

# Text Sentiment Analysis

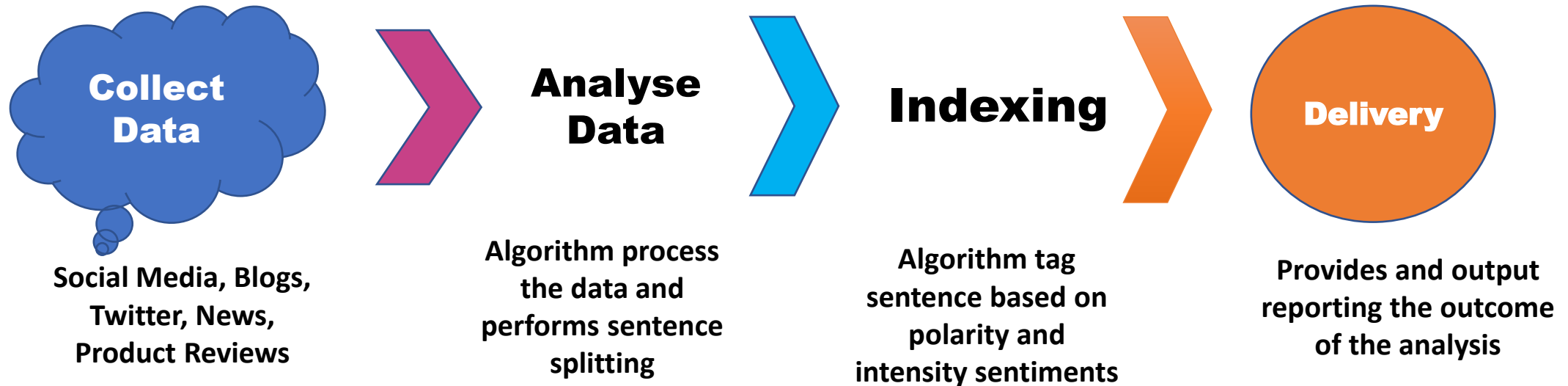
By

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# Azure Cognitive Service



# OVERVIEW OF WORKING OF SENTIMENT ANALYSIS



# WORKING

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## Data Collection

Public sentiments from consumers expressed on public forum and on social network are collected. Opinion and feelings are expressed in different way, with different vocabulary, context of writing, usage of short forms and slang, make data huge and disorganized.

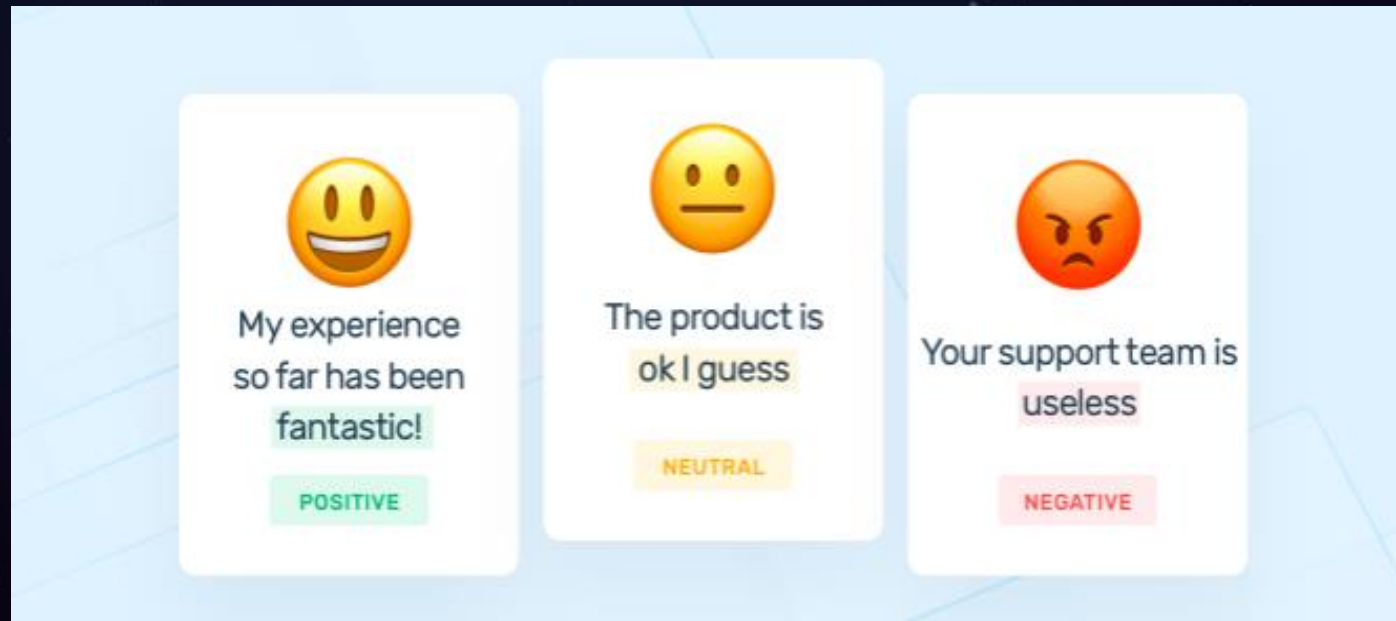
## Analyze Data

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- Text Preparation Data is extracted and filtered before analysis non-textual content and content is identified and eliminated if it is irrelevant Sentiment Detection.
- Ex: keywords like "a, an, the, or etc." are eliminated.
- Each sentence and opinion is examined for subjectivity sentence with subjective expression are retained and once that convey objective expressions are discarded.

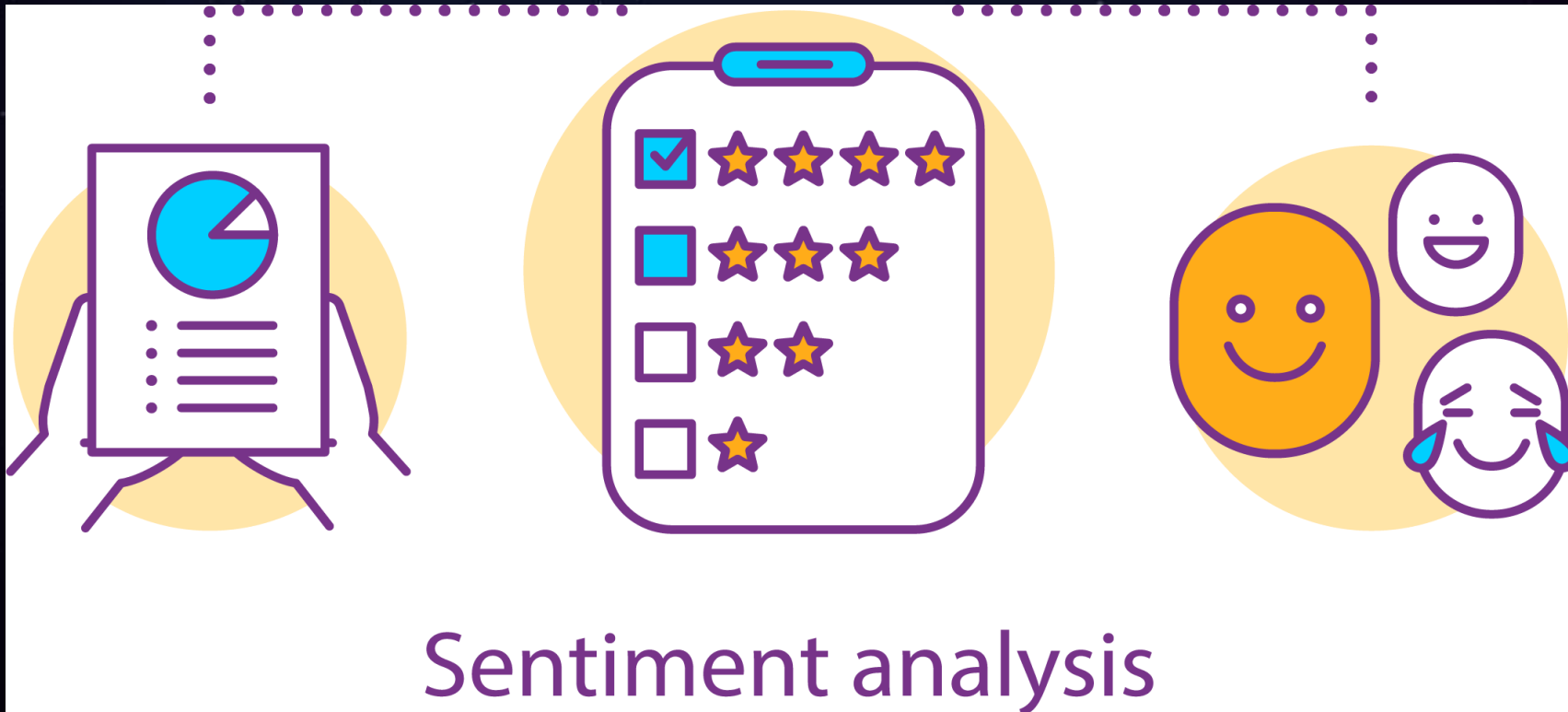
# Indexing

- Sentiments can be broadly classified into two groups, positive and negative.
- Each subjective sentence is classified into positive, negative, good, bad, like, dislike



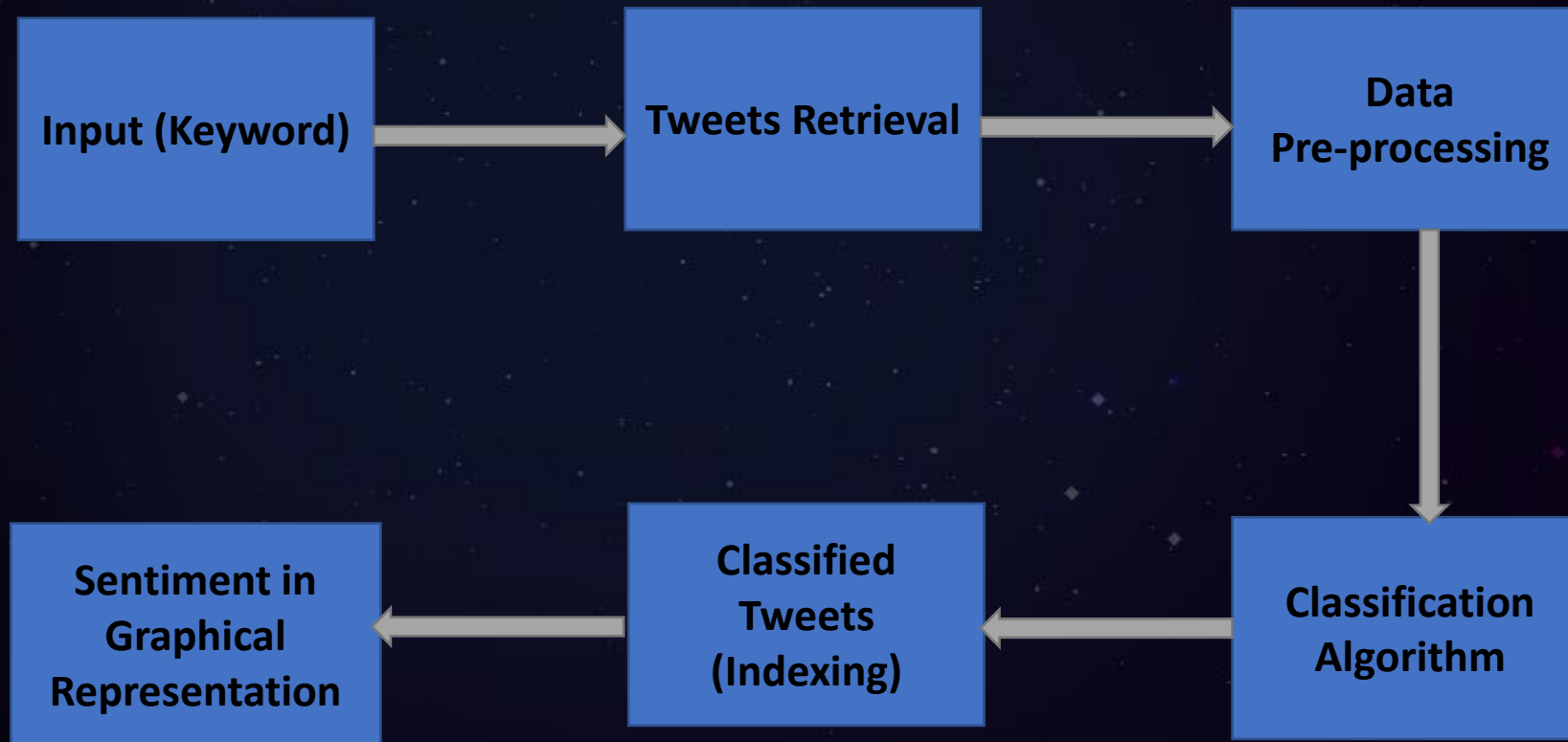
## Delivery

(Presentation of Output) The result of converted unstructured text into meaningful information usually displayed as graphs for easy interpretation.



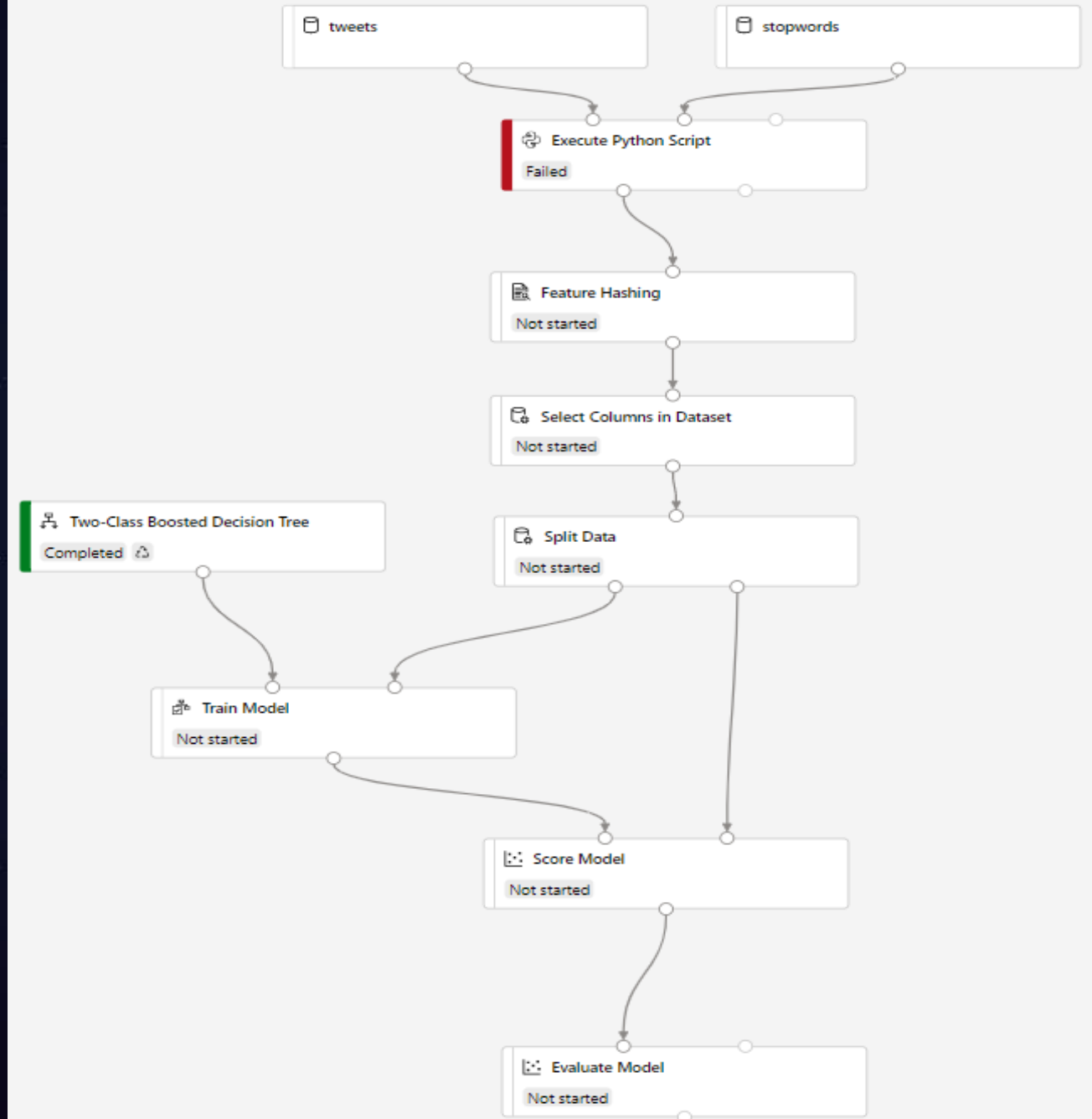
# PROPOSED METHODOLOGY

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# Actual Design



**Thank You**