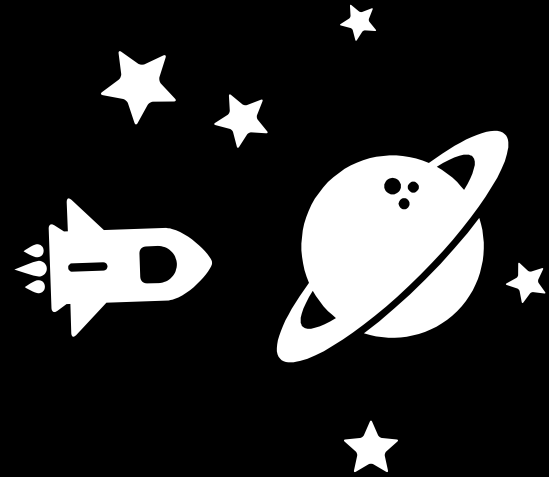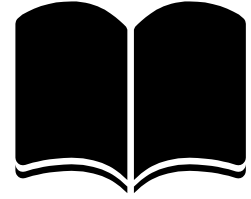Shao Isabella
Penaranda Diego
Kostine Ivan
Trottet Arthur

Sentimenta

Using Sentiment Analysis from a business perspective

What is Sentiment Analysis ?

Towards Data Science:

Sentiment analysis is contextual mining of text which identifies and extracts **subjective information** in source material, and helping a business to understand the **social sentiment** of their brand, product or service while monitoring online conversations.

Its applications

Sentiment Analysis is applicable in variety of subjects.

We can analyse a social sentiment for any product or service, but also in a political purpose.

Using the moto "Learn By Doing", we decided to build a Sentiment Analysis tool using R and test it on trendy subjects. To do so, we decided to choose one product, one service and a political campaign as our targets for a study.
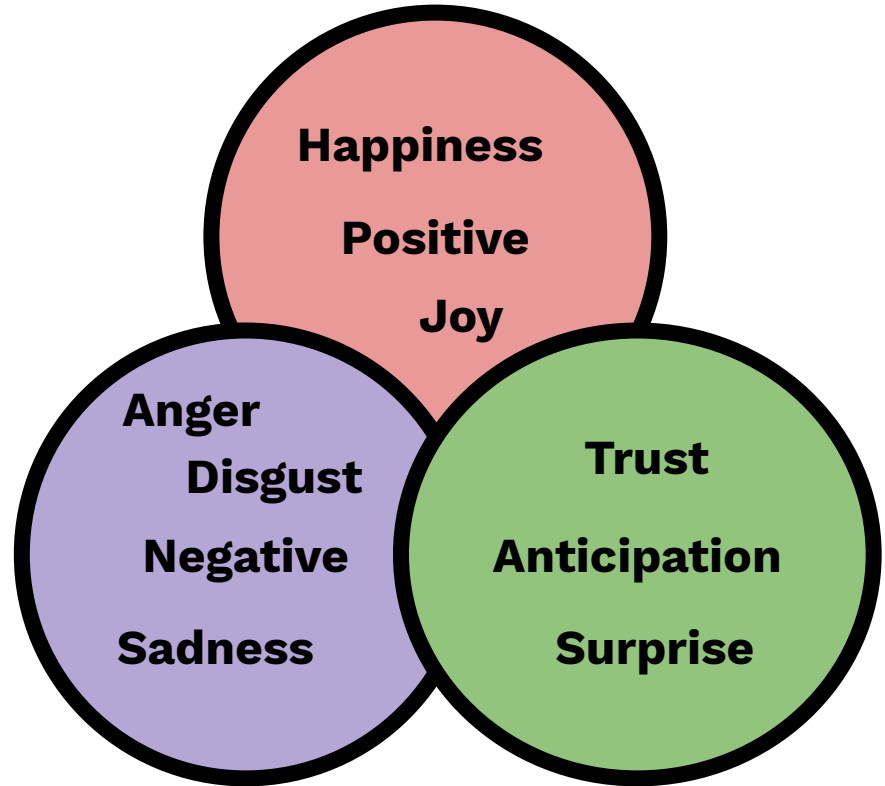
How does the sentiment analysis work?

- NRC emotion lexicon is used

- A list of words related to an emotion is matched with the tweets

- Tweets are assigned to an emotion category according to the lexicon

- Reference: https://saifmohammad.com/WebPages/NRC-Emotion-Lexicon.htm

Happiness

Positive

Joy

Anger

Disgust

Negative

Sadness

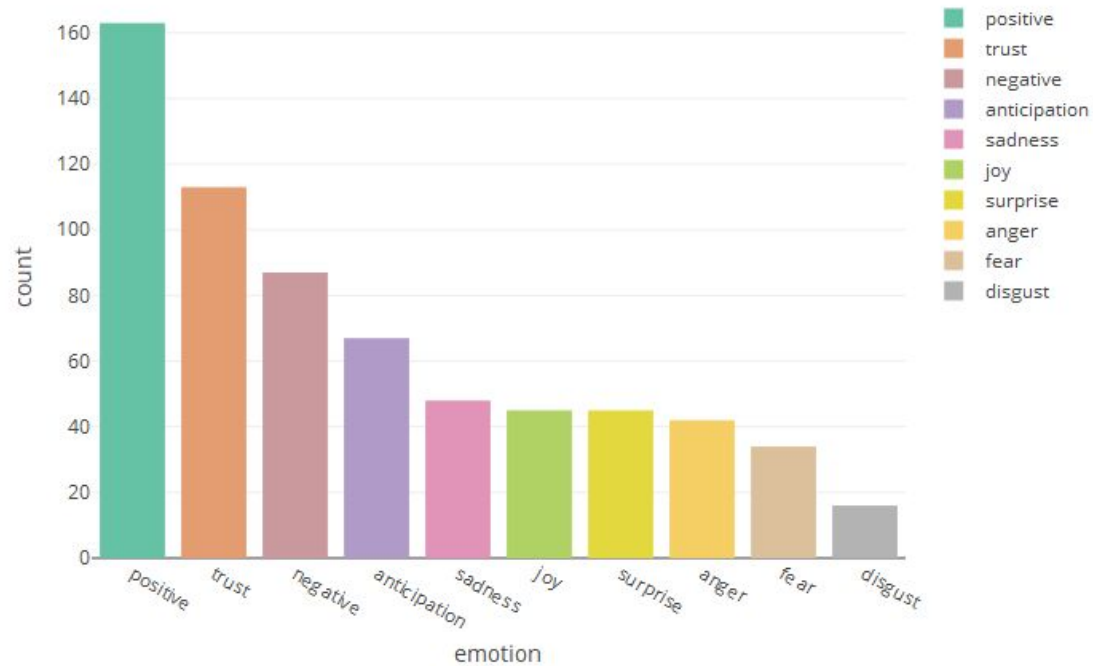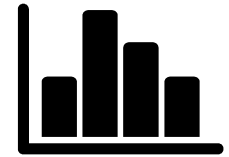**Trust**

Anticipation

Surprise

Political

Find out the public's sentiment towards current affairs

#Brexit

What is the global social sentiment around Brexit ?

4

Brexit Sentiment

Product

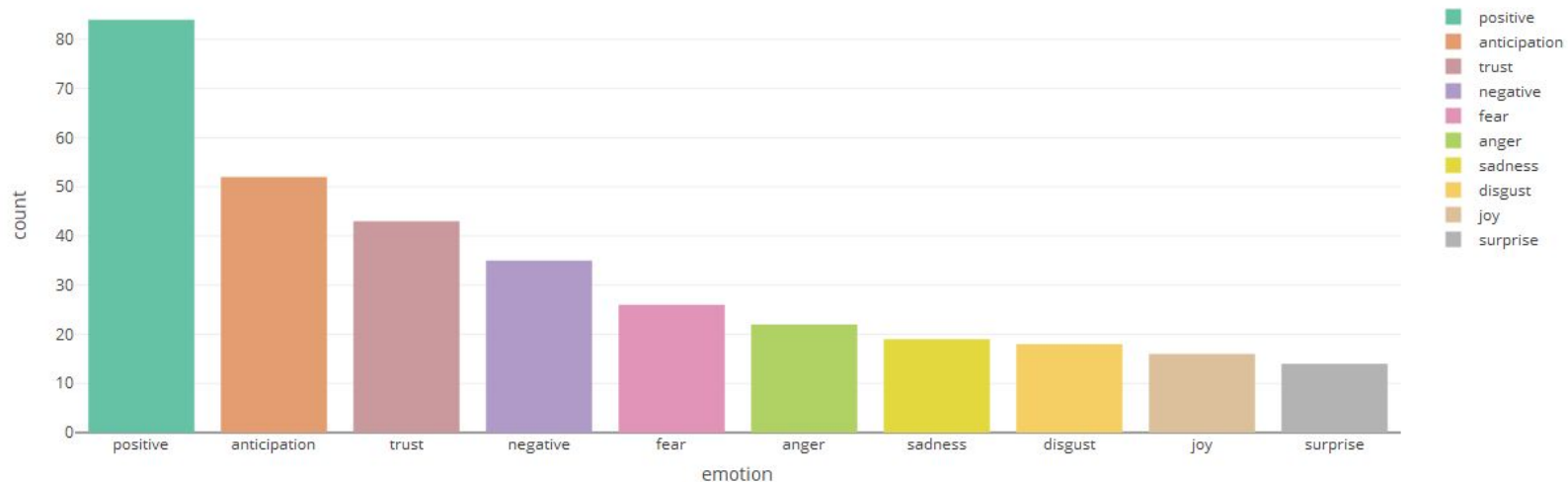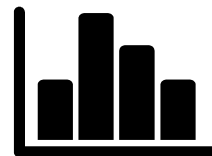Find out what the public feel about new product launch

#GalaxyFold

What is the global social sentiment around the new Samsung Galaxy Fold ?

Samsung Galaxy fold sentiment

Word Cloud

A qualitative representation of the attributes
and traits related to the chosen hashtag

#Whatsapp

What do people think
about whatsapp?

Relevant words

Use the app for any topic that you are curious about ⚑

Business users can use the app to understand the **market**

Administrative users can use the app to understand the **public**

...and so much more!