Sentiment and Readability Analysis Insights Report

# 1. Overall Sentiment Analysis

The script calculates Positive Score, Negative Score, Polarity Score, and Subjectivity Score for each article. These metrics indicate the overall tone and subjectivity of the content.

* Key Metrics:

• Positive Score: Measures the frequency of positive words.

• Negative Score: Measures the frequency of negative words.

• Polarity Score: Indicates the overall tone (positive or negative).

• Subjectivity Score: Indicates how opinion-based the content is.

# 2. Readability Analysis

The script calculates readability metrics such as Average Sentence Length, Percentage of Complex Words, and the Fog Index to determine the content's complexity.

* Key Metrics:

• Average Sentence Length: Longer sentences indicate more complex content.

• Percentage of Complex Words: Higher percentage indicates more difficult vocabulary.

• Fog Index: Higher values indicate harder-to-read content.

# 3. Word Usage Analysis

The analysis includes word count, complex words, personal pronouns, and average word length. This helps in determining the content's style and tone.

* Key Metrics:

• Complex Word Count: Measures the number of difficult words.

• Word Count: Total number of words in the content.

• Personal Pronouns: Measures conversational tone.

• Average Word Length: Indicates language complexity.

# 4. Key Insights and Observations

* Positive and Negative Sentiment Distribution:

• Higher positive scores indicate promotional or favorable tone.

• Higher negative scores indicate critical or analytical tone.

* Readability Patterns:

• High Fog Index → Complex and harder-to-read content.

• Low Fog Index → Simpler and easy-to-read content.

* Pronoun Usage:

• More personal pronouns → Conversational and relatable content.

• Fewer pronouns → More formal and objective content.

# 5. Practical Applications

* Content Optimization: Improve readability by simplifying complex content.
* Audience Targeting: Use readability metrics to target specific audience groups.
* Content Strategy: Identify subjective or biased articles for adjustments.