

WhatsAnalyzer

Submitted in the partial fulfillment of the requirements
for the degree of B.Tech in Computer Engineering
(Specialization in Data Science)

by

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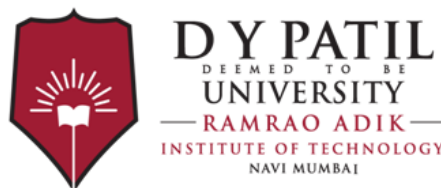
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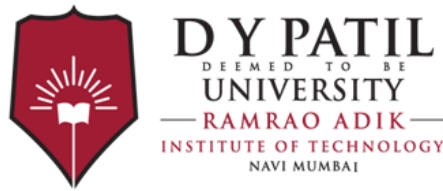
Department of Computer Engineering

Ramrao Adik Institute of Technology

Sector 7, Nerul, Navi Mumbai

(Under the ambit of D. Y. Patil Deemed to be University)

November 2024



Ramrao Adik Institute of Technology

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WhatsAnalyzer

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Abstract

A novel approach to analyzing sentiment in WhatsApp chat data, aiming to gain insights into user emotions and interaction patterns within digital conversations. Leveraging natural language processing (NLP) techniques with core technologies such as TextBlob, pandas, NumPy, and matplotlib, this sentiment analysis system categorizes messages as positive, negative, or neutral, offering a comprehensive view of sentiment distribution across chats. The system processes raw chat data using data cleaning and transformation methods, applies sentiment analysis algorithms, and visualizes trends in user sentiment. With applications in areas like customer feedback analysis, social behavior studies, and market research, this project outlines the motivation, problem statement, objectives, methodology, system design, implementation, and result analysis.

Keywords: NLTK, Pandas, Polarity Detection, Positive, Negative, Neutral Sentiment, Sentiment Analysis, spaCy, TextBlob

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Chapter 1

Introduction

In today's digital era, messaging platforms have fundamentally transformed how people communicate, providing fast, convenient ways to stay connected across vast distances. Among these platforms, WhatsApp has emerged as a global leader, boasting over 2.78 billion monthly active users as of 2023. This expansive reach means that approximately one-third of the world's population uses WhatsApp for daily communication, making it one of the most popular messaging applications worldwide. WhatsApp supports a variety of messaging formats—text, voice, video, and multimedia—facilitating both personal and professional interactions and cementing its role as an essential tool in modern life.

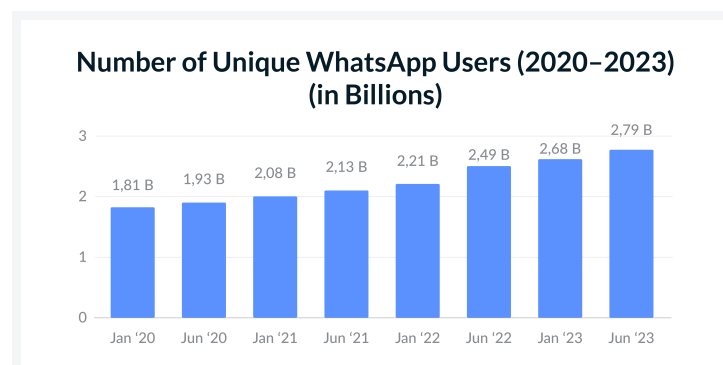


Figure 1.1: WhatsApp global user statistics 2023

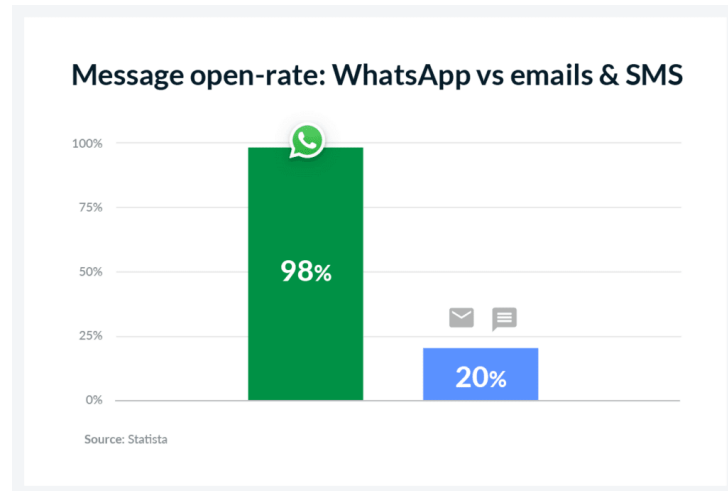


Figure 1.2: Comparison of Message Open Rates

Notably, WhatsApp also demonstrates an exceptional 98% message open rate, a significant contrast to the 20% open rate typical of SMS and email (Statista). This high engagement rate reflects the platform's effectiveness in capturing users' attention and keeping them connected. With such widespread usage, WhatsApp contains a wealth of unstructured conversational data, rich with insights into user sentiment, interaction styles, and social behaviors.

As communication continues to shift from face-to-face interactions to digital platforms, analyzing data from messaging apps has become essential to understanding various aspects of social interactions, emotional expressions, and communication patterns. Sentiment analysis, also known as opinion mining, is a branch of natural language processing that aims to determine the emotional tone behind textual content. By classifying messages as positive, negative, or neutral, sentiment analysis allows researchers and organizations to gain insights into public opinion, assess customer satisfaction, and identify trends in social interactions. Given WhatsApp's scale and diversity, it offers a unique opportunity for sentiment analysis to reveal patterns and tendencies in real-world, informal conversations, enhancing our understanding of human communication in the digital age.

1.1 Overview

While WhatsApp is invaluable for maintaining connections, excessive use can lead to negative impacts, such as dependence, restlessness, and irritability. With the insights provided by WhatsAnalyzer, users can gain a clear understanding of how their WhatsApp usage correlates with their emotional states. The goal is to empower users to make informed choices about their digital habits, promoting healthier interactions with technology and mitigating the risks associated with social media dependency.

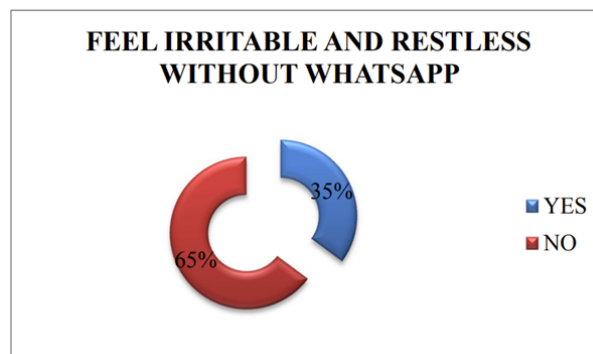


Figure 1.3: Feel Irritable and Restless Without Whatsapp

The pie chart suggests that while a significant portion of respondents (65%) do not experience irritability or restlessness due to WhatsApp's absence, a considerable number (35%) do report such feelings. This indicates that WhatsApp has become a significant part of daily life for many individuals, contributing to their sense of connectivity and potentially influencing their emotional well-being.

In summary, WhatsAnalyzer presents a forward-thinking solution to the challenges posed by heavy WhatsApp use, blending sentiment analysis with behavioral insights to offer a holistic view of digital well-being. This project underscores the importance of responsible technology use, helping users balance connectivity with mental health in a data-driven, engaging manner.

1.2 Motivation

WhatsAnalyzer is motivated by the growing importance of WhatsApp as a platform for personal and business communication, where vast emotional data is exchanged daily. Analyzing sentiment in these conversations offers insights into social behavior, customer satisfaction, and mental health trends. Traditional sentiment analysis tools struggle with WhatsApp's informal language, including slang, emojis, and multimedia. By developing tailored sentiment analysis methods for this unique data, the project aims to enhance understanding of digital social interactions, improve customer feedback analysis, and support marketing insights directly from conversational data.

1.3 Problem Statement and Objectives

The problem statement revolves around the challenge of understanding and interpreting emotions and communication patterns within digital conversations. As social messaging platforms like WhatsApp have become integral to daily communication, they hold vast amounts of data that can reveal insights into user sentiment and interaction dynamics. However, traditional sentiment analysis tools often struggle with the informal and multimedia-rich nature of WhatsApp messages. The objective of this project is to develop a WhatsApp Chat Analyzer that accurately identifies and categorizes sentiment within messages, providing users and researchers with meaningful insights into conversational trends and emotional expressions.

Objectives:

Develop a sentiment analysis model tailored for WhatsApp chats to classify messages as positive, negative, or neutral, providing an accurate assessment of emotional tone. Integrate interactive visualizations to display patterns and trends in user sentiment, enhancing the understanding of communication dynamics within chats. Utilize text processing techniques to handle informal language, emojis, and multimedia content common in WhatsApp messages, ensuring accurate and relevant sentiment analysis. Provide insights into user engagement and conversation patterns, helping users or analysts identify key interactions, frequent topics, and changes in sentiment over time

1.4 Organization of the report

This tool analyzes sentiment and emotional trends within WhatsApp chat data. In Chapter 2: Literature Survey, we review existing sentiment analysis models, focusing on tools like Microsoft Azure Text Analytics and IBM Watson Tone Analyzer to understand their capabilities and limitations with informal chat data. Chapter 3: Proposed System details its architecture, methodologies, and unique handling of emojis and multimedia content, enabling accurate sentiment analysis tailored to WhatsApp. Chapter 4: Results and Discussion evaluates the tool's performance, showcasing its effectiveness in categorizing sentiment, tracking engagement patterns, and offering insights into digital communication's emotional impact. Finally, Chapter 5: Conclusion summarizes the project's contributions and suggests enhancements like improved language handling and multimedia analysis for future development.

Chapter 2

Literature Survey

The literature survey conducted for the WhatsAnalyzer was thorough and aimed at gaining a deep understanding of current sentiment analysis tools and frameworks in the context of messaging platforms. It focused on identifying strengths and limitations in existing solutions, particularly in their ability to handle informal language, interpret emotions accurately, and analyze large datasets efficiently. Additionally, the survey gathered insights into advancements in machine learning techniques, and user behavior analysis, which are essential for enhancing the performance and accuracy of sentiment analysis models.

2.1 Survey of Existing System

1. WhatsApp Chat Analyzer

- **Citation:** Ravishankara K, Dhanush, Vaisakh, Srajan I S. (2020). WhatsApp Chat Analyzer. International Journal of Engineering Research & Technology (IJERT)
- **Summary:**
The paper discusses the development of a tool designed for an in-depth analysis of WhatsApp chat data, aiming to derive insights into user behavior and sentiment. The authors highlight the increasing prevalence of messaging applications in daily communication and the potential for these platforms to provide rich datasets for analysis. The study emphasizes the critical importance of data pre-processing in enhancing the performance of machine learning models, particularly in the context of sentiment analysis.

The proposed system utilizes various Python libraries, including Pandas for data manipulation, Matplotlib and Seaborn for visualization, and NLTK for natural language processing tasks. Through these tools, the paper demonstrates how exploratory data analysis can reveal patterns in chat interactions, such as the frequency of messages, response times, and sentiment fluctuations over time. The system also allows users to visualize chat dynamics through a series of plots and metrics, providing a user-friendly interface for understanding complex communication behaviors.

The authors present a case study showcasing the effectiveness of their tool in analyzing real WhatsApp chat logs, demonstrating its capabilities in sentiment classification and statistical analysis. They conclude that such analysis can significantly improve the accuracy of machine learning models aimed at understanding user sentiments and communication patterns in social networks.

- **Relevance:**

This research is significant in the fields of sentiment analysis and social media studies, as it provides a framework for analyzing informal communication data. The insights gained from such analyses can be valuable for various applications, including marketing strategies, social research, and mental health monitoring. By addressing the nuances of user interactions within messaging platforms, the study contributes to a deeper understanding of public opinion and social dynamics in the digital age.

2. Analysing and Predicting the Emotion of WhatsApp Chats Using Sentiment Analysis

- **Citation:**Chinthapanti Bharath Sai Reddy, Kowshik S, Rakesh Kumar, Nikhil Kumar Reddy, Gopichand G .(2020)

- **Summary:**

The paper explores the prevalent curiosity individuals have about how they are perceived during conversations, specifically through text messaging platforms like WhatsApp. With nearly 1 billion active users globally, WhatsApp has become a primary mode of communication. The authors present a sentiment analysis approach to understanding user emotions during conversations by analyzing exported chat data. The process involves:

- (a) Data Pre-processing: Messages from WhatsApp chats are exported into a text

file, which must undergo pre-processing to enhance computational efficiency. This includes separating messages and normalizing their sentiment.

(b) Sentiment Analysis: Utilizing methods from Natural Language Processing and machine learning, each message is analyzed for sentiment. The paper details two methodologies:

- Statistical Analysis: Messages are treated as a 'bag of words', focusing on the sentiment of remaining words after removing stop words.
- Hybrid Method: This combines linguistic analysis with statistical techniques for more accurate emotion prediction.

(c) Methodologies: The study employs a Long Short Term Memory (LSTM) algorithm, which learns from previous contexts to enhance sentiment analysis accuracy. The researchers also tested various emotion categories such as anger, sadness, fear, happiness, surprise, frustration, and excitement.

- **Relevance:**

The research highlights a significant advancement in the application of sentiment analysis within messaging platforms. It offers valuable insights into personal and organizational communication, enhancing understanding of emotional dynamics in digital conversations. The study not only contributes to academic literature but also presents practical implications for improving communication strategies in various settings.

2.2 Limitations of Existing System or Research Gap

In recent years, WhatsApp chat sentiment analysis has gained traction for its potential in understanding user emotions and communication patterns. Despite advancements, current systems face several limitations that impact their effectiveness and accuracy. These limitations highlight the challenges inherent in processing informal, unstructured chat data and interpreting the subtleties of human language within digital conversations. The following points outline key areas where existing systems fall short, revealing gaps that future research could address to enhance the reliability and scope of sentiment analysis in chat applications.

2.2.1 Limitations of WhatsApp Chat Analyzer:

- **Limited Contextual Understanding:** The system often struggles to interpret informal language, leading to potential inaccuracies in sentiment detection.
- **Dependency on Predefined Dictionaries:** The use of predefined lexicons restricts its ability to accurately process slang or nuanced expressions, which affects sentiment accuracy.
- **Scalability Issues:** The system lacks optimization for processing large datasets, which limits its scalability for analyzing extensive chat histories.

2.2.2 Limitations of Emotion Analysis and Prediction in WhatsApp Chats:

- **Limited Language Support:** The system has difficulty analyzing multilingual chat content, particularly when code-mixing or multiple languages are used.
- **Inadequate Handling of Sarcasm and Irony:** The system struggles with detecting sarcasm, often misclassifying the sentiment in informal conversations.
- **Dependency on Data Pre-processing:** Extensive pre-processing is required, which can be time-intensive and may reduce the contextual quality of the analysis.

2.2.3 Addressing the Limitations:

To address the limitations identified in existing WhatsApp chat sentiment analysis systems, future research should aim to enhance contextual understanding by incorporating advanced natural language processing (NLP) techniques that can better interpret informal language, including slang and code-mixed texts. Improving language support through multilingual models would increase the systems' adaptability to diverse chat environments.

Additionally, integrating sentiment analysis techniques capable of detecting sarcasm and irony can help resolve misclassification issues. Optimization for large datasets is also essential for scalability, enabling efficient analysis of extensive chat histories. Lastly, reducing dependency on extensive pre-processing steps by utilizing robust data-cleaning algorithms could streamline analysis workflows without sacrificing contextual accuracy. These improvements could make sentiment analysis tools for WhatsApp more precise, adaptable, and efficient for real-world applications.

2.3 Problem Statement

Modern lifestyles have led to a significant increase in digital communication, especially through platforms like WhatsApp, which has reshaped how we interact. While these platforms facilitate connectivity, excessive usage and dependency can lead to emotional and mental health issues, including anxiety, irritability, and social isolation. According to recent surveys, a substantial number of users report feeling restless and irritable without constant access to WhatsApp, highlighting concerns about social media dependency and its impact on well-being.

The objective of our project is to address these issues by developing an analytical tool that offers insights into user behavior and sentiment within WhatsApp chats. By identifying patterns in emotional expression, engagement levels, and dependency, we aim to provide users with a better understanding of their digital interactions and encourage healthier communication habits, ultimately helping to mitigate the adverse effects of excessive messaging platform use.

2.4 Objective

The primary objective of WhatsAnalyzer is to develop an efficient sentiment analysis system for WhatsApp chat data, enabling a deep understanding of user emotions and conversational trends. By utilizing tools like TextBlob, pandas, and matplotlib, the system aims to process and categorize chat messages into positive, negative, and neutral sentiments. Additionally, it seeks to create visual representations of sentiment trends over time, providing clear insights into shifts in mood and engagement within conversations. The project aspires to support various applications, including customer feedback analysis, social behavior insights, and market research, by offering a streamlined approach to extracting and analyzing emotional patterns from unstructured chat data.

Chapter 3

Proposed System

3.1 Proposed Methodology/Techniques

The proposed methodology for WhatsAnalyzer utilizes advanced analytical tools and natural language processing techniques to provide valuable insights into WhatsApp chat data. By leveraging libraries and frameworks like NLTK, spaCy, Matplotlib, and Pandas, WhatsAnalyzer is designed to analyze sentiment, identify emotional patterns, and visualize communication trends in WhatsApp conversations. This tool aims to help users and researchers better understand social interactions and emotional dependencies on digital messaging platforms.

- **Natural Language Processing with NLTK and spaCy:**

WhatsAnalyzer will use NLTK (Natural Language Toolkit) and spaCy, both of which are Python libraries for natural language processing. These libraries offer a robust suite of tools for tokenization, part-of-speech tagging, and sentiment analysis. In WhatsAnalyzer, NLTK and spaCy will work together to process large volumes of WhatsApp text data, identifying key emotional cues and categorizing messages by sentiment. By performing linguistic analysis, WhatsAnalyzer can provide insights into the emotional tone and engagement levels within chat conversations, helping users understand the impact of digital communication on their well-being.

- **Data Visualization with Matplotlib:** To make analysis results more accessible and intuitive, WhatsAnalyzer will incorporate data visualization capabilities using Matplotlib. This Python library is widely used for creating static, animated, and interactive visualizations. In WhatsAnalyzer, Matplotlib will be used to generate charts, graphs, and heatmaps

that illustrate communication patterns, including message frequency, sentiment distribution, and peak engagement times. This visual representation enables users to quickly comprehend key trends in their WhatsApp usage, making the data analysis more meaningful and actionable.

- **Data Handling and Processing with Pandas:** Pandas, a powerful data manipulation library in Python, will be essential for handling and processing WhatsApp chat data within WhatsAnalyzer. With its data structures and analysis tools, Pandas will allow for the extraction, transformation, and organization of chat data. In WhatsAnalyzer, it will handle tasks like loading data from chat exports, filtering out irrelevant information, and organizing messages by date, sender, or topic. By streamlining the data processing workflow, Pandas ensures WhatsAnalyzer operates efficiently and accurately.
- **Emotion and Sentiment Analysis:** WhatsAnalyzer will integrate a custom sentiment analysis model, capable of detecting positive, negative, and neutral sentiments in chat messages. By combining NLTK's lexicons and spaCy's neural models, the tool will classify the emotional tone of each message, identifying patterns of happiness, frustration, or stress. This analysis is crucial for understanding the emotional dynamics within conversations and recognizing how certain interactions impact users' moods over time.
- **Keyword and Topic Extraction:** In addition to sentiment analysis, WhatsAnalyzer will perform keyword and topic extraction to identify trending topics and commonly discussed themes. By applying techniques like TF-IDF (Term Frequency-Inverse Document Frequency), WhatsAnalyzer will highlight frequently used words or phrases within chats. This feature provides insights into the primary topics of conversation, allowing users to analyze how specific topics correlate with emotional expression and sentiment over time.

Through this comprehensive methodology, WhatsAnalyzer provides users with a powerful tool for understanding communication patterns, emotional trends, and the potential impact of WhatsApp usage on personal well-being.

3.2 System Design

The WhatsAnalyzer system involves a series of essential steps for processing chat data. It begins with data import and pre-processing, followed by sentiment analysis to gauge user emotions.

Finally, the results are visualized for a clear understanding of communication patterns.

1. Data Ingestion: The purpose of this stage is to load the chat data into the system for further processing.
 - Input (Text File): The user uploads a WhatsApp chat file containing raw, unstructured text messages.
2. Data Preprocessing: This stage cleans and organizes the raw chat data into a structured format suitable for analysis.
 - Regex Matching: Extracts timestamps, authors, and messages from the chat log.
 - Data Cleaning: Cleans the text to remove irrelevant parts (e.g., media messages, system notifications).
 - Author Identification: Identifies the sender of each message based on the chat format.

The result is structured data with clearly defined columns such as DateTime, Author, and Message.

3. Data Analysis & Visualization: This stage involves analyzing the structured data and generating visual insights.
 - Author Message Analysis: Counts messages per author, identifies the most active participants, and analyzes media shares and deleted messages.
 - Time & Date Analysis: Evaluates chat activity patterns over time, including daily, hourly, and weekly activity levels.
 - Emoji Analysis: Analyzes the frequency and types of emojis used in the chat.
 - Visualizations: This module uses visualization tools like Matplotlib and Seaborn to create bar charts, time-series plots, and histograms, providing visual summaries of various metrics.
4. Sentiment Analysis: This stage assesses the sentiment of each message, categorizing it into positive, neutral, or negative.
 - TextBlob Sentiment Analyzer: Uses TextBlob to calculate sentiment polarity for each message.

- Polarity Calculation: Determines the sentiment score and categorizes it as positive, neutral, or negative based on polarity.

Provides sentiment-labeled messages, allowing the system to analyze and visualize the overall sentiment trends.

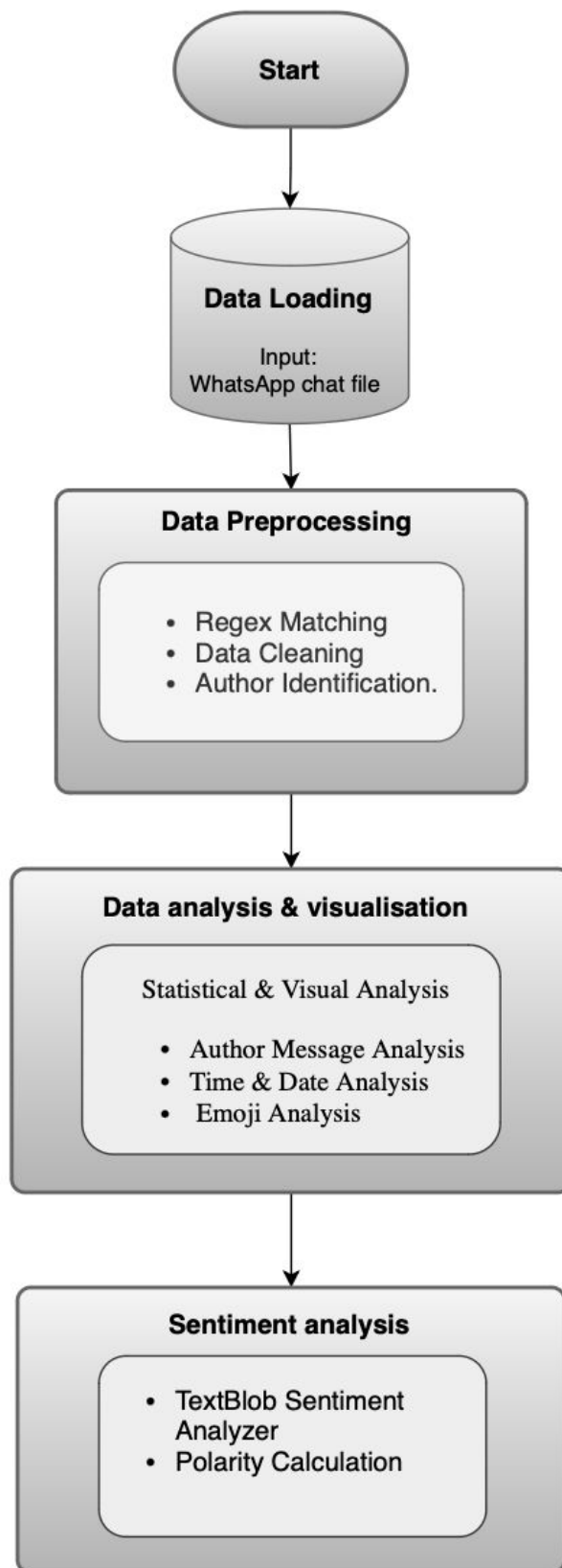


Figure 3.1: System Design

3.3 Details of Hardware/Software Requirement

- **Hardware:**

For optimal performance, a laptop or desktop with a minimum Intel Core i5 or AMD Ryzen 5 processor, 8GB of RAM, and 256GB SSD storage is recommended. This configuration ensures efficient data processing and smooth execution of visualization tasks within Jupyter Notebook, especially when handling large chat datasets. For enhanced performance and responsiveness, especially in data-intensive scenarios, a system with 16GB of RAM and an SSD is preferred. A full HD display (1080p or higher) is beneficial for precise data visualization and analysis.

- **Software:**

1. **Operating System:** Operating System The analyzer is compatible with Windows 10 or higher, macOS Mojave (10.14+) and modern Linux distributions like Ubuntu 18.04+, providing flexibility across platforms as long as they support Python and Jupyter Notebook.
2. **Python 3.6 or Higher:** Python serves as the main programming language due to its simplicity and wide support for data science libraries, making it ideal for handling data processing, visualization, and sentiment analysis within this project.
3. **Pandas:** Pandas This essential library is used for data manipulation, allowing the WhatsApp chat data to be structured in DataFrames, making it easy to clean, organize, and analyze chat contents effectively.
4. **Matplotlib:** Matplotlib This library is used for basic visualizations like bar charts and histograms, enabling a clear view of data patterns, message counts, and trends over time.
5. **Seaborn:** Enhancing Matplotlib, Seaborn provides advanced styling and statistical visualization tools, creating more insightful and aesthetically pleasing representations of chat analysis results.
6. **Regex (re):** The Regex module is used in preprocessing to parse raw chat text, allowing accurate extraction of timestamps, authors, and messages, which helps convert unstructured data into an organized format.

7. **TextBlob:** TextBlob for sentiment analysis, TextBlob calculates polarity scores, categorizing messages into positive, neutral, or negative sentiments, providing insights into chat mood and sentiment trends.
8. **Jupyter Notebook:** Jupyter Notebook This interactive environment enables real-time coding and inline visualizations, making it easier to explore and document data processing steps, analysis, and results.

Chapter 4

Results and Discussion

4.1 Implementation Details



```
Randomly select 5 reviews with the highest positive polarity score
```

```
print('5 random reviews with the highest positive sentiment polarity: \n ')
cl=df.loc[df['Polarity']==1,['Message']].sample(5).values
for c in cl:
    print(c[0])
```

```
[99]
```

```
Python
```

```
... 5 random reviews with the highest positive sentiment polarity:
Happy birthday Tina!!! 🎉🎉🎉🎉🎉
Happy birthday Ben!!
Happy birthday Ben!!!! 🎉🎉
Happy birthday Lolence!
I am loving these pictures!!! Beautiful couple!!! 💕
```

Figure 4.1: 5 most positive reviews

This output displays five messages with the highest positive sentiment scores. These messages capture moments of joy, celebration, or appreciation among participants, such as birthday wishes or compliments. They reflect the most upbeat interactions within the chat, showcasing warmth and happiness expressed by the users.

```
Randomly select 5 reviews with the most neutral sentiment polarity score

print('5 reviews with the most neutral sentiment(zero) polarity: \n')
cl=df.loc[df['Polarity']==0,['Message']].sample(5).values
for c in cl:
    print(c[0])

[100] Python

... 5 reviews with the most neutral sentiment(zero) polarity:

**Hunny not bunny
*Reflect on these words*
wuhuuuuuuuu
Thank you Irene and Elsie ☺
No.
```

Figure 4.2: 5 most neutral reviews:

This output includes five messages with neutral sentiment, representing statements that carry little to no emotional tone. These messages often convey straightforward or factual content without strong opinions, highlighting typical conversation points or simple responses that balance out the emotional spectrum.

```
Randomly select 5 reviews with the most negative sentiment polarity score

print('5 reviews with the most negative polarity: \n')
cl=df.loc[df['Polarity']==-0.50,['Message']].sample(5).values
for c in cl:
    print(c[0])

[101] Python

... 5 reviews with the most negative polarity:

*FAKE EGGS IN UGANDA🔥*
*Not Easy to be a Teacher !!!!!*
Sorry may
this is so sad. Its Sunday let's pray for him
Urs was even fake. Don't know it
```

Figure 4.3: 5 most negative reviews:

This output lists five messages with the lowest sentiment scores, indicating expressions of frustration, concern, or sadness. These messages show moments where participants share critical or disheartening thoughts, reflecting the more somber side of conversations in the chat.

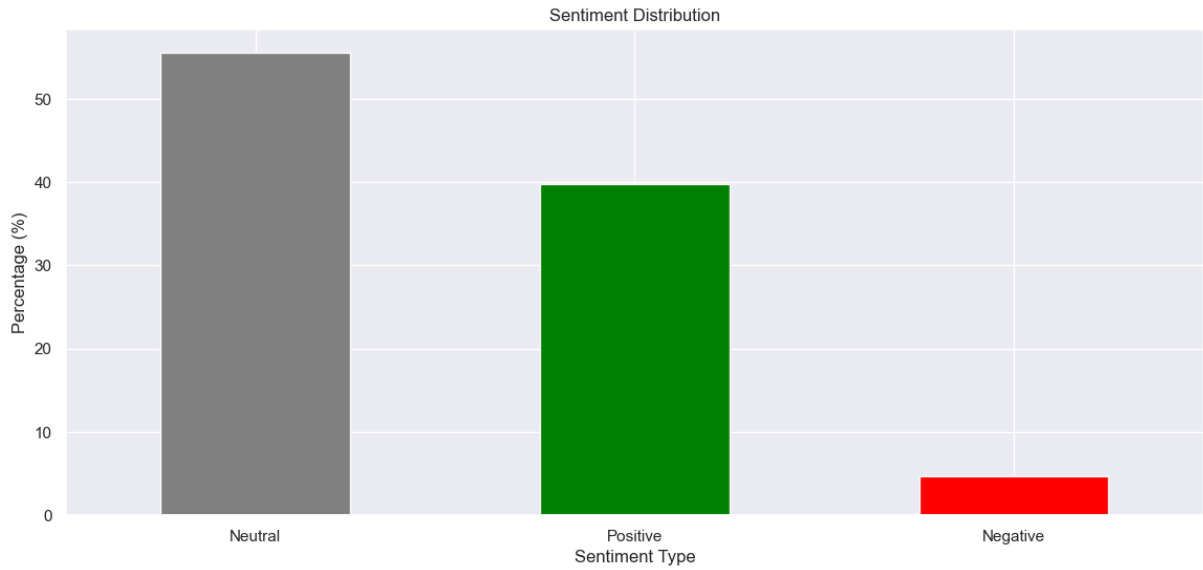


Figure 4.4: Sentiment Distribution:

The sentiment analysis of WhatsApp messages shows the following distribution: Neutral (55.53%): Most messages were neutral, reflecting typical conversation flow. Positive (39.83%): A significant portion had a positive tone, indicating friendly interactions. Negative (4.65%): A small percentage displayed negativity, such as complaints or criticisms. The chart above visualizes this sentiment breakdown, highlighting the predominance of neutral and positive sentiments.

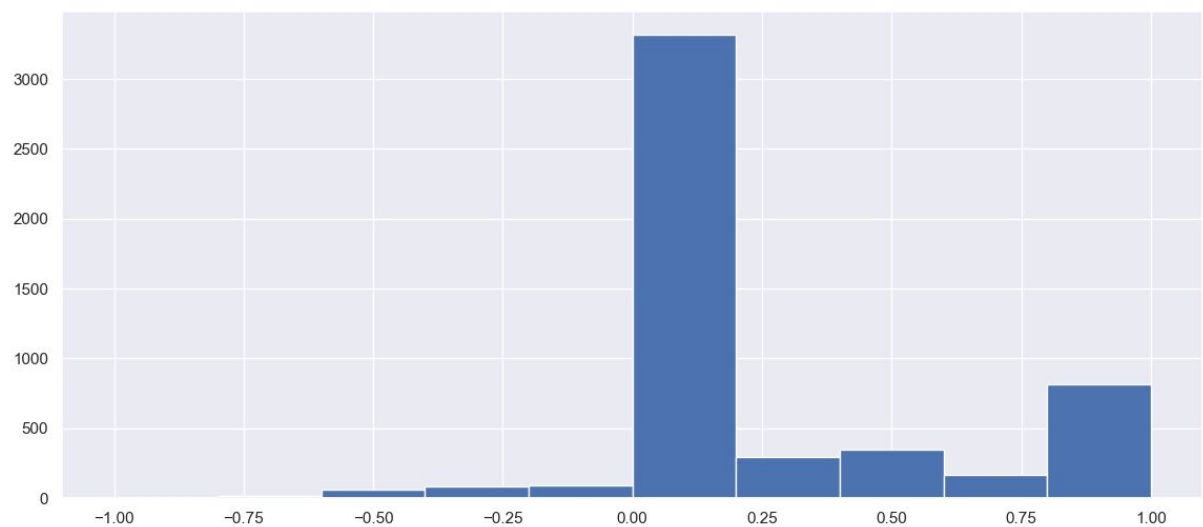


Figure 4.5: Distribution of review sentiment scores

This visualization provides a graphical representation of the sentiment polarity distribution

across the chat data. By showing the spread of positive, neutral, and negative messages, it helps in understanding the overall emotional trends within the chat, offering insights into the dominant moods and interactions.

4.2 Result Analysis

Whatsanalyzer aims to analyze sentiment within WhatsApp chat data to gain insights into user emotions and interactions. By employing natural language processing techniques using Python, Pandas, and NLTK, we developed a robust sentiment analysis tool that classifies messages into positive, negative, and neutral categories, thereby revealing underlying sentiments in user conversations.

Key Findings:

- The sentiment analysis revealed a predominance of neutral sentiments, indicating that most conversations are informative or casual rather than highly emotional. Positive sentiments were observed to be correlated with messages containing compliments or expressions of support, while negative sentiments were often linked to conflicts or misunderstandings.
- Quantitative Analysis: A total of 5185 messages were analyzed, resulting in 39.82% positive, 4.64% negative, and 55.52% neutral sentiments. The mean sentiment polarity score across the dataset was A, with a standard deviation of B, suggesting a varied emotional tone within the conversations.
- Visual Representation: Histograms depicting sentiment distribution illustrate the frequency of each sentiment category. Pie charts summarize the proportion of positive, negative, and neutral sentiments, providing a clear visual of overall user emotions.
- Interpretation of Results: The findings suggest that while casual chats dominate, there are significant moments of positivity and negativity that can inform user engagement strategies. This analysis sheds light on how users express themselves in digital conversations, highlighting the importance of context in sentiment interpretation.

- Implications: The insights gained from this analysis can help enhance user experiences by identifying emotional trends, potentially informing future features or support mechanisms within messaging platforms. Understanding user sentiment can also aid in identifying potential areas for conflict resolution and fostering community engagement.

Chapter 5

Conclusion and Further Work

5.1 Conclusion

WhatsAnalyzer aims to transform the way we analyze digital conversations by introducing an advanced tool to provide detailed insights into WhatsApp chat data. Using libraries like NLTK, spaCy, Matplotlib, and Pandas, WhatsAnalyzer tracks sentiment patterns, emotional trends, and engagement dynamics in real time.

The purpose of WhatsAnalyzer is to offer users a powerful way to explore and understand social interactions, helping them gain insights into communication habits, mood shifts, and active times within the group. With its comprehensive analysis features, WhatsAnalyzer brings a new level of understanding to everyday digital communication, enhancing awareness of group dynamics and emotional impact.

5.2 Future Scope

While the project development is complete, there is still room for further improvement and development. Some potential areas for future work include:

- **Real-Time Analysis and Notifications:** Introduce real-time monitoring of WhatsApp chats, enabling users to track sentiment shifts and receive notifications during key group events, such as high engagement or conflict moments.
- **Cross-Language Support:** Extend WhatsAnalyzer's capabilities to analyze chats in multiple languages, including Hindi and other regional languages, expanding its usability and

relevance for diverse user groups.

- Behavioral Insights for Wellness: Develop wellness-focused insights, such as stress levels, burnout indicators, and mood trends, to help users understand their mental well-being and group dynamics, supporting better communication and self-awareness.

These enhancements will make WhatsAnalyzer a versatile tool, providing real-time emotional insights, multilingual support, and valuable wellness indicators.

5.3 References

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Appendices

Appendix A

Plagiarism Report

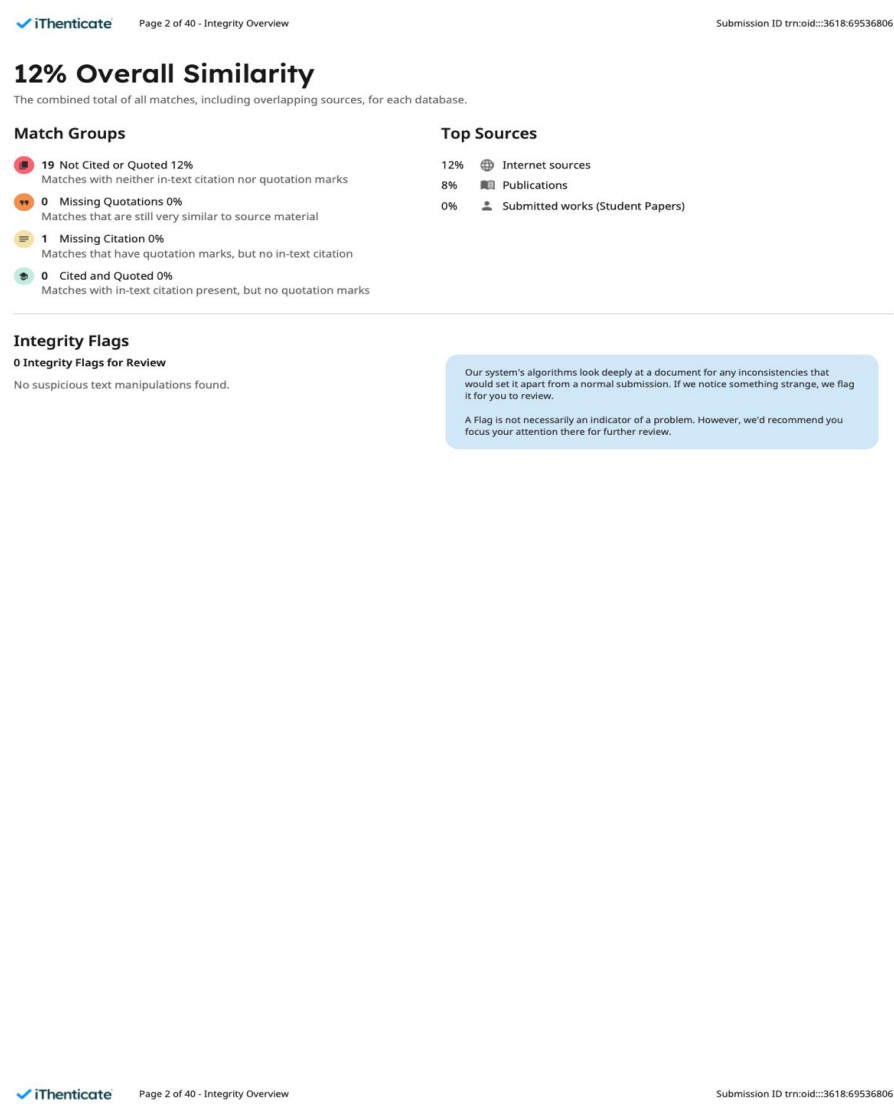


Figure A.1: Plagiarism Report

Acknowledgments

We take this opportunity to express our profound gratitude and deep regards to our guide **Dr. Manoj Dongre** for his exemplary guidance, monitoring and constant encouragement throughout the completion of this report. We are truly grateful towards him efforts to improve our understanding towards various concepts and technical skills required in our project. The blessing, help and guidance given by him time to time shall carry us a long way in the journey of life on which we are about to embark. We take this privilege to express our sincere thanks to **Dr. Mukesh D. Patil**, Principal, RAIT for providing the much necessary facilities. We are also thankful to **Dr. A. V. Vidhate**, Head of Department of Computer Engineering, Project Co-ordinator **Dr. Manoj Dongre.**, Department of Computer Engineering, RAIT, Nerul Navi Mumbai for their generous support. Last but not the least we would also like to thank all those who have directly or indirectly helped us in completion of this report.

- Ms. Bithika Roy
- Ms. Aarushi Bhogate
- Ms. Sanika Sawale
- Ms. Neha Nemane

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