**PROJECT TWITTER SENTIMENTAL ANALYSIS**

**What is sentiment analysis?**Sentiment Analysis is the process of ‘computationally’ determining whether a piece of writing is positive, negative or neutral. It’s also known as **opinion mining**, deriving the opinion or attitude of a speaker.

**Why sentiment analysis?**

* **Business:**In marketing field companies use it to develop their strategies, to understand customers’ feelings towards products or brand, how people respond to their campaigns or product launches and why consumers don’t buy some  
  products.
* **Politics:**In political field, it is used to keep track of political view, to detect consistency and inconsistency between statements and actions at the government level. It can be used to predict election results as well!
* **Public Actions:**Sentiment analysis also is used to monitor and analyse social phenomena, for the spotting of potentially dangerous situations and determining the general mood of the blogosphere.

**Installation:**

* **Tweepy:**[tweepy](http://docs.tweepy.org/en/v3.5.0/)is the python client for the official [Twitter API](https://dev.twitter.com/rest/public).  
  Install it using following pip command:

pip install tweepy

* **TextBlob:**[textblob](http://textblob.readthedocs.io/en/dev/) is the python library for processing textual data.  
  Install it using following pip command:

pip install textblob

Also, we need to install some NLTK corpora using following command:

python -m textblob.download\_corpora

(Corpora is nothing but a large and structured set of texts.)

Consumer APIKeys - a7FpQeMW5ArLo9wDvtBwXWmL7

lyw6ZTZ27Skvb6SzJD8kDeKHnvh4FdhlWEpWQpn9bzsWkZtlLh (API Secret Key)

1101789073893548032-slwQSAD9XYVbVtfBmWEgreULiOvBOi (Access token)

QqjUTRdHz0PWeqpT92E3gqPDZ4FiId8BhpfmlULRHRoWO (Access token secret)

Read and write (Access level)