

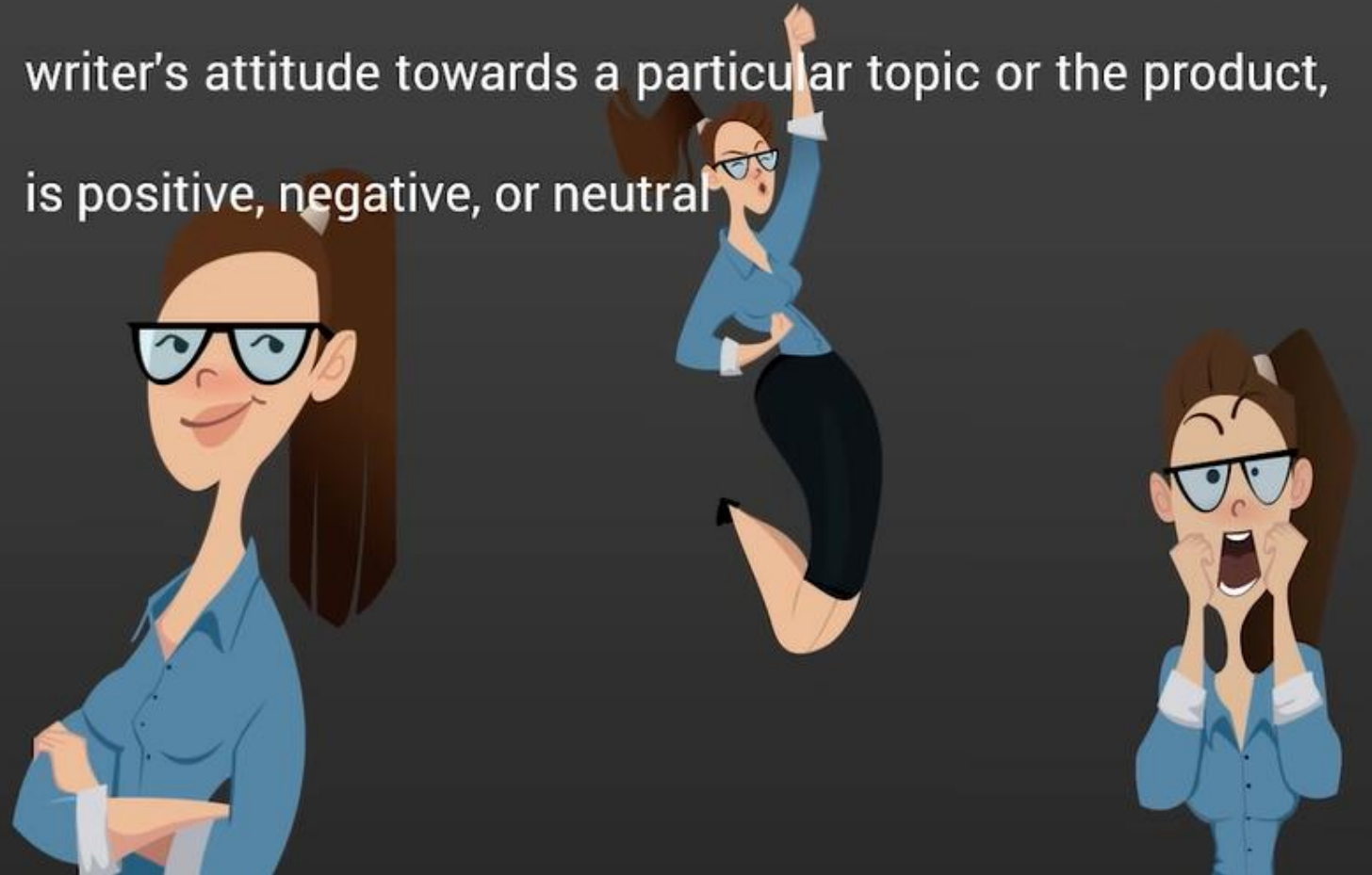
The background is a solid grey color. It is decorated with several 3D-style question marks in light blue and lime green, scattered across the frame. There are also several thick, wavy lines in the same colors. The central text is contained within a dark blue horizontal bar.

# What is Sentiment Analysis?

# What is Sentiment Analysis?



Process of computationally identifying and categorizing opinions from piece of text, and determine whether the writer's attitude towards a particular topic or the product, is positive, negative, or neutral



# Sentiment/ Feedback



Neutral

- iOS or Android doesn't matter to me. I am good with both



- iOS is great! I love its simplicity



Good



Bad

- I love iOS but I hate Android





**How does it work?**

# Step 1: Tokenization

The movie was great!

Tokenization

- The
- Movie
- Was
- Great
- !



## Step 2: Cleaning the data

The movie was great!

Remove the special  
characters

- The
- Movie
- Was
- Great

!

## Step 3: Removing Stop Words

The movie was great!

Remove the stop words

~~The~~  
• Movie  
~~Was~~  
• Great  
~~!~~

## Step 4: Classification

The movie was great!

Positive: +1

Negative: -1

Neutral: 0

~~The~~  
• Movie  
~~Was~~  
• Great  
~~!~~

+/-

+/-

Classify them as positive,  
negative and neutral. Eg:  
It was a **great** movie



# Step 4: Apply Supervised Algorithm for Classification

The movie was great!

Positive: +1

Negative: -1

Neutral: 0

~~The~~  
• Movie  
~~Was~~  
• Great  
~~!~~

0

+1



- Train your model with Bag of Words or Lexicons, and test it on the analysing statement
- More the accuracy score better will be the classification

## Step 5: Calculation

The movie was great!

Positive: +1

Negative: -1

Neutral: 0

$$+1 + 0 = 1$$

- ~~The~~
- Movie
- ~~Was~~
- Great
- ~~!~~

0

+1

Since the polarity is greater than 0 so the given statement is positive