

SENTIMENT ANALYSIS FOR MARKETING

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Abstract

Sentiment analysis or opinion mining is one of the major tasks of NLP (Natural Language Processing). Sentiment analysis has gain much attention in recent years. In this paper, we aim to tackle the problem of sentiment polarity categorization, which is one of the fundamental problems of sentiment analysis. A general process for sentiment polarity categorization is proposed with detailed process descriptions.

Contents

- *Data Collection*
- *Data Preprocessing*
- *Sentiment Analysis Techniques*
- *Feature Extraction*
- *Visualization*
- *Insights Generation*

Data collection

Identify a dataset containing customer reviews and sentiments about competitor products.

Data Preprocessing

Clean and preprocess the
textual data for analysis.

Sentiment Analysis Techniques

Employ different NLP techniques like Bag of Words, Word Embeddings, or Transformer models for sentiment analysis.

Feature Extraction

Extract features and
sentiments from the text data.

Visualization

Create visualizations to depict the sentiment distribution and analyze trends.



Thanks!

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