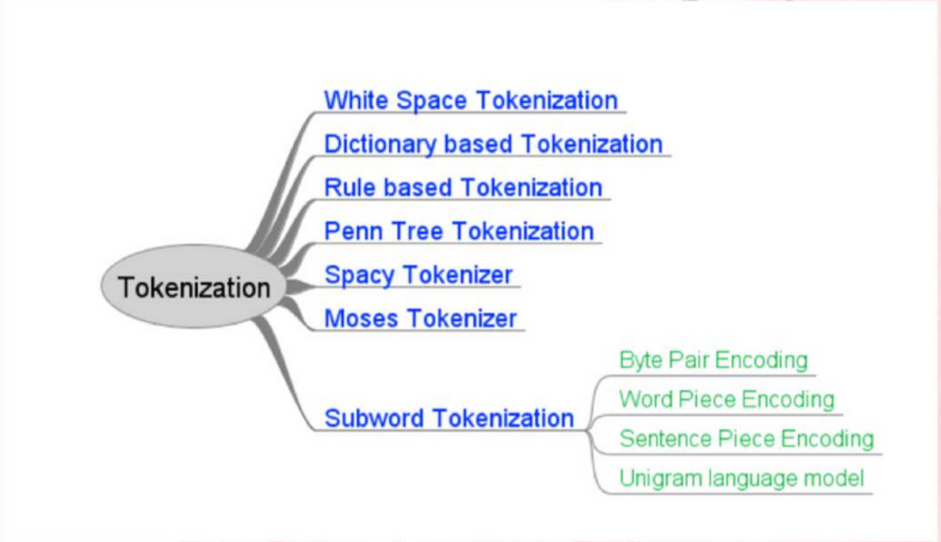
SENTIMENT ANALYSIS FOR MARKETING

Submitted by
BALAKUMARAN P
BE_CSE

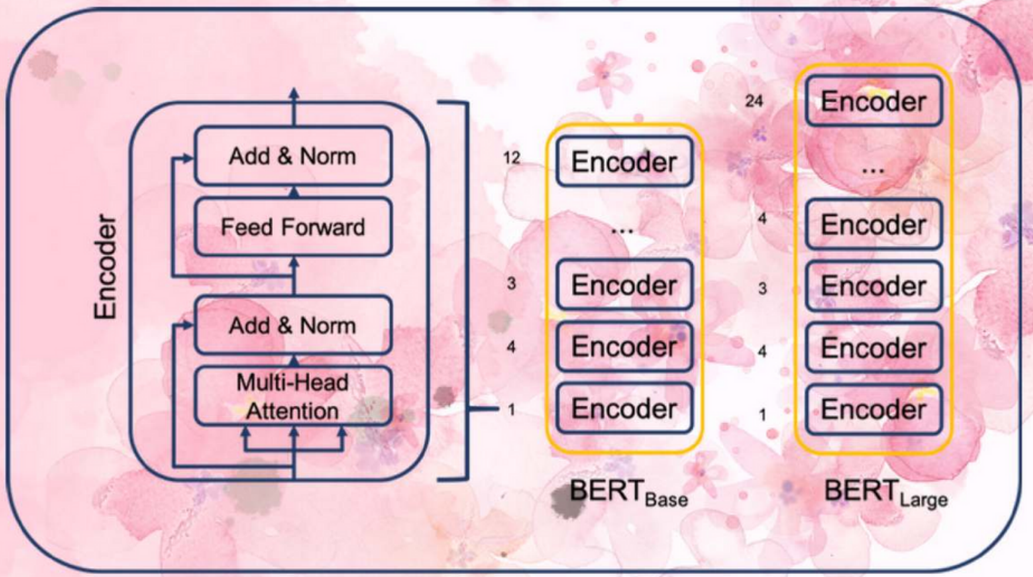
Data Tokenization



Tokenize your text data into subword tokens compatible with the pre-trained model's vocabulary.

This step ensures that your input data can be fed into the model.

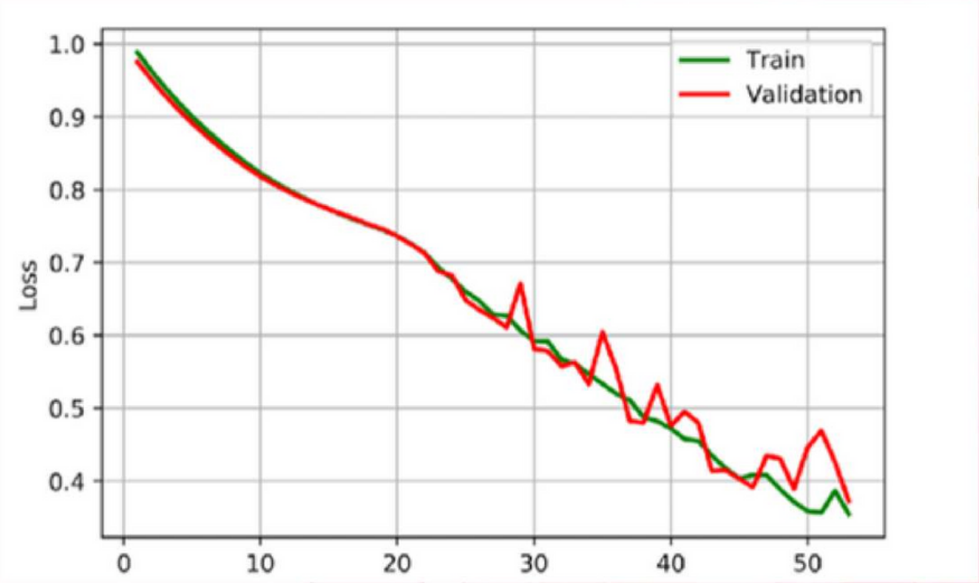
Fine-tuning Architecture



Create a neural network architecture for fine-tuning.

Typically, this involves adding a classification layer on top of the pre-trained model.

Loss Function

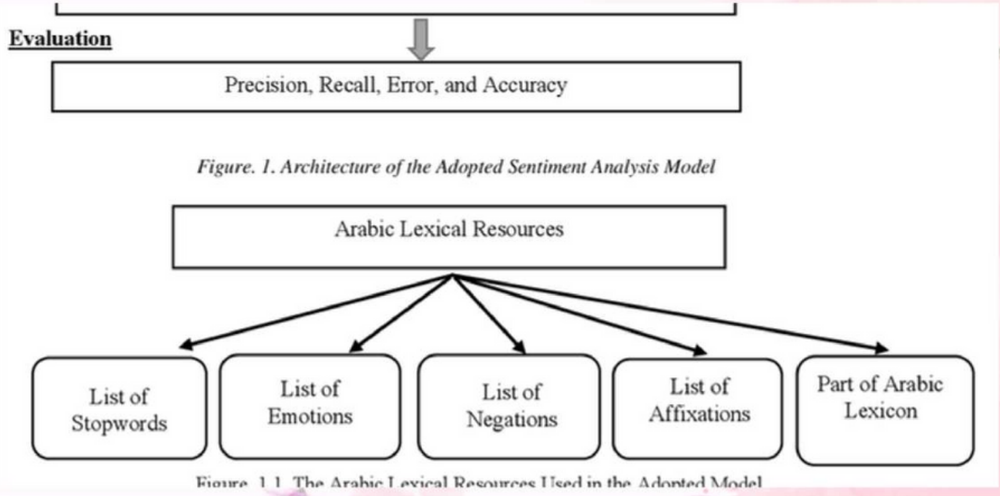


Define a suitable loss function for sentiment analysis, such as cross-entropy loss.

Training

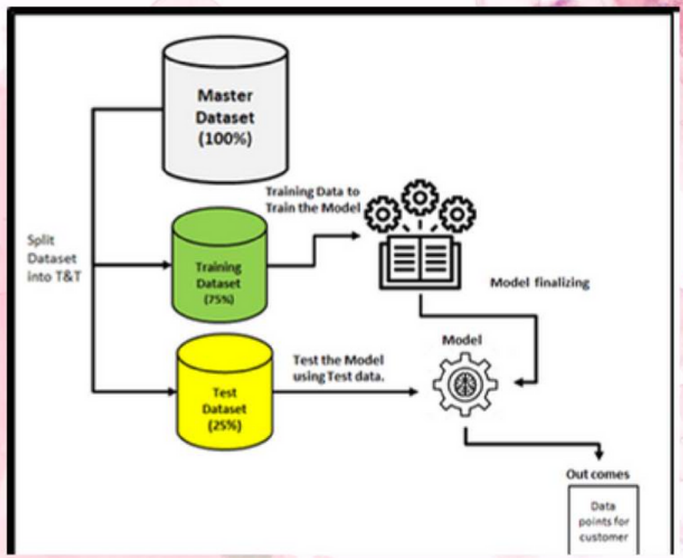
Train the model on your labeled dataset. Use techniques like batch training, gradient clipping, and learning rate scheduling to stabilize and speed up the training process.

Evaluation



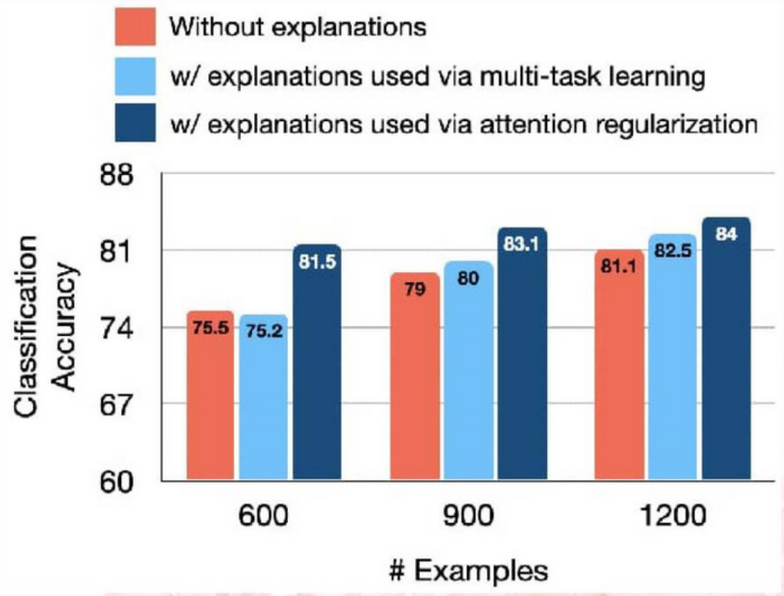
After training, evaluate the model's performance using metrics like accuracy, F1 score, or ROC AUC depending on your specific requirements.

Hyperparameter Tuning



Fine-tune hyperparameters like learning rate, batch size, and the number of training epochs to optimize your model's performance.

Regularization



Apply regularization techniques like dropout or weight decay to prevent overfitting.

Post-processing

Depending on your application, you may need to post-process the model's predictions.

For example, you might want to convert numerical sentiment scores into categorical labels (e.g., positive, negative, neutral).


Thank
You