



Twitter Sentiment Analysis

What is sentiment analysis? Why is sentiment analysis so popular in data science? And how can you perform sentiment analysis? Find the answers to all these questions in this free course on Sentiment Analysis using Python!

What is Sentiment Analysis?

- Sentiment Analysis or Opinion Mining is a technique used to analyze the emotion in a text. We can extract the attitude or the opinion of a piece of text and get insights on it.
- In the context of machine learning, you can think of Sentiment Analysis as a Classification problem where the text can either have a positive sentiment, a negative sentiment or a neutral one.

What are the applications of Sentiment Analysis in the industry?

- In the age of social media, it is extremely common to comment about
 1. a movie you liked or
 2. a book you didn't like or
 3. a product you bought was not up to the mark.
- Therefore, a lot of companies use sentiment analysis for their products since it provides direct feedback of the customer's opinion.
- It is also important to detect and remove hateful content from social media and companies like Twitter, Facebook, etc. extensively use sentiment analysis on a daily basis.

Course Link - <https://courses.analyticsvidhya.com/courses/twitter-sentiment-analysis>

What we cover in this course

- Understand the Problem Statement
- Loading Libraries and Data
- Data Inspection
- Data Cleaning

- Story Generation and Visualization from Tweets
- Bag-of-Words Features
- TF-IDF Features
- Word2Vec Features
- Modeling
- Logistic Regression
- Support Vector Machine (SVM)
- RandomForest
- XGBoost
- FineTuning XGBoost + Word2Vec