SENTIFY

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- Sentify is a small business dedicated to developing advanced sentiment analysis tools to help companies understand and respond to social media sentiment.

- By analyzing posts, reviews, and comments, Sentify provides valuable insights into customer opinions and emerging trends

TACTICAL DECISIONS

- **Feature Selection:** Identify the most predictive features (e.g., keywords, hashtags, user demographics) for sentiment analysis.

- **Model Optimization:** Experiment with various natural language processing (NLP) algorithms to improve sentiment prediction accuracy.

- **Data Preprocessing:** Clean and normalize social media data to ensure high-quality inputs for the sentiment analysis model.

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STRATEGIC DECISIONS

- **Marketing and Promotion:** Explore partnerships with social media platforms and analytics firms to enhance brand visibility and credibility.

- **Customer Engagement:** Develop strategies to increase customer engagement by providing actionable insights based on sentiment analysis.

- **Data Improvement:** Continuously collect and incorporate new social media data to improve the model's accuracy and reliability over time
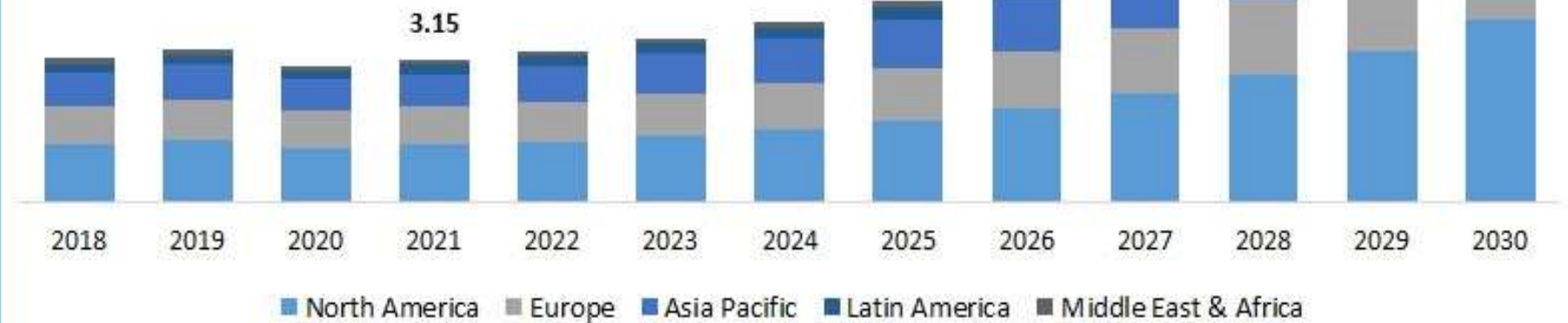
WHY THIS TOPIC IS IMPORTANT?

Understanding social media sentiment is crucial for businesses to remain competitive and responsive to customer needs.

This project explores how small businesses can leverage sentiment analysis to enhance their marketing strategies, improve customer satisfaction, and gain a competitive edge in the market.

By providing insights into customer opinions and trends, SentiFy can help businesses make informed decisions and build stronger relationships with their customers.

Sentiment Analytics Market Size, By Region, 2018 - 2030
(USD Billion)

3.15

2018 2019 2020 2021 2022 2023 2024 2025 2026 2027 2028 2029 2030

■ North America ■ Europe ■ Asia Pacific ■ Latin America ■ Middle East & Africa

Source: Polaris Market Research Analysis

SPRINT PLAN

Brief Description	Task	Assignee	Story Points
Data Collection and Preprocessing	Data finding, formatting, and cleaning	Harsh	3
Exploratory Data Analysis (EDA)	Conduct EDA to understand data characteristics	Vishv	3
Sentiment Model Development	Build initial sentiment analysis model	Harsh	5
Statistical Analysis	Determine effectiveness of features and model	Vishv	3
Feature Engineering	Develop and select features for better accuracy	Harsh	2
Model Optimization	Optimize model with advanced NLP techniques	Vishv	4
Market Research and Documentation	Research market needs and document findings	Riddhi	3
Strategic Planning for Marketing	Develop marketing strategy and promotional plan	Riddhi	3

THANK YOU

Riddhi Hindocha

Harsh Patel

Vishv Patel