**Steps to Run Nomobo Sentiment Analysis Code**

1. Unzip NOMOBO\_project.zip.
2. Got to folder **NOMOBO\_project/scripts/**.
3. Open configParserFile.py and set all the parameters.

(ASIN ids for some competitors:   
Native - B07GB3NVN1, Lume - B07PNFS32R, Megababe - B09PZH8VDT, Mando - B0BQD1K8K5)

1. Run the script using below command:

**python configParserFile.py**

**YouTube Sentiment Analysis**

1. For doing sentiment analysis on youtube videos and comments:

* Go to NOMONO\_project/scripts/youtube/ folder.
* Run YoutubeDataExtraction.py using command **python YoutubeDataExtraction.py.**
* This will create two files containing youtube video ids and their respective comments. These files will be found in output folder at path **NOMOBO\_project/output/youtube/{todays date}**.
* Run CompetitorSentimentAnalysis.py using command **python CompetitorSentimentAnalysis.py** at path NOMONO\_project/scripts/youtube/.
* This will return final output **{competitorName}\_sentimentAnalysis.csv** at path **NOMOBO\_project/output/youtube/{todays date}**.

**NOMOBO Reviews Sentiment Analysis**

1. For doing analysis on NOMOBO’s customer reviews and comments:

* Go to NOMONO\_project/scripts/nomobo/ folder.
* Run NOMOBO\_dataCleaning.py using command **python NOMOBO\_dataCleaning.py.**
* Run sentimentAnalysis\_NomoboData.py using command **python sentimentAnalysis\_NomoboData.py**.
* This will return final output **NomoboReviewsSentimentAnalysis.csv** at path **NOMOBO\_project/output/nomobo/{todays date}**.

**AMAZON Reviews Sentiment Analysis**

1. For doing analysis on Amazon’s customer reviews and comments:

* Go to NOMONO\_project/scripts/Amazon/ folder.
* To scrap all the positive and negative reviews of the competitor, run AmazonReviewsScraping.py using command **python AmazonReviewsScraping.py.**
* This will return reviews and comments of the competitor product as output file **{competitorName}\_reviews.csv** at path **NOMOBO\_project/output/amazon/{todays date}**.

**ChatGPT Solution**

1. For creating campaigns, understanding trends and doing analysis using ChatGPT:

* Go to NOMONO\_project/scripts/ChatGPT/ folder.
* Run ChatGPTImplementation.py using command **python ChatGPTImplementation.py**.
* This script will take all the reviews from the input file(here amazon reviews output file is used) and will generate solution of the task assigned in config file as a txt file **{competitorName}\_chatgpt\_solution.txt** at path **NOMOBO\_project/output/chatGPT/{todays date}**.