**Analyze Data? Let’s think this one through**

**Folder: XLMiner**

**Folder: sentiment**

* The first step is to read this picture of reviews in via Excel’s OCR feature
* Data > From Picture > Picture from File > Insert scanned\_tweets.png
* You should see a “Data from Picture” sidebar. You can go through various elements of the image to spot-check the quality.   
    
  Graphical user interface, application, table, Excel

  Description automatically generated
* Insert the data into the worksheet. Ideally each review is going to be in its own cell. You may need to clean up the data a little bit. (Clean data is hard to find and make!)

Our next step will be to use the Azure sentiment analysis add-in to score the polarity of these reviews.

* Go to Insert > Get Add-ins
  + Search for Azure Machine Learning
    - Click “Add”  
      Graphical user interface, text, application

      Description automatically generated
* Select “Text Sentiment Analysis” (Excel Add-in Sample) from the menu to the right  
  Graphical user interface, text, application, email

  Description automatically generated
* Due to the setup of “View Schema,” the input column must be labeled tweet\_text. Change cell A1 to match that.
* Select the Input and Output range  
  Graphical user interface, text, application

  Description automatically generated
* Select Predict.
* You will see that Azure has rated each review as positive, neutral or negative with an overall score b/w 0 and 1.
  + Do you agree with all the sentiment scores?