

GenAI Hackathon 2023

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REVOLUTION

SENTIMENT ANALYSIS GENERATIVE AI SOLUTION

Problem Statement

How to gain insight into demand of one product versus another?

Sentiment analysis

- opportunity to understand customer opinions
- provide valuable insights into market trends
- knowing customer preferences

How does GenAI can improve Sentiment Analysis?

It is the next step after Sentiment Analysis

- increase customer engagement through content creation
- deliver more personalized recommendations to customers

Target

- Non-Technical People that need to do sentiment analysis on products in order to determine whether the product is in demand and their customers' emotional leanings on products.
- Businesses that want quick solution for sentiment analysis, so they can focus on making insights.

Our Solution

Use Google Natural Language AI to deliver sentiment analysis on products.

Sentiment analysis for GenAI offerings:

Dynamic pricing depending on customer demand

- pricing of positively received products versus negatively received products

Personalized recommendations

- Understand customer's preference of one product versus another
- Useful for marketing one product versus another product

Technical Components

- Python
- Google Natural Language AI tool

Execution Plan

STEP ONE:

- Analyze sentiment of posts/comments from social media about products

STEP TWO:

- Use this data for development into Gen AI offerings

THANK YOU!