VARDHAMAN COLLEGE OF ENGINEERING

(AUTONOMOUS)
Shamshabad – 501 218, Hyderabad

DEPARTMENT OF INFORMATION TECHNOLOGY

PROJECT ABSTRACT

Batch No:A8 Semester:7th Sem Section: A

Guide Name: Dr. T RAGHUNADHA REDDY

Project Title: Sentiment Analysis of Reviews

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Abstract:

Rise of fraudulent products on the internet has been observed since a while and finding the right and relevant product that suits the needs of a consumer has become extremely strenuous. This project aims to provide a solution to this problem. On a road to solve it, we want to develop a solution on a specific site. For this purpose, we have selected Youtube as our target. The analysis has to be done based on user feedback. To achieve this the user should provide the link for which he wants to analyze. This link is the target of our project. In order to get proper feedback, we consider the comments, likes, and dislikes of that particular video.

To get the data for the analysis we use web-scrap concept. By web-scraping, the contents of the link provided by the user(target) we obtain all the contents of that particular webpage including the comments, likes and dislikes. We scrap contents using **Beautiful Soup**. Beautiful Soup is a Python library for pulling data out of HTML and XML files. It works with your favorite parser to provide idiomatic ways of navigating, searching and modifying the parse tree. Beautiful Soup supports the HTML parser included in Python's standard library, but it also supports a number of third-party Python parsers. One is the lxml parser. We then store the scraped content in Python. The data that is scraped and stored is being analyzed to determine whether the data is a positive response or a negative one.

This sentiment analysis is done using Python Language, in which we use packages such as NLTK to analyze the data and build a model to perform the sentiment analysis. By using this model all the data is analyzed and the respective result is stored. Based on this result a relevant response is given to the user specifying whether the given link contains a video of positive or negative response. By this the user can decide whether to watch that particular video or not and save time by ignoring negative response video.

GUIDE **COORDINATOR** **HOD**