TOPIC SELECTION : **A WORD EMBEDDING APPROACH AND SENTIMENT ANALYSIS ON TWITTER DATA FOR CUSTOMER SERVICE SECTOR**

## Introduction

This study investigates on Malaysia social media user, chat bot’s technology in the Malaysian customer service market. This study, probes on Twitter sentiment analysis related tasks by grouping similar words together that they experienced in, and elements which motivate accurate embedding models to remain with a particular word embedding data set.

## 1.1 Background of the Study

Being earmarked as part of the important and strategic industries in the customer service sector, social media industry, carefully thought as the dynamic expanding industries as compared with other industries. For Malaysia in 2020 to be an industrialized country, the Malaysian Government has earmarked the social media industry to boost the text mining process. In the social media industry, word embeddings is crucial to a customer service company because increased noisy, short and have different features through reduced billions of words, reduced customer tweet topic classification task, increased in sentences to emojis will lead to a larger share of customers, whereas loyalty towards a emotions of what chatbots say will provides to a certain extent the guarantee of the algorithm quality.

## 1.2 Problem Statement

## 1.3 Scope and Limitation

## 1.4 Proposed Solution

## Word Embedding Data Set and MetaData

## 2.1 SemEval 2014 Data and Preprocessing Steps 2.2 SemEval 2014 Data and Social Text with Python / R

## 2.3 How to Retrieve the Word Embeddings

## 3.0 Experiment on Tweet Sentiment Analysis 3.1 Sentiment Analysis Dataset Statistics

## 3.2 Tweet Sentiment Analysis Performance Using Word Embeddings

## 4.0 Conclusion