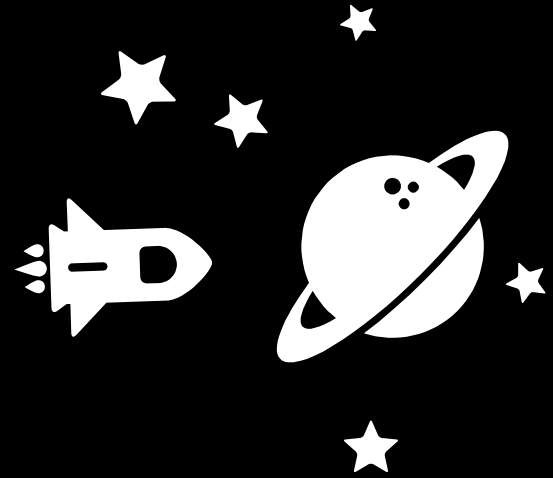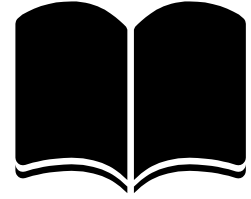Shao Isabella
Penaranda Diego
Kostine Ivan
Trottet Arthur

Sentimenta

Using Sentiment Analysis from a business perspective

1

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.
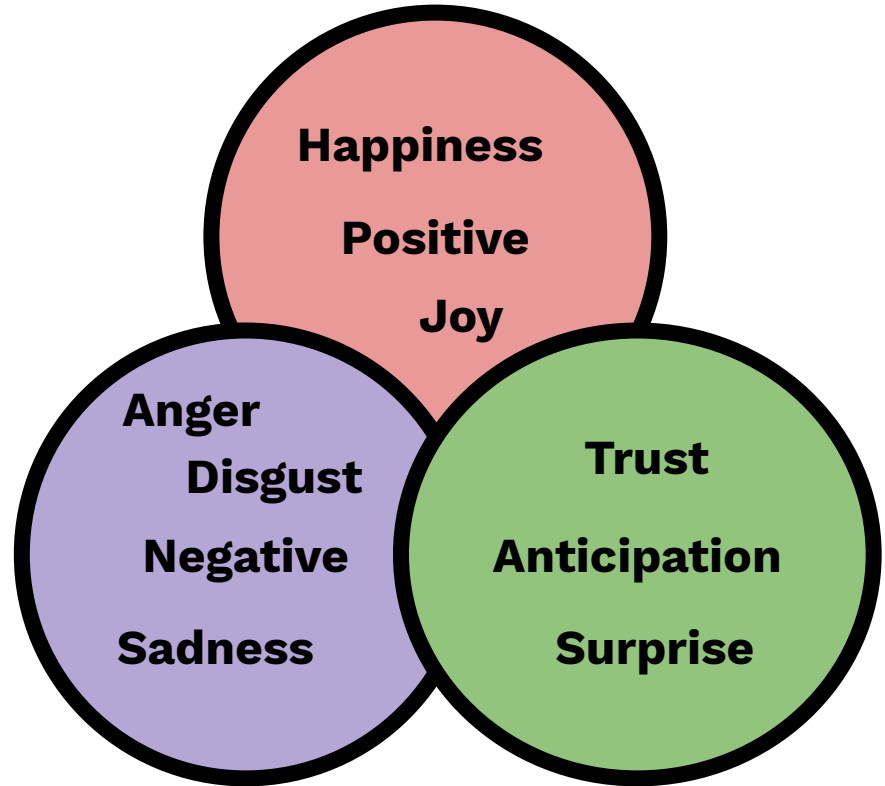
How does the sentiment analysis work?

- 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

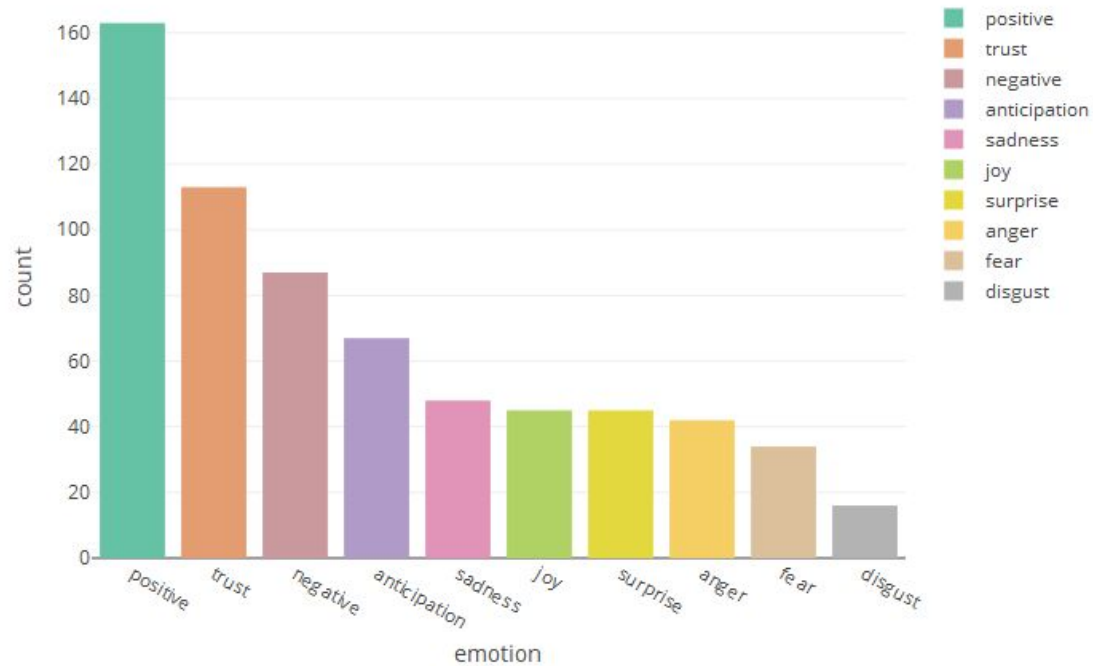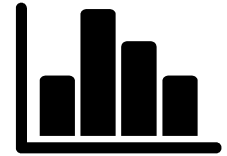- Reference: https://saifmohammad.com/WebPages/NRC-Emotion-Lexicon.htm

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

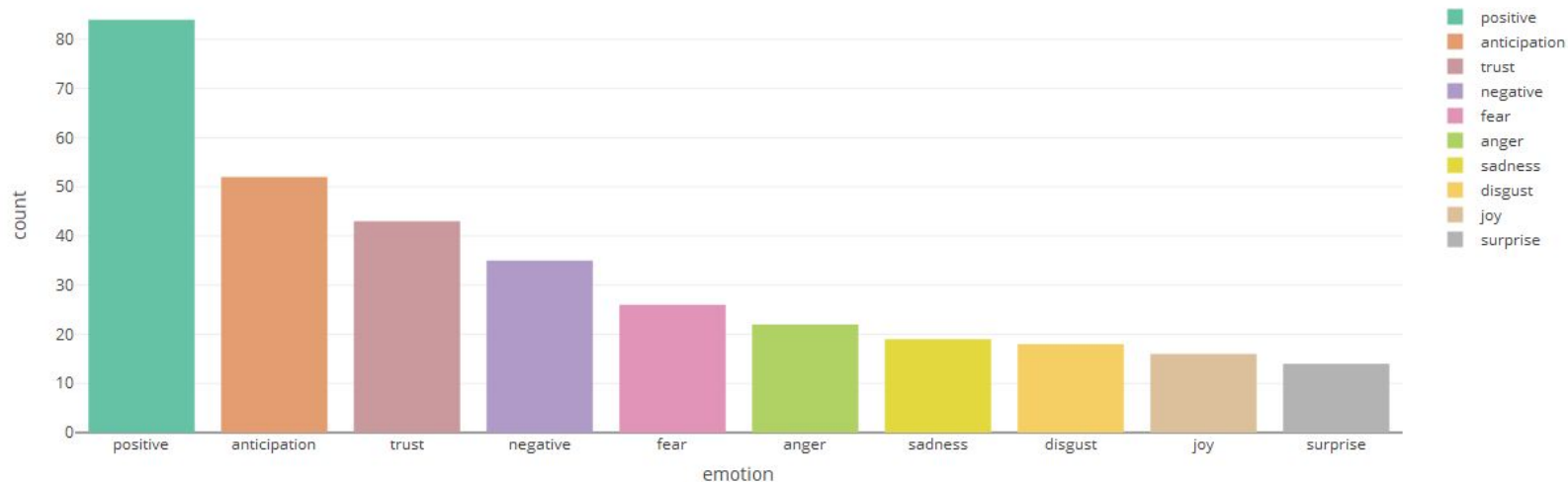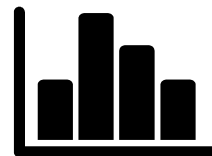# Brexit Sentiment

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

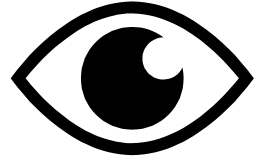A qualitative representation of the attributes and traits related to the chosen hashtag

#Whatsapp

What do people think about whatsapp?

Relevant words

The limits of Sentimenta

Technical Limits

It is not necessarily the most accurate tool. Machine Learning is more accurate because it uses Recurrent Neural Networks to process information.

Time Complexity

The tool is quite slow and resource consuming. We had to limit the number of observations to 200.

Content of the comment

One can say negative things about Apple to show love for Samsung. The comment will turn out negative because we base our analysis on the words.

We know the what but not the why

We might find out that 2000 people like our product without knowing why.

Legal Aspect

We can't use that kind of tools everywhere: Twitter allows it but is forbidden by Google.

The human factor

If a word is misspelled, it will not count it. The same goes for slang, expressions etc...

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!

...but be aware of its limits.

Want to read minds?
Sentiment analysis is better than a psychic!