Twitter Sentiment Analysis

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Abstract

- Social media especially Twitter is providing a space for expression and opinions, where users discuss various events, services, and brands.

- However, due to the bulk amount of data, it's difficult to detect the consumer's opinions. This project discusses the problems about the Twitter data for the sentiment analysis. Furthermore, it implements the text mining based sentiment on the preprocessed Twitter data through the machine learning techniques.

- Users on twitter are very opinionated. They do not hesitate to present their raw opinions on the site. If a pattern is found within the reviews of multiple users, we can determine the features and weak point of the products.

- By using the concept of sentimental analysis in business we can quantify the amount of present and potential future customers . With help of sentiment analysis, it becomes easy to have knowledge of customers retention rate and capture potential customer

Objectives

- Depending upon the language of the tweets, we can separate or classify the tweets by people into 3 categories namely positive, negative and neutral tweets.

- We will collect twitter data from Twitter API and data will then be cleaned.

- We can accumulate tweets targeting a specific product or service or policy and so on and a classification-based machine learning model can classify it into positive, negative or neutral comment.

- The percent of positive/Negative tweets will show if the product is well received or not among the masses

Impact On Society

- Sentiment Analysis has become a trendy and crucial tool for people in marketing business. What was once a luxury for marketing agencies in 2010 has now become a necessity in 2020 as twitter has become the largest base of consumer's raw and opinionated feedback.

- The applicability of Machine Learning and Natural Language Processing can be thought in an interesting way by Sentimental analysis. It has automated the task of yielding information from the text which in our case is Tweets.

- This information used at correct place and correct time can become knowledge which will accelerate the work of marketing and PR agency. It is being utilized in all platforms of social media not just twitter.

- Thus with a large set of tweets acting as training data gathered from twitter and using sophisticated classification algorithms, we can develop machine learning models which can classify data with high accuracy.