Basic Details of the Team and Problem Statement

SMART INDIA HACKATHON 2023

Ministry/Organization Name/Student Innovation:

PS Code: SIH1357

Problem Statement Title: Sentiment Analysis of Social Media Presence

Team Name: B2_t4

Team Leader Name: KEERTHI KORUMILLI

Institute Code (AISHE): C-17992

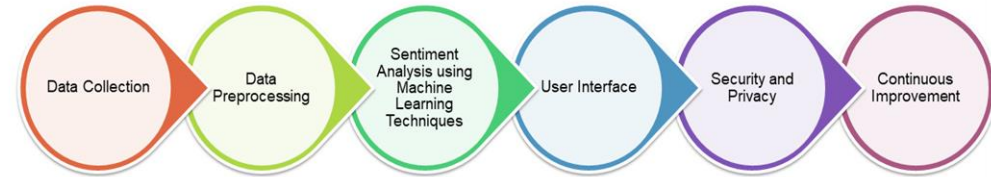Institute Name: Kakinada Institute of Engineering & Technology

Theme Name: Miscellaneous

Idea/Approach Details

Describe your idea/Solution/Prototype here:

➢ **Sentiment Analysis Model:** Develop a machine learning-based sentiment analysis model that can automatically determine the sentiment (positive, negative, neutral) of social media posts and comments.

➢ **Real-time Monitoring:** Implement a real-time monitoring system that continuously analyzes social media content, providing individuals and organizations with immediate insights into public perception, customer feedback, and brand reputation.

➢ **Alerts and Insights:** Generate alerts and insights based on sentiment trends, enabling users to identify potential issues and take timely actions to maintain or enhance their online presence.

➢ **Customizable Reports:** Provide customizable reports and visualizations to help users track sentiment changes and make data-driven decisions for their personal or or organizational reputation management

Describe your Technology stack here:

➢ Languages: Python,JavaScript

➢ Tools: NLTK,Scikit-learn,TensorFlow

➢ Database: MongoDB,Relational Database.

➢ Web: React,Node.js.

➢ Cloud: AWS

Idea/Approach Details

Describe your Use Cases here

➢ **Brand Reputation Management:** Monitor and analyze social media conversations to gauge public sentiment about a brand, product, or service. Take proactive measures to address concerns, engage with customers, and maintain a positive online reputation.

➢ **Customer Feedback Analysis:** Automatically assess customer feedback on social media platforms, reviews, and comments.

➢ **Competitive Analysis:** Analyze and compare the sentiment of your brand or product against competitiors.

➢ **Crisis Management:** Detect sudden spikes in negative sentiment, which may indicate a crisis or public relations issue.

Describe your Dependencies / Show stopper here

➢ **Model Training Data:** Inadequate training data can result in models with poor accuracy and inability to handle real-world data.

➢ **Data Sources:** Access to social media data through web scraping or APIs is essential. Availability and reliability of data sources can impact the project.

➢ **Computational Resources:** Machine learning and deep learning models require sufficient computational resources for training and real-time analysis.

➢ **Real-Time Processing:** Real Time analysis and monitoring are important for timely decision making.

Team Member Details

Team Leader Name: KEERTHI KORUMILLI

Branch (Btech/Mtech/PhD etc):   B.TECH   Stream (ECE, CSE etc):   CSE   Year (I,II,III,IV): IV

Team Member 1 Name: PRUDHVI ANKAMREDDI

Branch (Btech/Mtech/PhD etc):   B.TECH   Stream (ECE, CSE etc):   CSE   Year (I,II,III,IV): III

Team Member 2 Name: GOPATHOTI SRINADH

Branch (Btech/Mtech/PhD etc):   B.TECH   Stream (ECE, CSE etc):   CSE   Year (I,II,III,IV): IV

Team Member 3 Name: BOBBA SRI SURYA KOTI ADI BHAGAVAN

Branch (Btech/Mtech/PhD etc):   B.TECH   Stream (ECE, CSE etc):   CSE   Year (I,II,III,IV): IV

Team Member 4 Name: PUJITHA ALLA

Branch (Btech/Mtech/PhD etc):   B.TECH   Stream (ECE, CSE etc):   CSE   Year (I,II,III,IV): III

Team Member 5 Name: DILEEP MEKA

Branch (Btech/Mtech/PhD etc):   B.TECH   Stream (ECE, CSE etc):   CSE   Year (I,II,III,IV): IV

Team Mentor 1 Name: Type Your Name Here

Category (Academic/Industry):   Expertise (AI/ML/Blockchain etc):   Domain Experience (in years):

Team Mentor 2 Name: Type Your Name Here

Category (Academic/Industry):   Expertise (AI/ML/Blockchain etc):   Domain Experience (in years):

Important Pointers

Please ensure below pointers are met while

➢ Kindly keep the maximum slides limit to 4 pages

➢ All the topics should be utilized for description of your idea

➢ Try to avoid paragraphs and post your idea in points

➢ Keep your explanation precisely and easy to understand

➢ Idea should be unique and novel. If it has a business potential more weightage will be given.

➢ Apart from this PPT abstract of your idea will be asked separately while submitting

➢ You need to save the file in PDF and upload the same on portal. No PPT, Word Doc or any other format will be supported

➢ You can delete this slide (Important Pointers) when you upload the details of your idea on SIH portal.