**SENTIMENTAL ANALYSIS ON TWITTER DATA BASED ON TRENDING HASHTAGS**

**Project overview**

Sentiment analysis also known as “Opinion Mining”, Sentiment Analysis refers to the use of Natural Language Processing to determine the attitude, opinions and emotions of a speaker, writer, or other subject within an online mention.

In the past decade, new forms of communication, such as micro blogging and text messaging have emerged . While there is no limit to the range of information conveyed by tweets and texts, often these short messages are used to share opinions and sentiments that people have about what is going on in the world around them.

Tweets are short sentences or a headline rather than a document. The language used is very informal, with creative spelling and punctuation, misspellings, slang, new words, URLs, and specific terminology , such as, RT for "re-tweet" and # hashtags, which are a type of tagging for Twitter messages.

This project involves classification of tweets into two main sentiments: positive and negative. In this project, we will go through making a Python program that analyzes the sentiment of tweets on a trending hashtags(#).

**Problem statement**

* The problem statement in sentiment analysis is classifying the polarity of a trending hashtags(#).
* Whether the expressed opinion or hashtags are positive negative or neutral.

**Objective**

* To implement an algorithm for automatic classification of text into positive or negative
* Sentiment analysis to determine the attitude of mass is positive ,negative or neutral towards a particular hashtag(#) .
* Graphical representation of the sentiment

**Work flow**

Here’s what our workflow will look like:

1. Gather relevant tweets based on recent trending hashtags(#) from Twitter
2. Preprocessing
3. Apply the right sentiment analysis algorithm (Naïve Bayes)
4. Analyze the results

**Scope of the project**

This project will be helpful to the companies, political parties as well as to the common people.

* **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.