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ABSTRACT

**Theme : Twitter Sentiment Analysis**

Sentiment is a view of or attitude toward a situation or event. It reflects feelings which may not be facts, but subjective impressions. Sentiment analysis is a technique used in text mining. e.g. Twitter Sentiment Analysis

Message size restriction forces the user to stay focussed on the message they want to disseminate. This characteristic makes messages on twitter very good candidates of Natural Language Processing(NLP), a branch of Machine Learning that deals with how computers process and analyze human language

**Problem Domain**

Twitter Sentiment Analysis can help to answer many questions as below:

- Product review positive or negative?

- Customer email : satisfied or dissatisfied?

- How are people responding to this ad campaign/product release/news item?

- How have bloggers' attitudes about the president changed since the election?

This can help businesses to know about why products are not selling or how they are doing in customer service or evaluation of general opinions i.e. Positive, Negative or Neutral

**Data**

I will be using live Twitter data for the project

**Techniques**

Technique used will be sentiment analysis using Python and it’s related packages.