Moodify - Advanced Sentiment Analysis Platform

Project Overview

Developed an innovative machine learning-powered sentiment analysis platform that processes and analyzes text data to extract meaningful insights from social media, customer reviews, and employee feedback.

Technical Architecture

Our platform follows a three-step process for sentiment analysis:

1. Upload Content
2. ML Analysis using BERT algorithm
3. Detailed Report Generation

Real-World Applications

The platform serves three primary business functions:

- Market Research: Enables companies to analyze customer feedback from various sources to optimize product offerings and marketing strategies
- Customer Support Enhancement: Helps prioritize support tickets based on sentiment analysis, improving response times for urgent cases
- Employee Engagement Monitoring: Provides insights into workplace morale through systematic analysis of employee feedback

Features & Capabilities

Our sentiment analysis system provides detailed classification across five categories:

- Very Positive
- Positive
- Neutral
- Negative
- Very Negative

Technologies Used

- Machine Learning: BERT algorithm for natural language processing
- Frontend: Modern web technologies for responsive interface
- Backend: Robust data processing pipeline
- Data Analysis: Advanced sentiment classification algorithms

Impact

- Streamlined feedback analysis process
- Enhanced decision-making through data-driven insights
- Improved customer satisfaction through better response prioritization
- Enabled more effective employee engagement monitoring

Role

Led the development of core sentiment analysis algorithms and contributed to the overall system architecture, focusing on accuracy and scalability.

Team Members

- Priyanshu Ranjan
- Anvesha Rastogi
- Harsh Gupta
- Parth Deshpande
- Shrish