# Abstract : Word Cloud

In the era of big data, deriving meaningful insights from large volumes of unstructured text has become increasingly important. This mini project focuses on the implementation and analysis of **Word Cloud** generation as a technique for text visualization and summarization. A word cloud is a graphical representation where the size of each word signifies its frequency or relevance in a given text corpus. The project involves collecting textual data, preprocessing it using techniques such as tokenization, stopword removal, and normalization, followed by the generation of a word cloud to highlight key terms. This approach enables users to quickly identify prominent themes and gain insights from textual data in a visually appealing format. Applications of this technique span across domains such as social media analytics, customer feedback analysis, and news summarization. The project demonstrates the usefulness of word clouds in exploratory data analysis and business intelligence within the scope of Data Science and Business Data Analytics.