SENTIMENT ANALYSER

END TERM REPORT

*by*

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**Student Declaration**

This is to declare that this report has been written by us. No part of the report is copied from other sources. All information included from other sources have been duly acknowledged. We aver that if any part of the report is found to be copied, we are shall take full responsibility for it.

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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.

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