SENTIMENT ANALYSER

END TERM REPORT

*by*

**DINESH**

**YASWANTH**

**MADHU**

Section: \_\_K18MS\_\_

Roll Numbers: A07,A08,A09



Department of Intelligent Systems

School of Computer Science Engineering

Lovely Professional University, Jalandhar

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Dadi Yaswanth (11803705)

Seethalapu Dinesh (11803707)

Chada Madhukar Reddy(11803674)

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**1. Sentiment Analyser**

**Sentiment analysis** is the process of computationally identifying and categorizing opinions expressed in a piece of text, especially in order to determine whether the writer’s attitude towards a particular topic, product, etc. is positive, negative, or neutral

Sentiment analysis  the use of [natural language processing](https://en.wikipedia.org/wiki/Natural_language_processing), [text analysis](https://en.wikipedia.org/wiki/Text_analytics), [computational linguistics](https://en.wikipedia.org/wiki/Computational_linguistics), and [biometrics](https://en.wikipedia.org/wiki/Biometrics) to systematically identify, extract, quantify, and study affective states and subjective information. Sentiment analysis is widely applied to [voice of the customer](https://en.wikipedia.org/wiki/Voice_of_the_customer) materials such as reviews and survey responses, online and social media, and healthcare materials for applications that range from [marketing](https://en.wikipedia.org/wiki/Marketing) to [customer service](https://en.wikipedia.org/wiki/Customer_relationship_management) to clinical medicine.

It refers to determining the opinions or sentiments expressed on different features or aspects of entities, e.g., of a cell phone, a digital camera, or a bank

**Software Requirements:**

* Windows XP, Windows (ultimate, enterprise)

**Hardware Components:**

* Processor – i3
* Hard Disk – 5 GB
* Memory – 2GB RAM

**Advantages:**

* You can develop a more insightful, data-based marketing strategy.
* Understand your customers.
* Measure your marketing campaign.
* Take a look at brand perception.
* Find industry leaders and influencers.
* Give extra boost to your customer service.

**Disadvantages:**

* Another important aspect is that analyses are suitable for the English language, in which there is a limitation for other languages
* The analysis of tweets is an example of this, for they are usually coupled with hashtags, emoticons and links, creating difficulties in determining the expressed sentiment.
* there is a need for automatic techniques that require large datasets of annotated posts or lexical databases where emotional words are associated with sentiment values.

**Applications:**

* Twitter : A similar analysis was done for crawled Tweets.In the initial analysis Payment and **Safety** related Tweets had a mixed sentiment.
* Facebook
* **Uber: A deep dive analysis**
* Uber, the highest valued start-up in the world, has been a pioneer in the sharing economy. Being operational in more than 500 cities worldwide and serving a gigantic user base, Uber gets a lot of feedback, suggestions, and complaints by users.

**BONAFIDE CERTIFICATE**

Certified that this project report “PRODUCT REVIEW ANALYSIS FOR GENUINE RATING” is the bonafide work of “MADHU ,DINESH YASWANTH, who carried out the project work under my supervision.

JASLEEN KAUR

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