
What is Sentiment Analysis?

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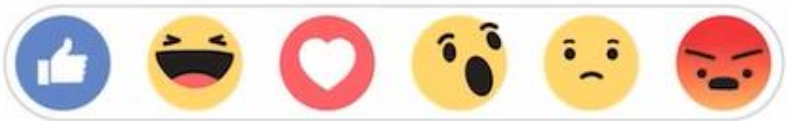
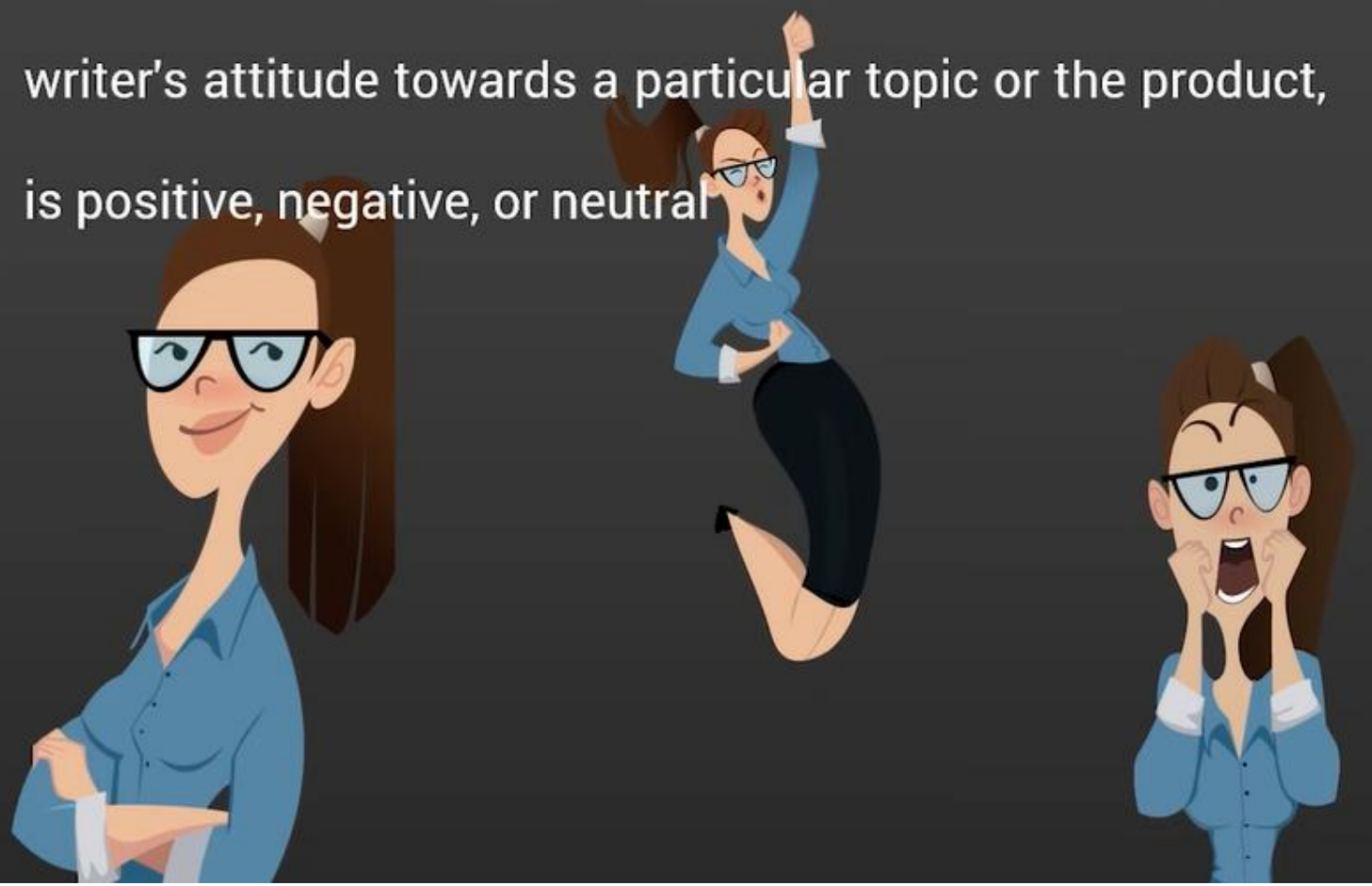


Process of computationally identifying and categorizing opinions from piece of text, and determine whether the writer's attitude towards a particular topic or the product, is positive, negative, or neutral



Sentiment/ Feedback

Neutral

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

★★★

Good

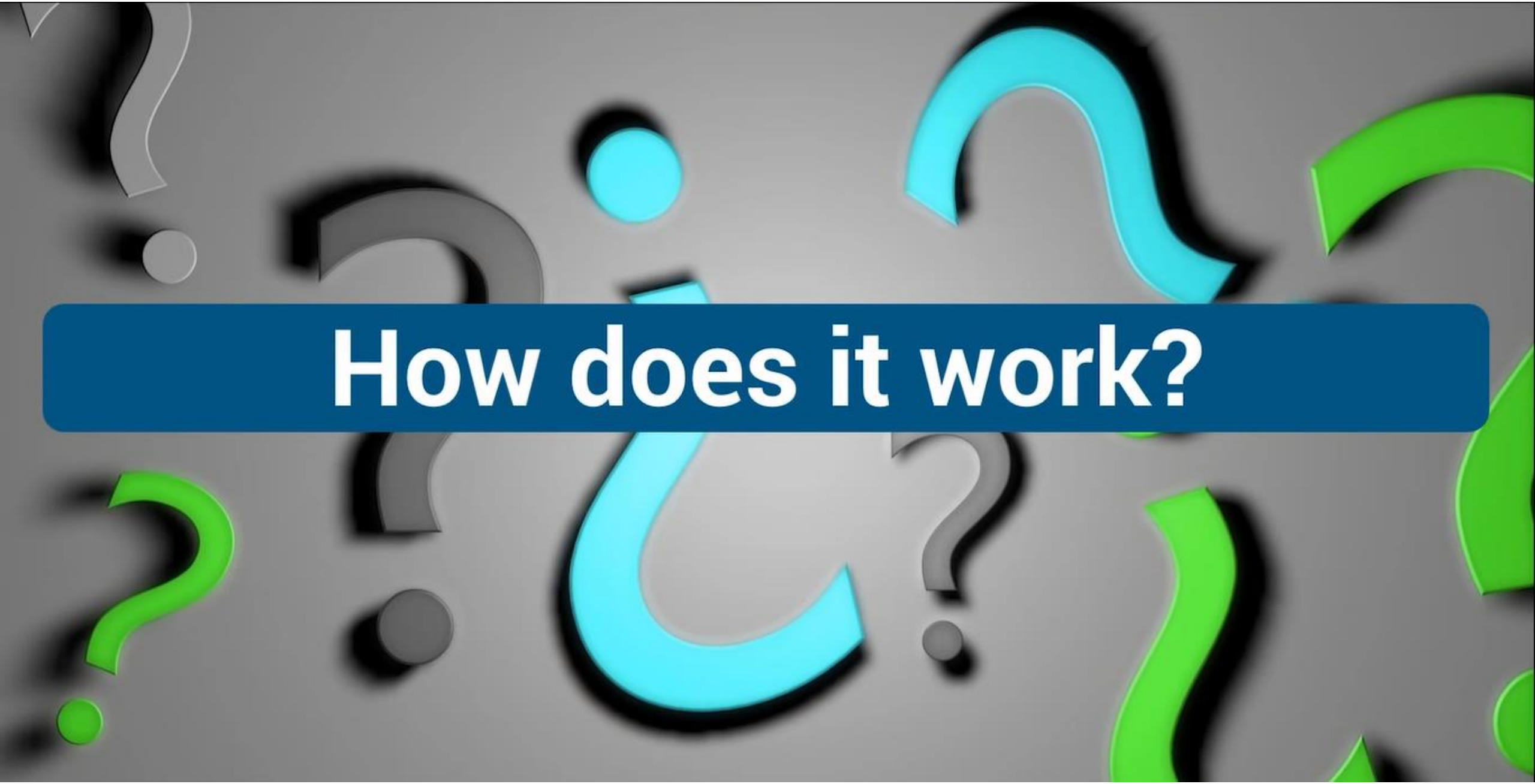
- iOS is great! I love its simplicity

★★★★

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

~~The~~

- Movie

~~Was~~

- Great

~~!~~

0

+1

+1+0 = 1

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