SmartTrendAI - Project Report

Title: AI-Powered Market Trend Analyzer
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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, wordcloud, streamlit

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

How to run:
1. Install requirements: pip install -r 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.