Topic Name: Sentiment Analysis.

In the last few years, due to the emergence of social networks, the interaction between customers and companies has experienced major changes. This change, like others, has advantages but also disadvantages. One of the major disadvantages which arose from this modification is the fact that, currently, organizations have lost control over what customers say about them, since they can easily publish their negative opinions and spread them rapidly and also analysing many reviews is a troublesome task .To the above stated problem **Sentiment analysis** or **Opinion mining** refers to the use of natural language processing, text analysis, computational linguistics, and biometrics to systematically identify, extract, quantify, and study affective states and subjective information. Sentiment analysis is widely applied to voice of the customer materials such as reviews and survey responses, online and social media, and healthcare materials for applications that range from marketing to customer service to clinical medicine. Sentiment analysis aims to determine the attitude of a speaker, writer, or other subject with respect to some topic or the overall contextual polarity or emotional reaction to a document, interaction, or event. To develop a sentimental model it must be trained against few reviews and labels.