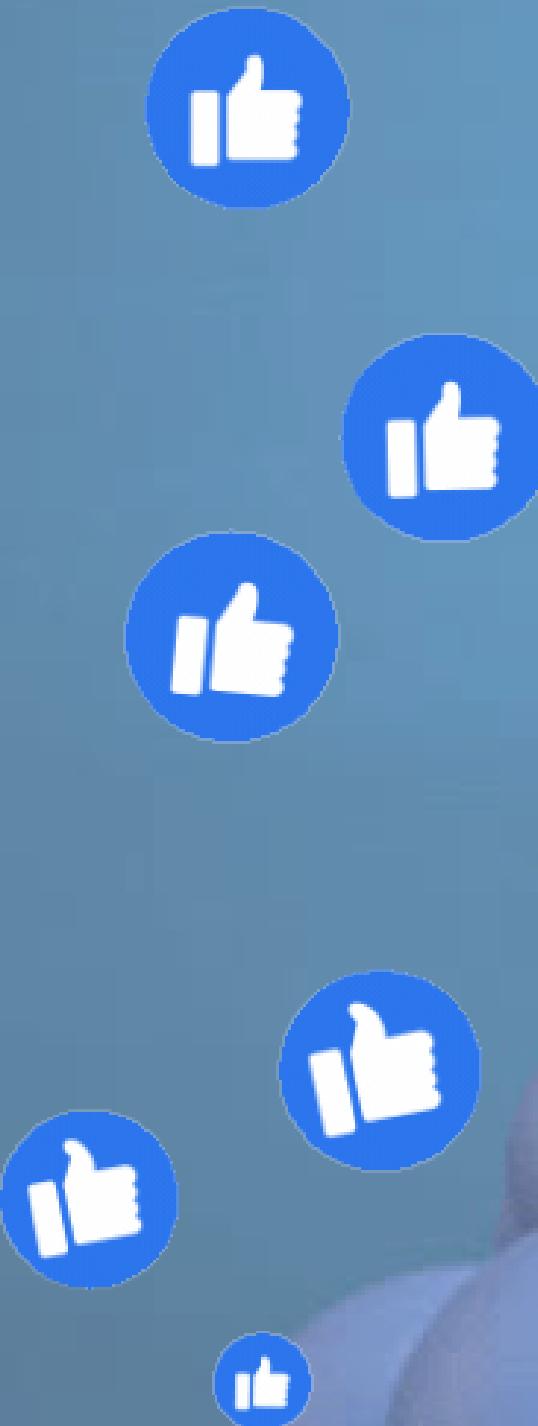
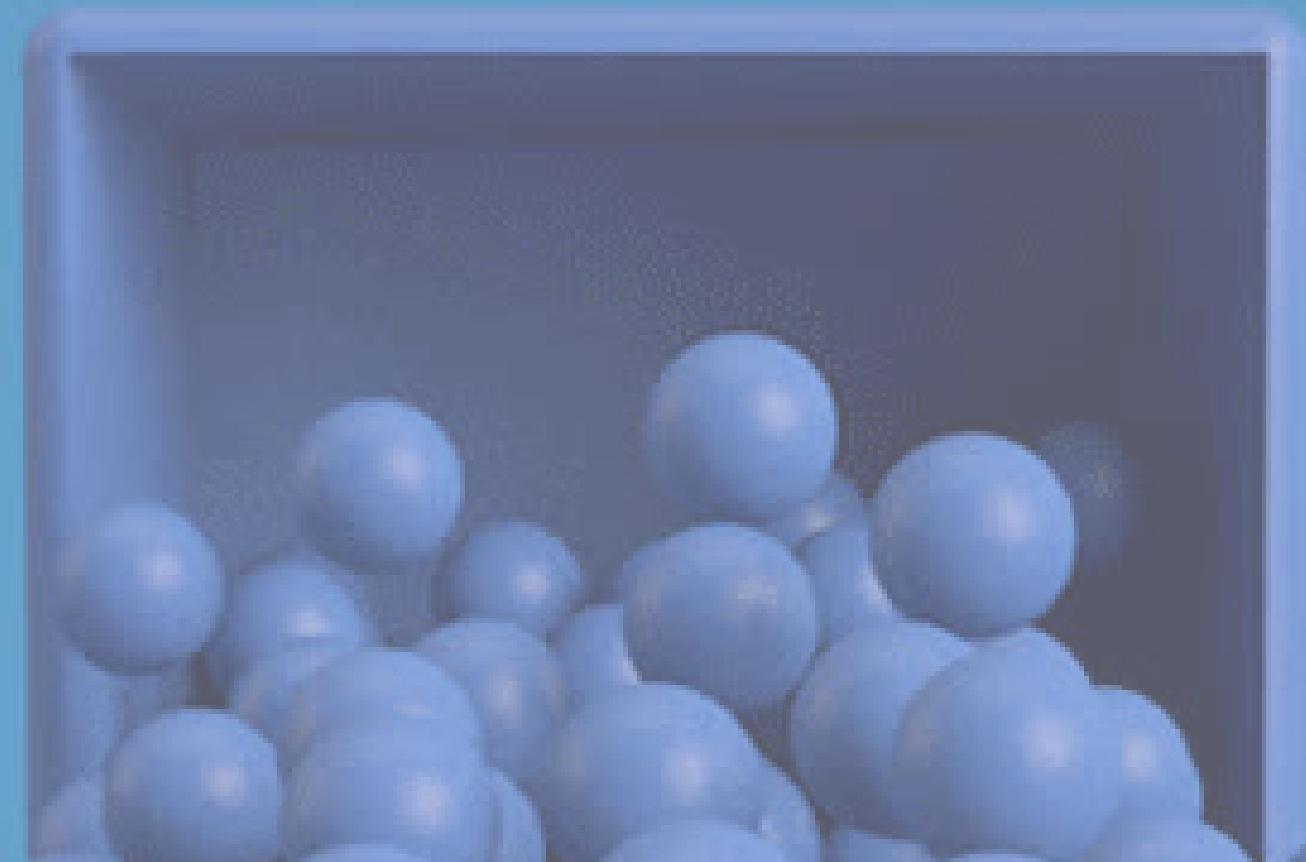


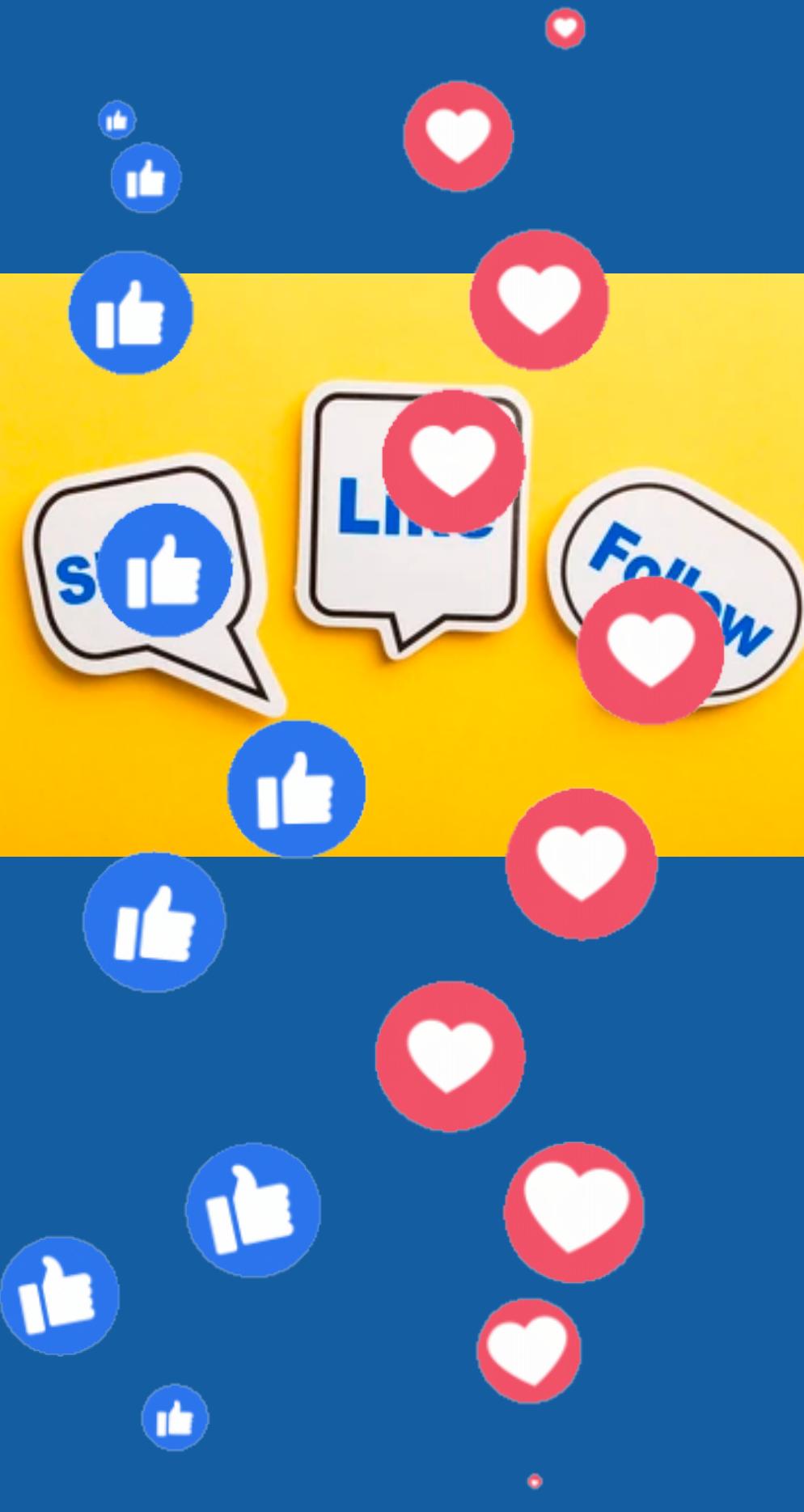


INTRAIN TECH
ITT

SENTIMENTAL ANALYSIS



INTRODUCTION

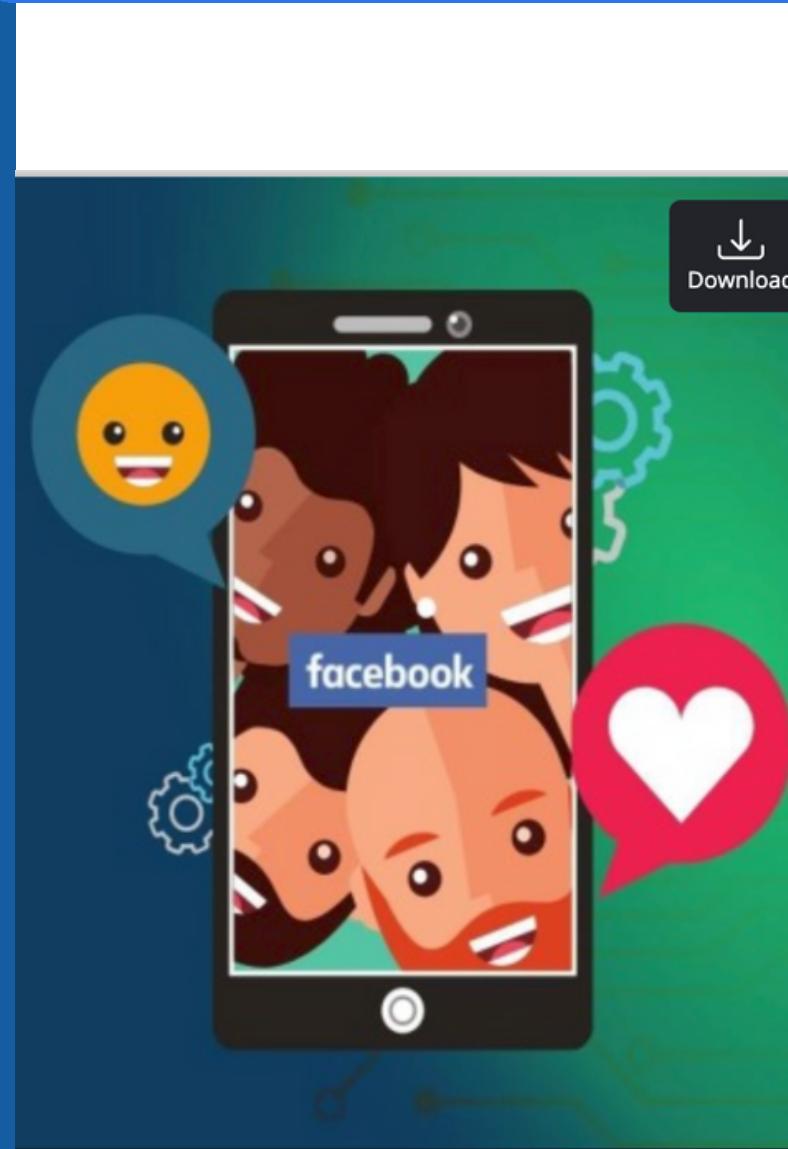


- Social media platforms, such as Facebook, have transformed the way we communicate, share experiences, and express our thoughts.
- Sentiment analysis, at its core, is the process of determining the sentiment behind a piece of text—whether it's positive, negative, or neutral.
- It's a powerful tool that goes beyond just understanding words; it delves into the emotions, attitudes, and opinions embedded in the language used by individuals online.

OBJECTIVE

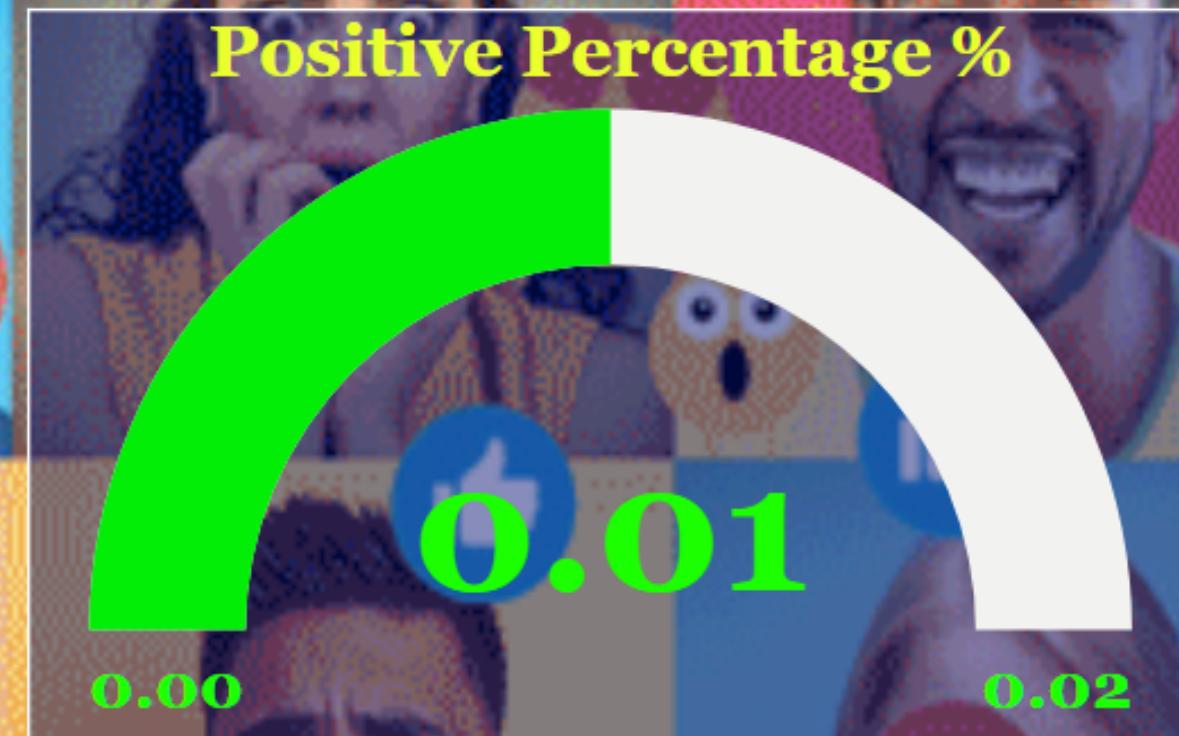
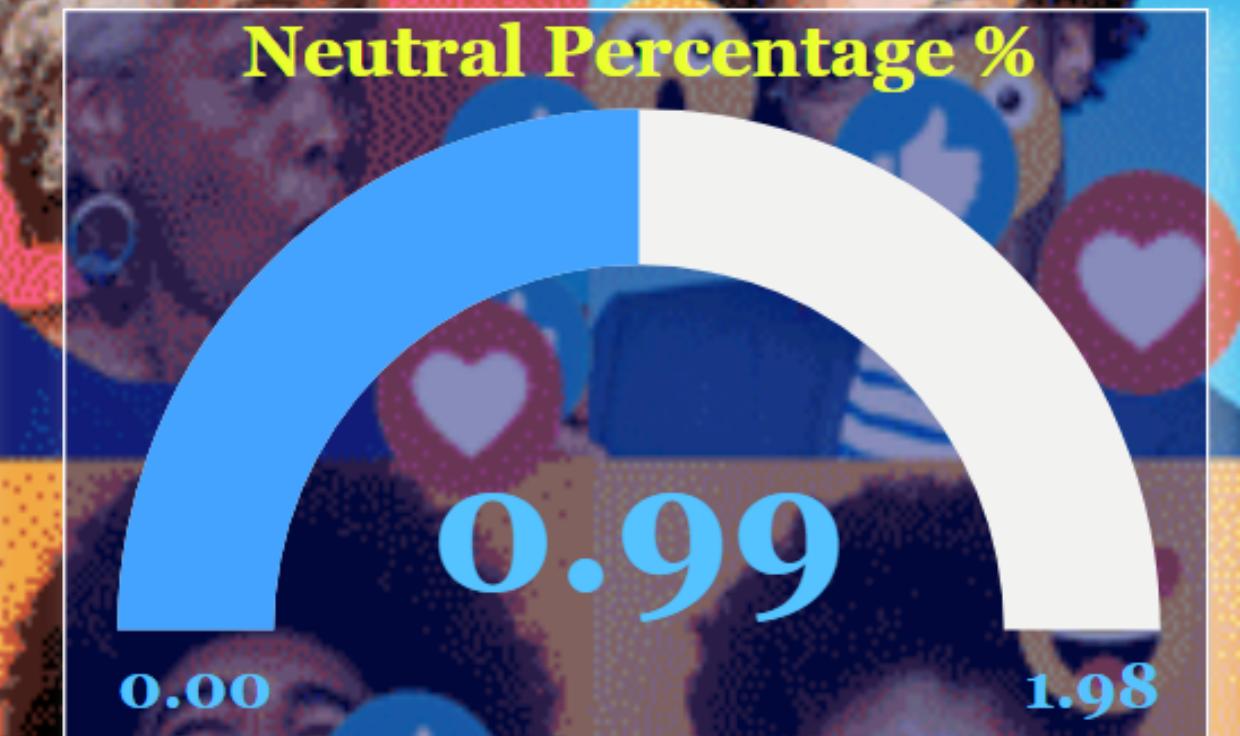
Share

- Sentiment analysis of Facebook data involves the automated process of understanding opinions expressed in posts and comments on the platform.
- This analysis is crucial for projects seeking to gauge public sentiment, customer feedback, or user reactions.
- Techniques from Power BI, Python, MS Excel Dashboards are commonly employed to extract insights from the vast amount of textual data on Facebook.
- Methods include Data extraction, Data preprocessing, Data Cleaning and Visualizations.



Text Analysis - Facebook

Comment by Users	Sum of Score sentiment
Extraordinary	1.94
Alluring	0.97
Angelic	0.97
Astonishing	0.97
Attractive	0.97
Awesome	0.97
Beautiful	0.97
Brilliant	0.97
Captivating	0.97
Charming	0.97
Cute	0.97
Dazzling	0.97
Delightful	0.97
Divine	0.97
Elegant	0.97
Enchanting	0.97
Excellent	0.97
Exceptional	0.97
Total	67.66



Comment to Score Sentiment



Score sentiment

- 0.5
- 0.96990227699...

97766
(98.75%)

1237
(1.25%)

TEXT ANALYSIS OF COMMENTS

- The engagement rate is calculated as the total number of interactions your content receives divided by your total number of followers, multiplied by 100%.
- By selecting all the year we are seeing
- Positive-1.25%(1.24k)
- Neutral-97.77k(98.75)
- We get the 28.45
- Positive count -1237
- In this visualization we can understand the data is fluctuating.
- we got highest engagement rate in 1970-50.84, 0.03 positive, 36 positive count score sentiment positive 0.04k(3.39) neutral -96.61.
- In this table represents more neutral because we have taken others as neutral. So count of comment by users by score sentiment always showing positive very low.

Sum of Like Count, Sum of Share Count and Sum of tenure by Country, gender and age

Gender • female • male • NA

Sum of Share Count

80K

60K

40K

20K

0K

Sum of Like Count

40K

60K

80K



Scatter Plot

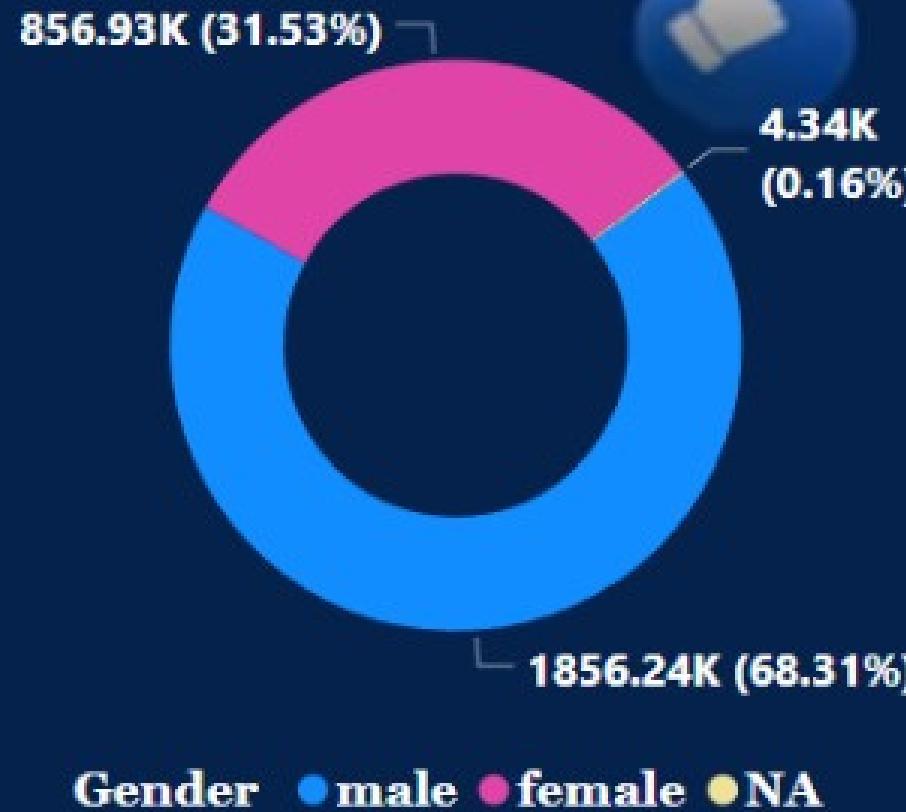
- Up to age 50, green ball size indicates the male is more active.
- After the age of 50, the yellow size increases, indicating that the female's tenure is longer.
- Up to age 40, the share count, like the count of males and females, is increasing.
- but after that, their count is decreasing gradually.



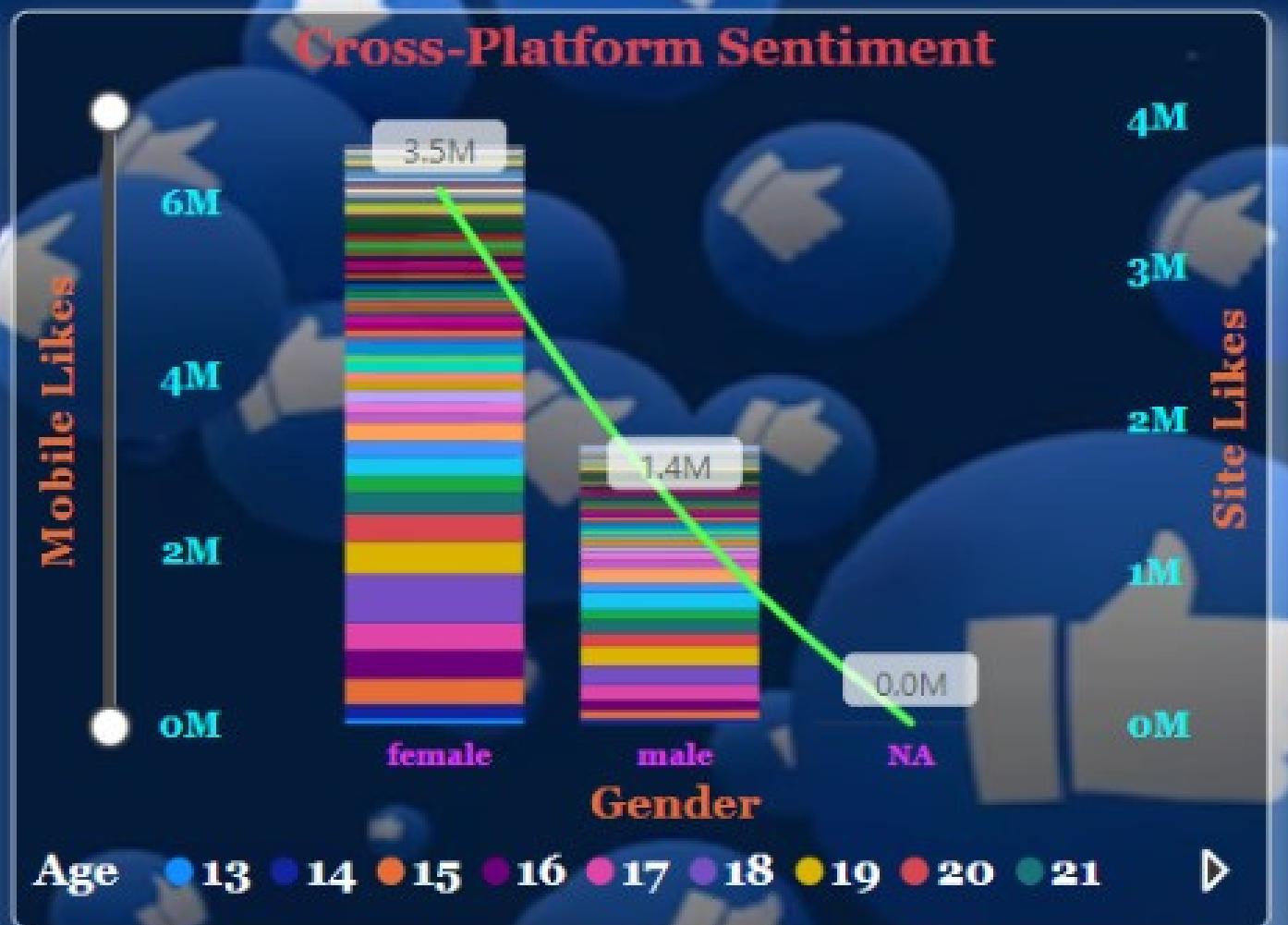
Facebook Social Pulse Check



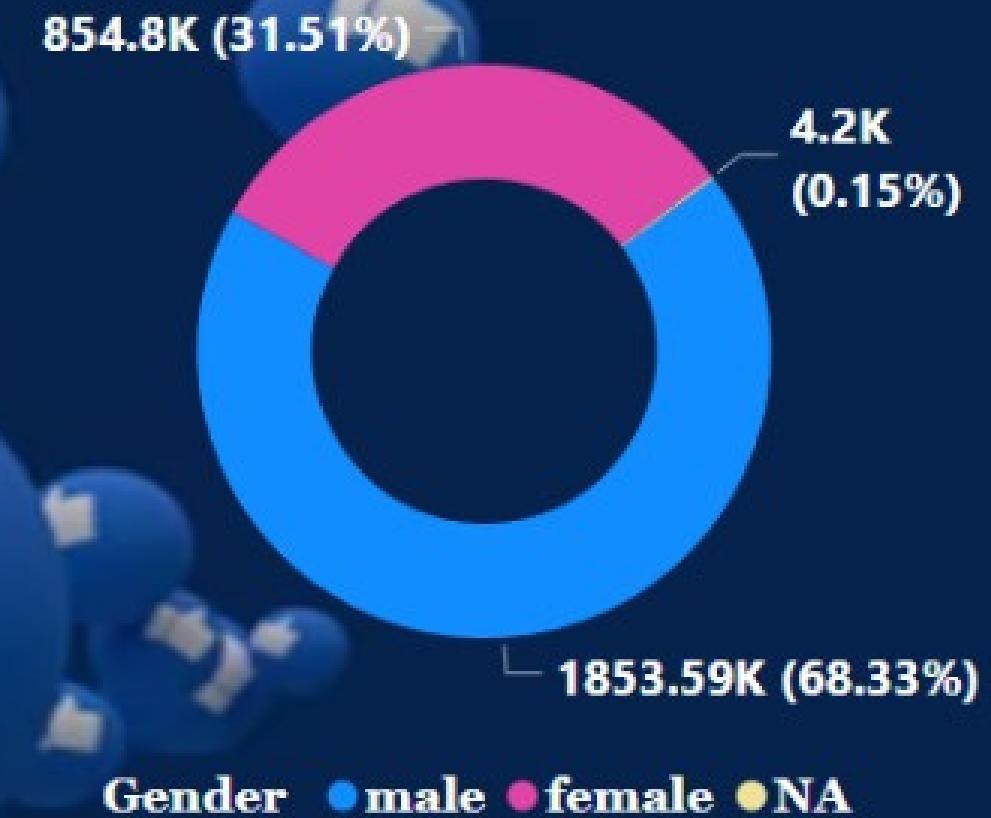
Trends in Likes By Gender



Cross-Platform Sentiment



Trends in Shares By Gender



Like Count

2,717.51K

Avg Like Count

0.03K

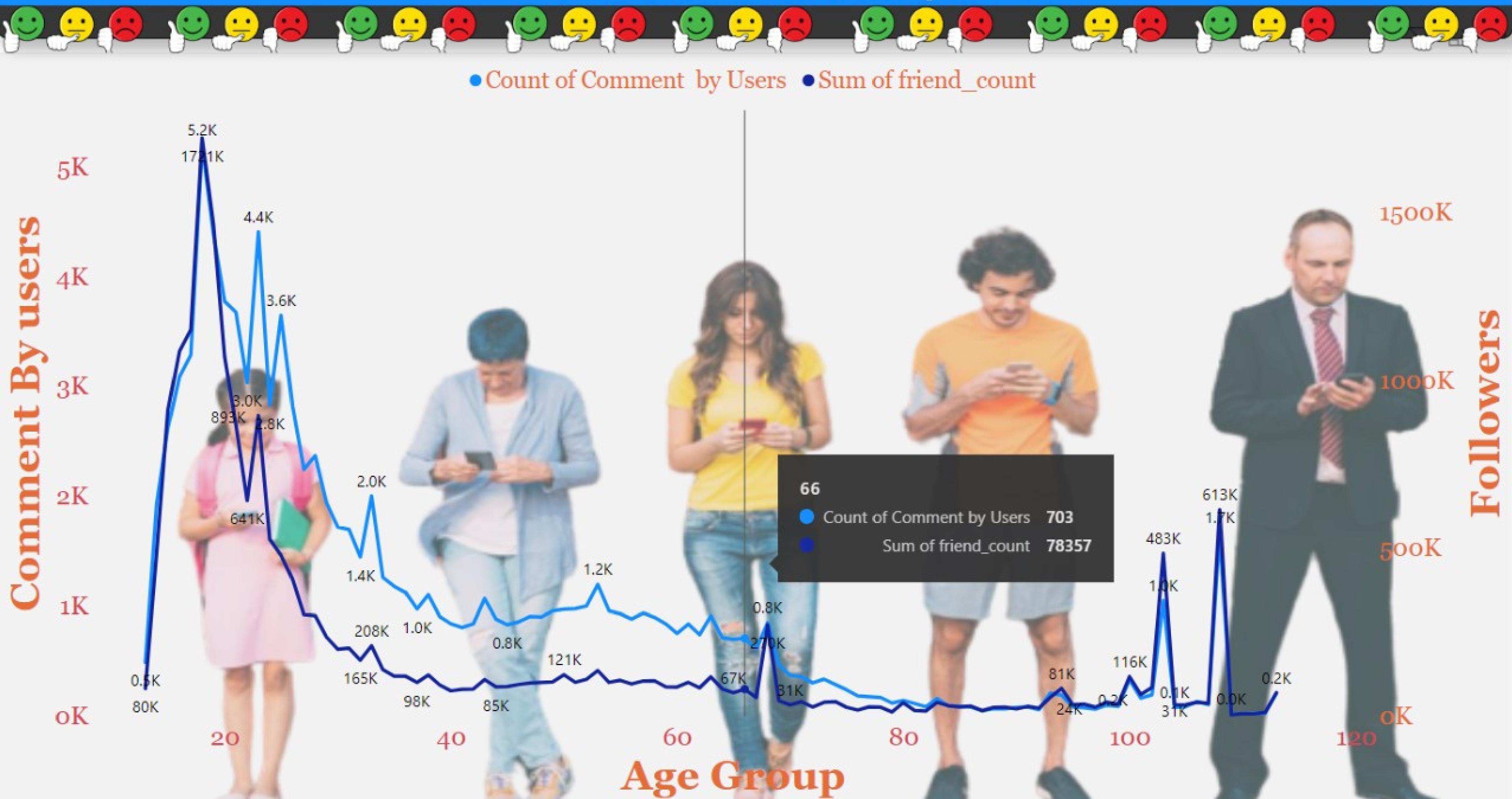
Share Count

2,712.58K

Avg Share Count

2,717.51K

Social Network Analysis



FACEBOOK SOCIAL PULSE

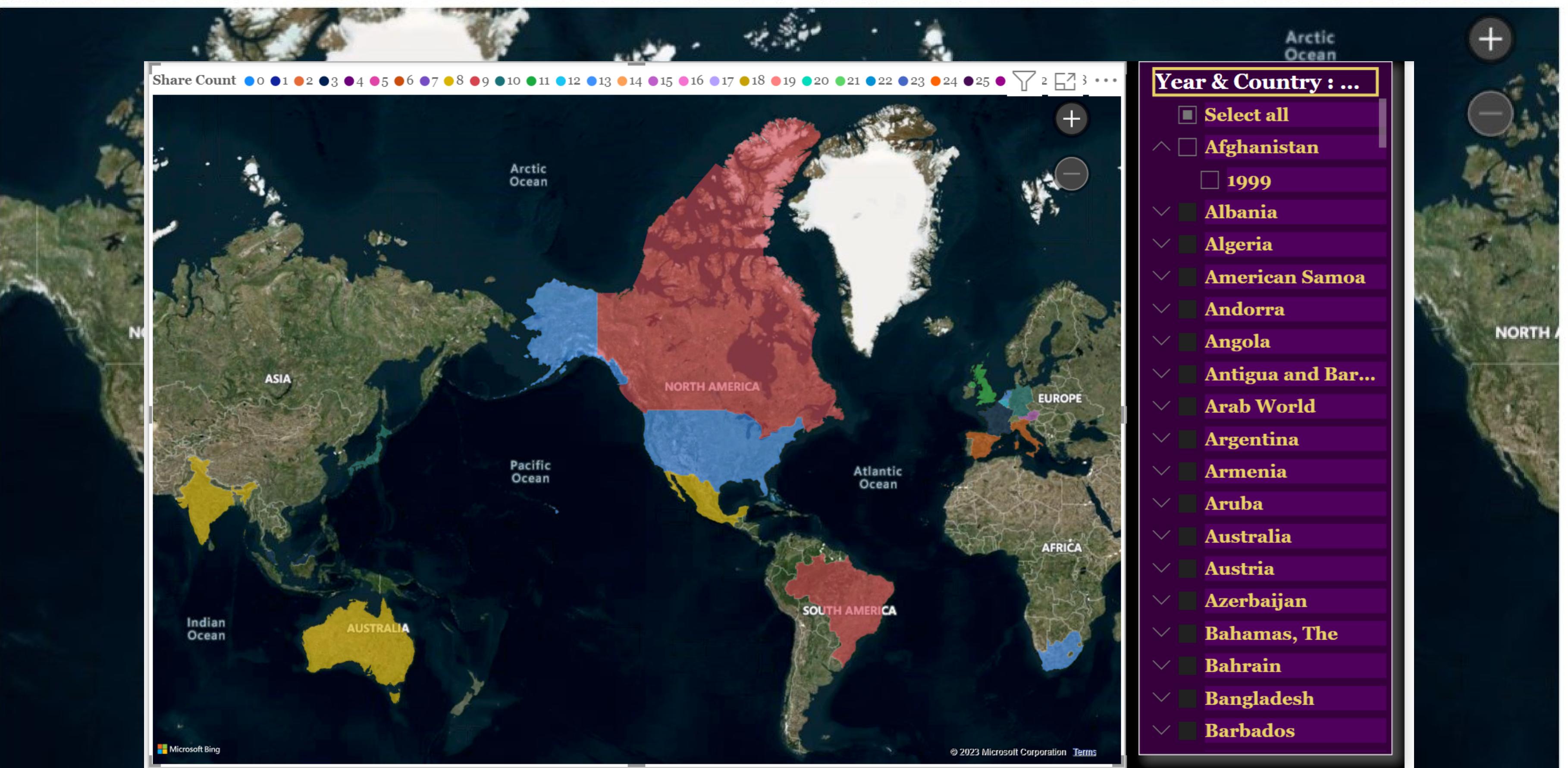
- There are more likes of males more than females for an average post
- There is 75% of likes of males and 25% of likes of females
- There is a greater number of females who are interested in posts that have some sad content when compared to males.
- Whereas males are somewhat attracted to the positive posts
- Female likes for a post is an average of 3.4 million whereas male likes are around 1.4million
- So females are more interested in liking sad posts
- There are more share for an average post by males compared to that of females no matter whether the post has a sad or happy message.
- So males are more interested in sharing the posts

SOCIAL NETWORK ANALYSIS

- Age group below 20 are more interested in giving comments.
- The age group 60 to 80 is less interested in giving comments.
- Age between 40 to 60 are showing a typical interest in sharing the comments.
- We are also getting the most number of follow requests at the age of 20 and least number of requests at the age of 60 to 80yrs.
- We noticed that in the age grp of 60 to 80 the people are least interested in giving a comment and friend count.

Country and Share Count

Share Count 0 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33 34



Share Count VS Country

- Country on Location, Share Count on Legend fields of Map Visualization.
- A Slicer Contains Country and Date of birth to select particularly about the Share Count.
- 0 shares in 5 Countries Montenegro, N america, Morocco, IDA blend, South Asia(IDA & IBRD)
- Most shares in sub-saharan Africa(969)
- Almost No shares in N America and N,S,E Asia
- When we move the Mouse to each country of map we see the share count and country name.



FACEBOOK ANALYSIS



Text analysis

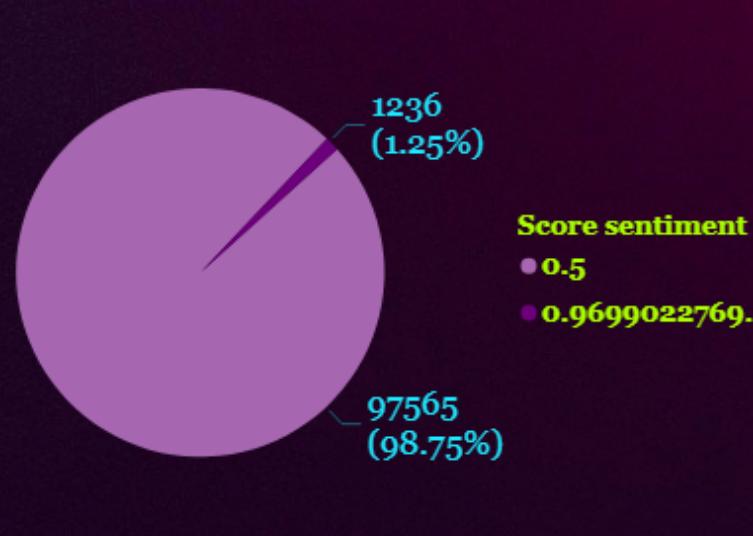
Neutral Percentage %



Positive Percentage %



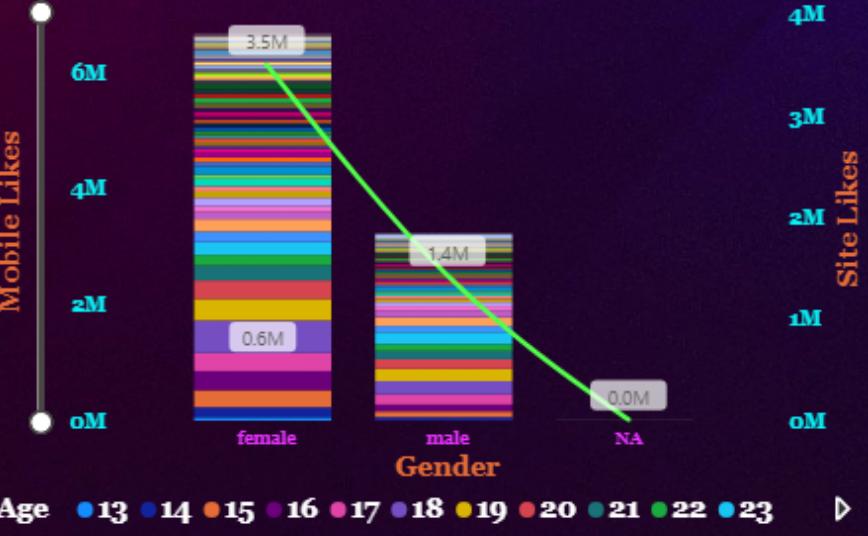
Comment to Score Sentiment



Comment by Users | Sum of Score sentiment

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Cross-Platform Sentiment



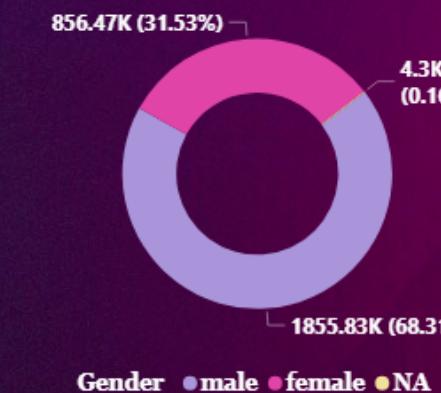
Facebook Insights Across the Globe



Year & Country : Multip...

- Select all
- 1900
- 1901
- 1902
- 1903

Trends in Likes By Gender

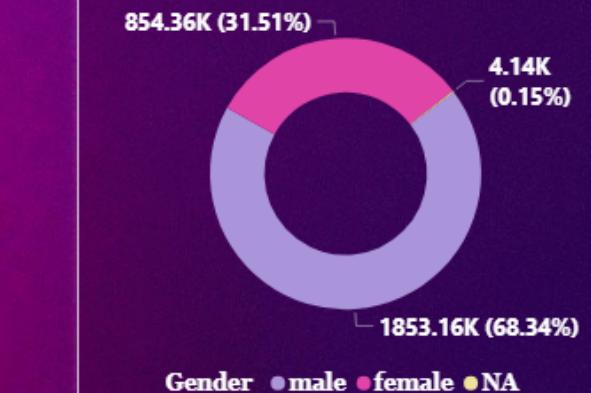


Like Count
2,716.60K



Avg Like Count
0.03K

Trends in Shares By Gender

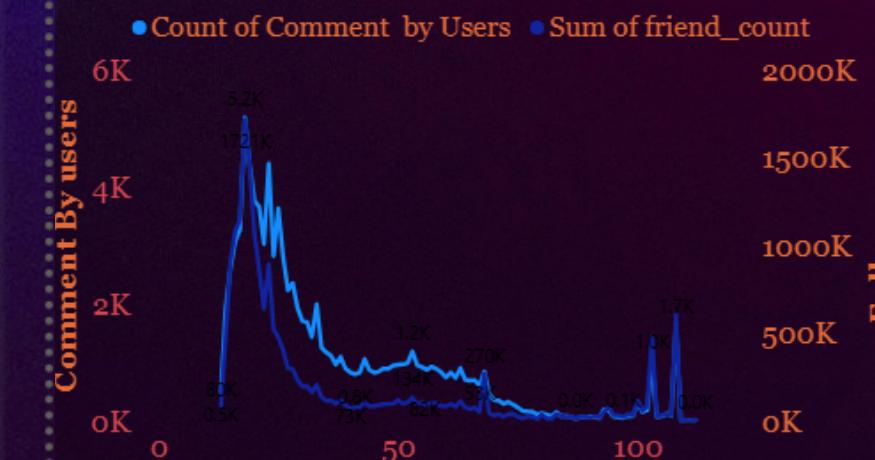


Share Count
2,711.65K

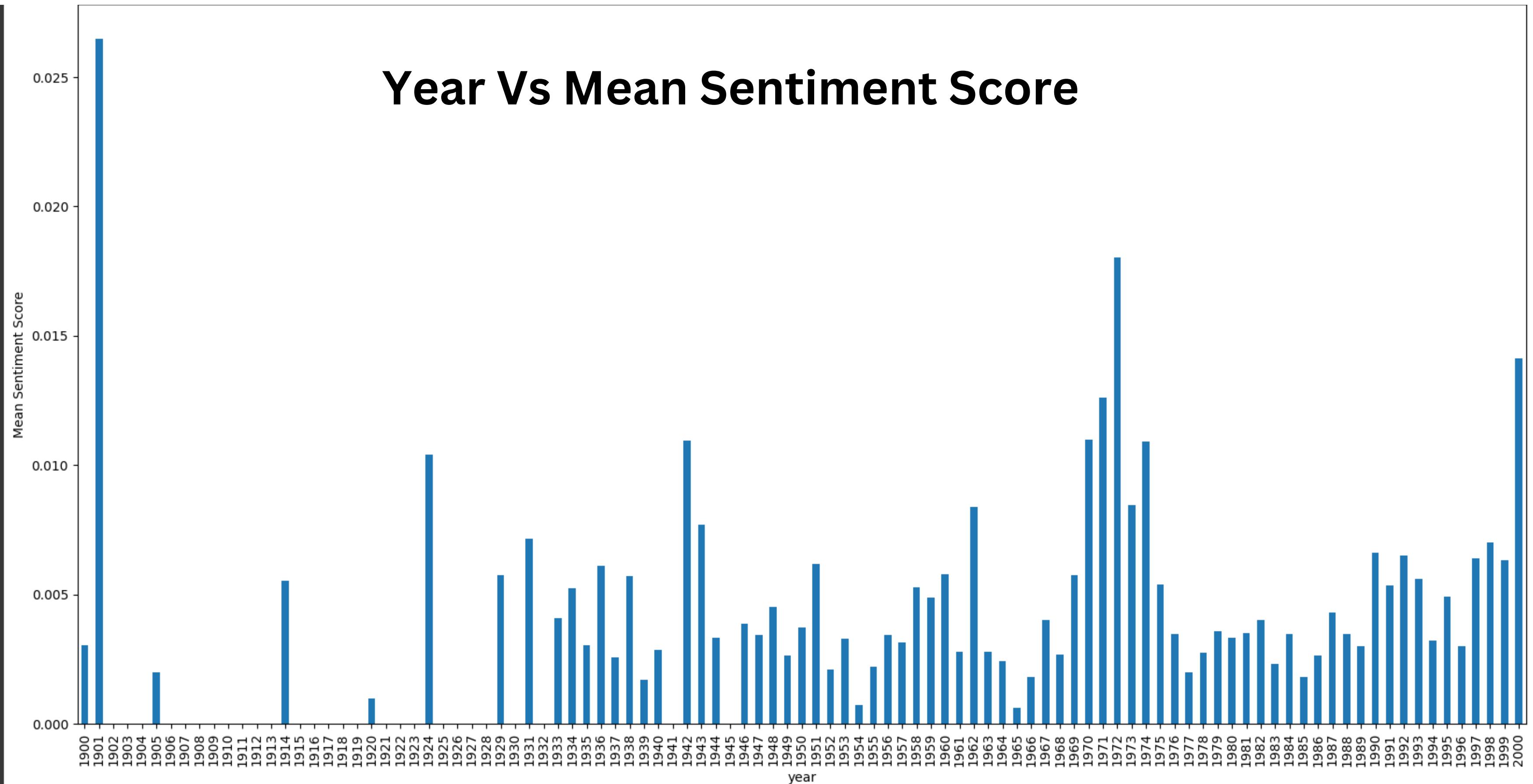


Avg Share Count
2,716.60K

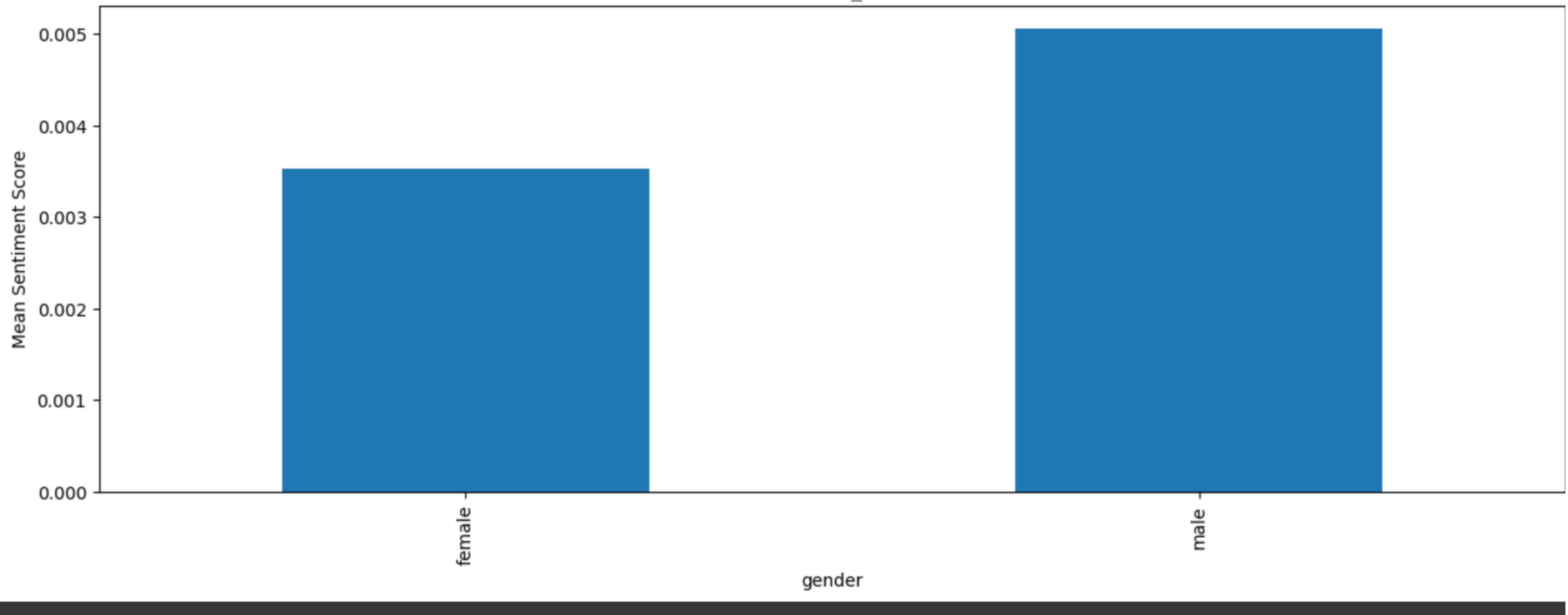
Social Network Analysis



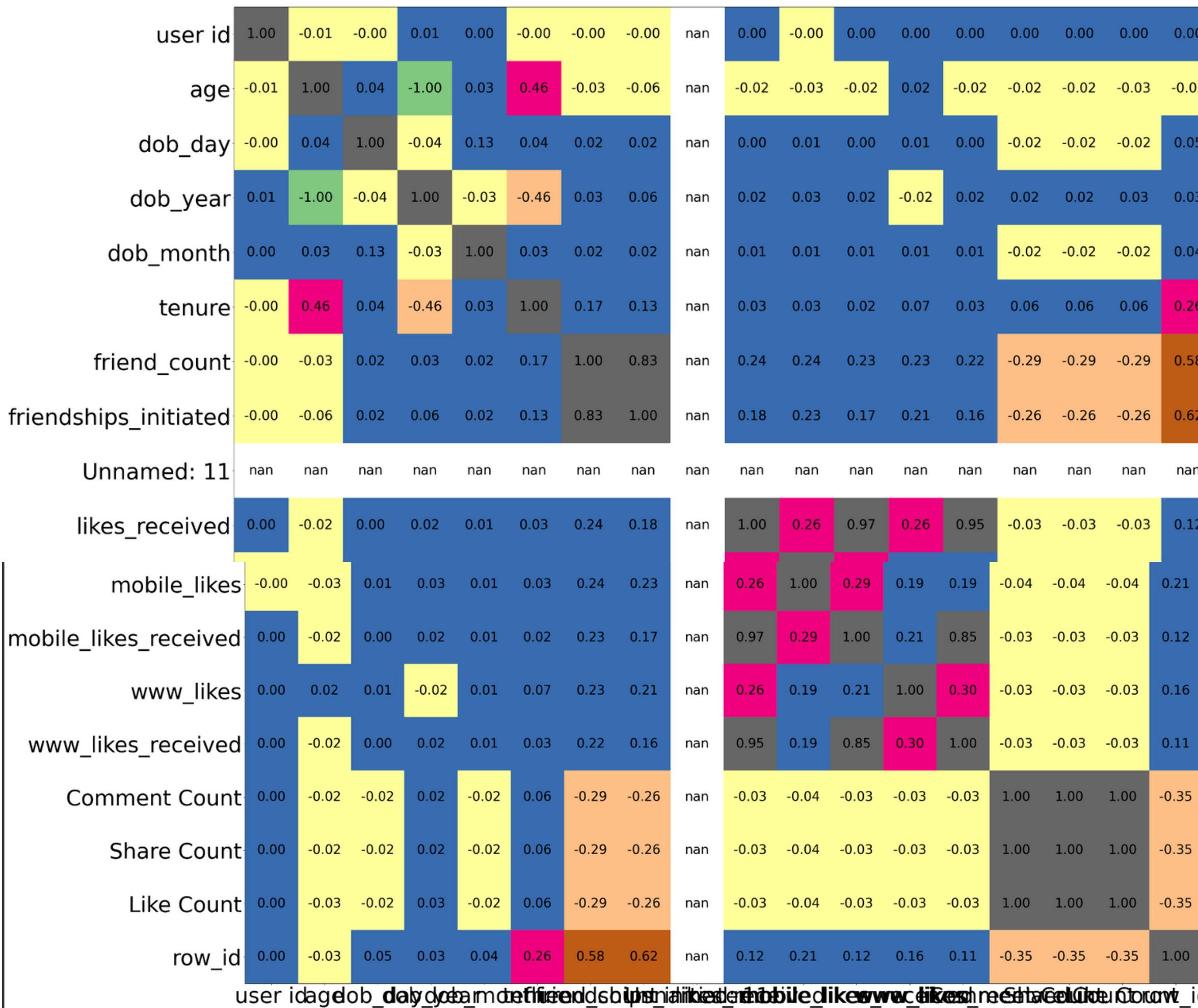
Year Vs Mean Sentiment Score



Gender Vs Mean Sentiment Score



Facebook Analysis



Recomendations

- Share positive news stories and achievements to improve the company's public image.
- Tailor marketing messages, offers, and services to individual customer preferences.
- Embrace technology trends to enhance customer experiences and operational efficiency.
- Ensure that employees are trained to adapt to changing customer needs.
- Customize marketing efforts for different segments as needed.
- Provide contact information or ask the customer to reach out privately to discuss the issue further. This helps prevent a back-and-forth exchange in a public forum and allows for a more personalized resolution.