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MINI PROJECT REPORT

ON

**Classify tweets into positive and negative tweets
using following dataset.**

SUBMITTED TO :

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Title: Classify tweets into positive and negative tweets using following dataset.

1. Describe the dataset
2. Sort Twitter data
3. Clean Twitter data
4. Develop Twitter sentiment analysis model
- 5 . Analyze Twitter data for positive/negative sentiments
6. Visualize the insights

Introduction:

Tweets are often useful in generating a vast amount of sentiment data upon analysis. These data are useful in understanding the opinion of people on social media for a variety of topics.

Problem Statement :-

In this project, we try to implement an NLP Twitter sentiment analysis model that helps to overcome the challenges of sentiment classification of tweets. We will be classifying the tweets into positive or negative sentiments

Objective :-

Twitter sentiment analysis allows you to keep track of what's being said about your product or service on social media, and can help you detect angry customers or negative mentions before they mount.

Advantages :□

Twitter Sentiment analysis is a useful tool for any organization or group for which public sentiment or attitude towards them is important for their success - whichever way that success is defined.

On social media, blogs, and online forums millions of people are busily discussing and reviewing businesses, companies, and organizations. And those opinions are being 'listened to' and analysed.

They can quickly identify any negative sentiments being expressed, and turn poor customer experiences into very good ones. Positive words would include words such as 'amazing', 'friendly', 'clean', 'exceeded', and 'prompt'.

Negative words could be words like 'scam', 'unprofessional', 'rude', 'refund', and 'incompetent'.

Disadvantages :-

- **Negative criticism:** Customers could complain publicly about product or services. Negative comments can reflect badly on your business. However dealing with complaints well can have a positive impact on your reputation.
- **Time sensitive:** Unless you tweet at the right time, when your followers are online, your tweets could easily be missed.
- **Spam:** Be wary of spam accounts on Twitter. In particular, do not click on suspicious links from users you don't know.
- **Limitations:** You are restricted by Twitter's 280 character limit. It can take time to learn how to communicate effectively with brevity.

Project Pipeline :-

- Import Necessary Dependencies
- Read and Load the Dataset
- Exploratory Data Analysis
- Data Visualization of Target Variables
- Data Preprocessing.
- Function for Model Evaluation
- Model Building
- Model Evaluation

Visualization Tools:

- All visuals used, line graphs, bar graphs, worldwide and country maps, including time series prediction graphs were created using Plotly
- Plotly is a visualization package that can be used in both R and Python
- Plotly is interactive!
- Loses the interactive format when imported to slides/ppt.
- I tried taking advantage of this feature but I couldn't make it to work



Application:-

Twitter app



Conclusion:-

As you've read in this article, Twitter Sentimental Analysis help us preprocess the data using different methods and feed it into ML models to give the best accuracy.