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SENTIMENT ANALYSIS

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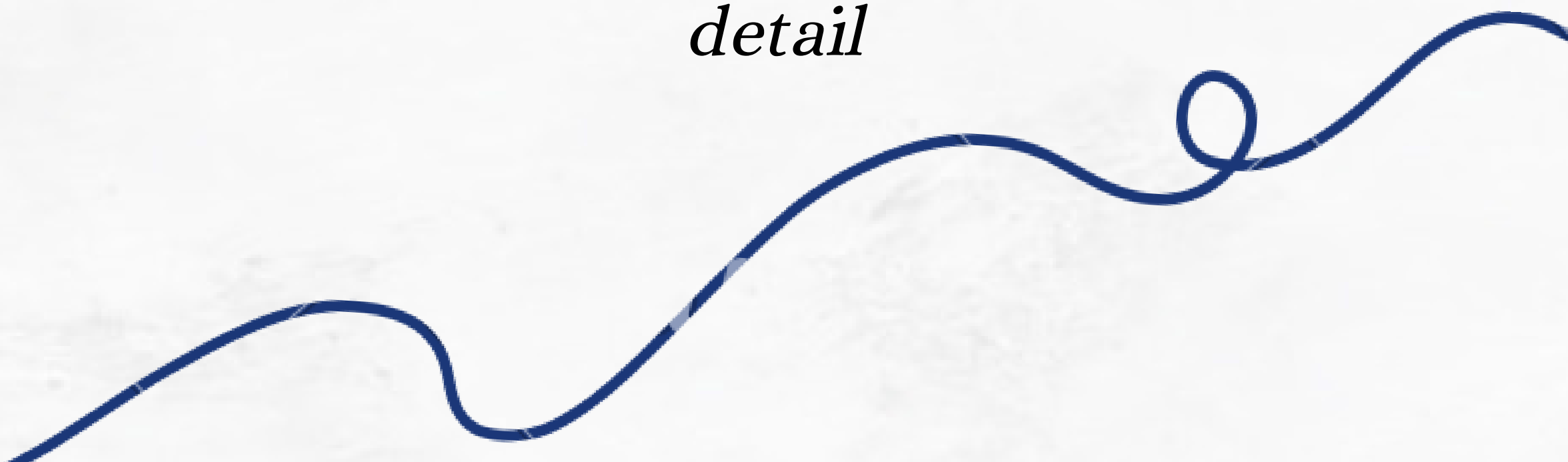
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INTRODUCTION

Sentiment Analysis is a process used to assess the emotional tone of a body of text. It helps us to analyse data to gain deeper insights by examining the underlying opinion or attitude expressed in the content.

This presentation will discuss how to use sentiment analysis in greater detail



What is Sentiment Analysis ?

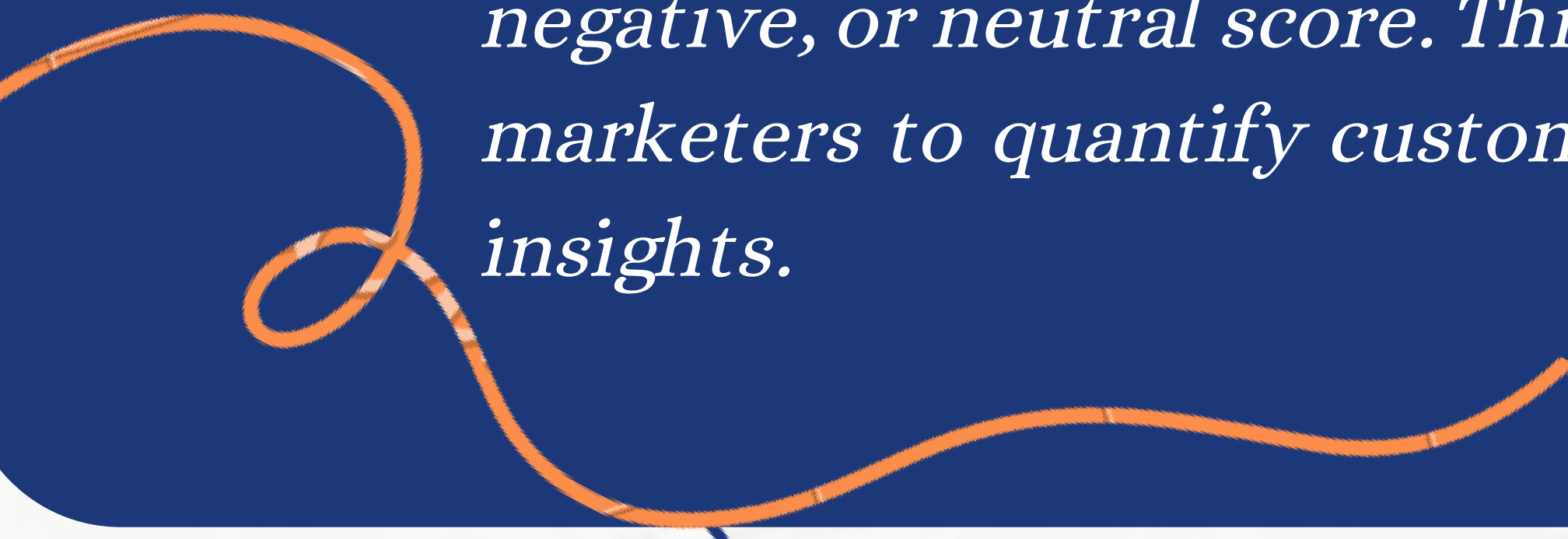
- *Sentiment Analysis is the process of classifying emotions in text, based on the words the text contains. It uses Machine Learning & Natural Language Processing to identify positive, negative and neutral sentiments in text. It enables us to gauge the overall attitude conveyed and take decisions accordingly.*

Use Cases for Sentiment Analysis

- *Sentiment analysis is used in almost all industries. It is used to gather feedback on customer service, products and campaigns . Sentiment analysis helps to identify customer sentiment in social media conversations and comments, thereby helping businesses to gain better insights into their customer's experience. It can also be used to detect fraud in banking and insurance applications*



How is Sentiment Analysis performed?

- *Sentiment analysis is performed by using natural language processing (NLP) techniques to analyse the entire body of text. The machine learning algorithms used in this process help to identify the sentiment of the text and assign it a positive, negative, or neutral score. This score helps business owners and marketers to quantify customer sentiment and get meaningful insights.*
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Conclusion

Sentiment analysis allows businesses to gain insights into how customers feel about their brand and products, enabling them to make appropriate decisions on how to improve customer experience. By utilizing advanced natural language processing techniques, sentiment analysis can help businesses develop better relationships with their customers, as they can analyze and identify customer sentiment faster and more accurately than ever before.