ABSTRACT

SENTIMENT ANALYSIS USING MACHINE LEARNING

Project Guide: M V Sumanth Technology: Machine Learning

Sentiment analysis is the process of analyzing the emotion of the users. You can categorize their emotions as positive, negative or neutral. It is widely being used nowadays. The reason behind this is every company is trying to understand the sentiment of their customers, if customers are happy, they will stay. This project could show a path to reduce customer churn.

Sentiment analysis machine learning tool analyzes text for polarity from positive to negative. By training machine learning tools with examples of emotions in text, machines automatically learn how to detect sentiment without human input. Sentiment analysis models can be trained to read beyond the definitions. There are number of techniques and complex algorithms used to command and Train machines to perform sentiment analysis. Support Vector Machine (SVM) is a supervised machine learning model. SVM algorithm is used to train and classify text within our sentiment polarity model.

The Data Set for Sentiment Analysis project is divided into test and training set. This is a binary classification dataset as positive and negative. In training set contains 12000 records, which includes 6500 positive records and 5500 negative records. Test dataset is having a total of 12500 records. Out of which 6500 records are classified as positive and 6000 records as negative.

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