

WHY MACHINE LEARNING IS NEEDED

Automation

ML algorithms automate the process of sentiment analysis, allowing for real-time analysis of large volumes of textual data

Scalability

ML models can scale to handle large datasets and adapt to changing data patterns, enabling the analysis of sentiment across diverse sources

Real-time Insights

By leveraging AI and ML, sentiment analysis web apps can provide real-time insights into public opinion

Fetching Different Sentence related to various topic

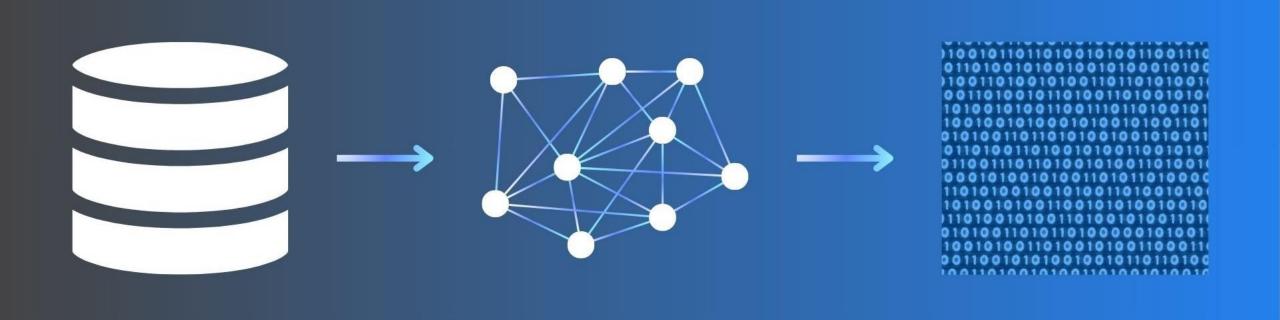
```
subreddits = ['politics', 'OpenAI', 'funny', 'AskReddit', 'gaming', 'worldnews', 'aww', 'MachineLearning',
              'todayilearned', 'Music', 'Movies', 'science', 'memes',
              'pics', 'Showerthoughts', 'Jokes', 'news', 'videos', 'space',
              'askscience', 'books', 'DIY', 'EarthPorn', 'food', 'nottheonion',
              'mildlyinteresting', 'explainlikeimfive', 'LifeProTips', 'IAmA',
              'Art', 'gadgets', 'GetMotivated', 'gifs', 'sports', 'dataisbeautiful',
              'Documentaries', 'Futurology','UpliftingNews', 'photoshopbattles', 'personalfinace']
# Create an empty set to store unique submission titles
headlines=set()
for subreddit name in subreddits:
    for submission in raddit subraddit(subraddit nama) ton(limit-Nona):
```

DATA COLLECTION BY SCRAPING REDDIT

- Using the Reddit API to get the headlines from various topics.
- Annotate the data as positive, negative or neutral.



- This is a visualization where the size of each word in the word cloud corresponds to its frequency in the 'headlines' column of the DataFrame.
- It provides a quick and intuitive way to visualize the most common words in the text data.



FEATURE EXTRACTION

- TF-IDF vectorizer
- Word2Vec
- BERT WordPiece Tokenization

MODEL SELECTION AND ACCURACY

Model	Accuracy
SVM using TF-IDF vectorizer	80%
SVM using Word2Vec	44%
SVM using BERT	62%

BUSINESS DECISIONS

Target Market Identification: Focus on sectors that can benefit from social media sentiment analysis: Retail, Hospitality, Finance, Technology, and Consumer Goods.

Product Customization: Offer tailored sentiment analysis services and reports specific to each industry's needs.

Pricing Strategy: Implement a tiered pricing model based on the volume of data analyzed and the level of detail in the reports.

Technology Integration: Integrate SentiFy with popular social media management and customer relationship management (CRM) platforms.

Partnership Development: Form strategic partnerships with social media platforms, analytics firms, and industry influencers to enhance data quality and market reach.



MARKETING STRATEGIES



Content Marketing: Create and distribute high-quality content such as blogs, whitepapers, and case studies showcasing SentiFy's effectiveness.



Industry Conferences and Events: Participate in and sponsor relevant industry events and conferences to showcase capabilities and network with potential clients.



Webinars and Workshops: Conduct webinars and workshops to educate target audiences on the importance of sentiment analysis and demonstrate how SentiFy works.



Social Media Campaigns: Use social media platforms to share updates, success stories, and engage with industry professionals.



Direct Sales and Outreach: Employ a dedicated sales team to reach out to potential clients, offering personalized demonstrations and consultations.



Public Relations: Work with media outlets to highlight SentiFy's role in improving business outcomes through sentiment analysis.



Customer Testimonials and Case Studies: Showcase successful use cases and testimonials from satisfied clients to build trust and provide proof of SentiFy's effectiveness.

Sentify

Enter a sentence:

The final episode was surprising with a terrible twist at the end

Predict

Sentiment: Positive





Harsh Patel

Vishv Patel