests, by analyzing a large numbers of documents.
- It is a study of humans behaviors in which we extracts user opinion and emotions from plain text.
- It is also known as Opinion Mining.

EXAMPLE

USER'S RESPONSEs:

Ayesha: It's a great movie (Positive statement)

Anshita: Nah! I don't like it at all (Negative Statement)

POLARITY:

- POSITIVE
- NEGATIVE



NEED FOR SENTIMENT ANALYSIS

- A lower cost than traditional methods of getting customer insight.
- Rapid growth of available subjective text on the internet.
- To make decisions.
- More accurate and insightful customer perceptions and feedback.

APPLICATIONS



Business and Organization
Ads Placements



Social Media
NLP and ML

ADVANTAGES

Upselling Opportunities

Happy customers are more likely to be receptive to upselling.

You can recognise chatters who might be receptive to spending more, as well as avoiding upselling disgruntled customers with any unwelcome sales pitches.

Agent Monitoring

You can eye on the quality of service each team member is offering to customers, As well as their more subtle ability to create happy customers.

Reduce Customer Churn

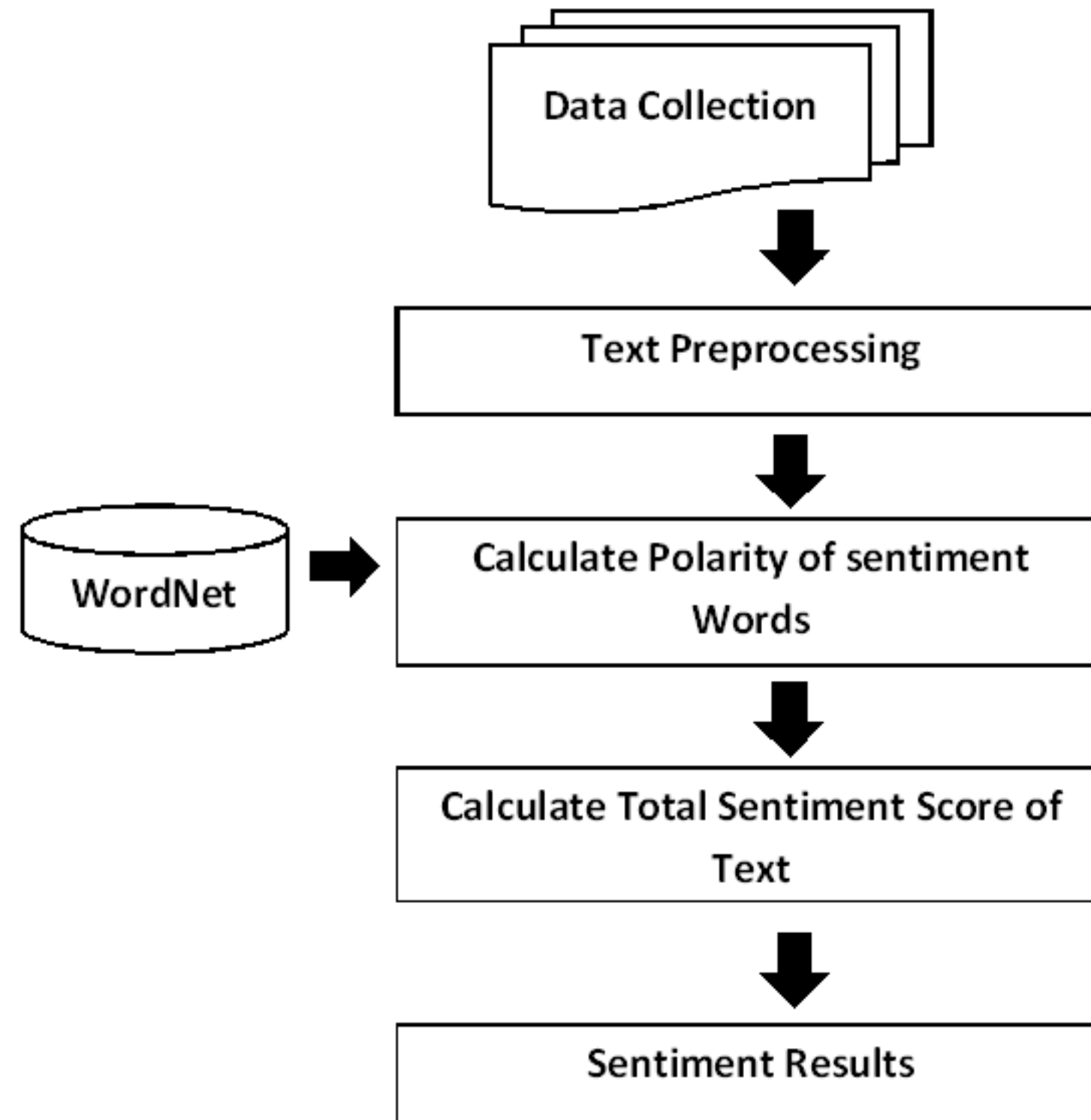
With sentiment analysis, you can identify a dissatisfied as and when they they're chatting with your team.

This enables your agents to offer a service and quick resolution to appease, and ultimately retain, the customer.

Training Chatbot

If you have chatbot on your site.it can benefits from sentiment analysis. That's because it can train your chatbots to recognize , and respond to, customer mood.

IMPLEMENTATION



PROJECT

Introduction

Twitter has become a popular platform for individuals to share their opinions and thoughts on various topics. As a result, there is an immense amount of data generated on Twitter every day, which can be valuable for businesses and organizations to understand the sentiment of their customers or the public towards their products, services, or brands.

However, analyzing this vast amount of data manually is time-consuming and practically impossible. Therefore, there is a growing need for automated techniques to extract valuable insights from Twitter data. The problem is that sentiment analysis on Twitter is challenging due to the short length of tweets, the use of slang, sarcasm, and context-dependent language, making it difficult to accurately determine the sentiment behind a tweet.

Problem Statement

The ever-increasing use of social media platforms such as Twitter has produced vast consumer generated contents such as feedbacks or opinions. It is becoming imperative for organizations as well as consumers to collect these data for product/service analysis or rating according to user needs

Objective

To accurately extract people's opinions and feelings expressed in positive or negative comments, questions and requests, by analysing a large number of unstructured texts and classifying them into sentiment classes.

Conclusion

Hence this technique is commonly used to discover how people feel when they write about a particular topic and gives their accurate sentiment.

We have seen that sentiment Analysis has many applications and it is important field to study.

Sentiment Analysis has strong commercial interest because people and Companies wants to know how people think about them, their works, and their products.

Thank You