

SmartTrendAI - Project Report

Title: AI-Powered Market Trend Analyzer (SmartTrendAI)

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Aim:

Build a system that analyzes online text (tweets, news, reviews) to detect trending topics and sentiment for marketing insights.

Tools:

Python, NLTK, VADER, scikit-learn, matplotlib, streamlit

Workflow:

Data collection -> Preprocessing -> Sentiment analysis -> Trend detection -> Visualization

How to run:

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1. Data collection: pip install requirements.txt
2. Console demo: python src/main.py
3. Web app: streamlit run app.py

Conclusion:

This tool helps marketing teams detect rising topics and understand customer sentiment quickly, enabling faster data-driven decisions.