**SYNOPSIS**

**Project Title:** WhatsApp Chat Sentiments Analysis Project

**Objective:** The objective of the created model is to identify sentiments from the extracted WhatsApp chat in terms of sentiment score.

**Project Category:** Sentiments analysis (Artificial Intelligence)

**Python Library and Tools used:**

* Re (Regex)
* NumPy
* Pandas
* NLTK
* Collection
* Matplotlib
* PIL
* Wordcloud
* Google Colaboratory

**Description:** In this project, I tried to build a sentiments analysis model which is capable of identifying sentiments in the extracted WhatsApp chat, the extracted chat can be a group conversation or a conversation between two persons. This sentiment analysis is used to determine whether the conversation contains negative, positive, or neutral emotions. Steps which are taken to build this project are the following:

The first step in the project was the extraction of the desired WhatsApp chat in the ‘.txt’ file format. The next step was the preparation of a Dataframe containing all the required data for the sentiment analysis derived from the txt file. And the final step was to analyze sentiments in terms of sentiment score(positive, negative, and neutral).

**Future scope of the project:** Consumer opinions and feelings have always mattered and since the rise of social media, access to them is much easier to attain and more critical to understand. [Social media sentiment analysis](https://netbasequid.com/social-media-sentiment-analysis/)is now a mainstay of [social media analytics](https://www.netbase.com/blog/free-social-media-analytics-tools/). WhatsApp chat analysis can help to overcome this challenge of understanding the opinion and behavior of the person(Consumer) behind the screen.

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