**SENTIMENTAL ANALYSIS FOR MARKETING:**

**Introduction:**

Sentiment analysis is a valuable tool in marketing for understanding how customers perceive your brand, products, or services. It helps you gauge the sentiment expressed in customer feedback, social media mentions, reviews, and other forms of user-generated content. By analyzing sentiment, you can uncover valuable insights that can inform your marketing strategies and decision-making processes.

**Steps followed:**

1. **Data collection**
2. **Data processing**
3. **Sentiment analysis techniques**
4. **Sentiment labelling**
5. **Visualization**
6. **Analysis and insights**
7. **Actionable steps**
8. **Continuous monitoring**
9. **Feedback loop**
10. **Compliance and ethics**

Sentiment analysis is a natural language processing (NLP) task that involves determining the sentiment or emotion expressed in a piece of text.

In the context of marketing, sentiment analysis can be used to gauge customer opinions, reviews, or social media comments about a product or brand.

To perform sentiment analysis in Python for marketing purposes, we follow these steps

1. **Install the necessary libraries** if you haven't already. You can use popular NLP libraries like NLTK or spaCy, but one of the easiest ways to get started is by using the **textblob** library, which is built on NLTK.

**COMMAND:** **pip install textblob**

1. **SAMPLE CODE:**

from textblob import TextBlob

# Sample text for analysis

text = "I love this product! It's amazing."

# Create a TextBlob object

blob = TextBlob(text)

# Get sentiment scores

polarity = blob.sentiment.polarity # Sentiment polarity (-1 to 1)

subjectivity = blob.sentiment.subjectivity # Subjectivity (0 to 1)

# Determine sentiment based on polarity

if polarity > 0:

sentiment = "Positive"

elif polarity < 0:

sentiment = "Negative"

else:

sentiment = "Neutral"

# Print the results

print(f"Text: {text}")

print(f"Sentiment: {sentiment}")

print(f"Polarity: {polarity}")

print(f"Subjectivity: {subjectivity}")

**Output:**

**Text: I love this product! It's amazing.**

**Sentiment: Positive**

**Polarity: 0.6000000000000001**

**Subjectivity: 0.9**

* The text provided is displayed.
* The sentiment is classified as "Positive" based on the positive polarity score (0.6).
* The polarity score is a float value ranging from -1 (very negative) to 1 (very positive). A score of 0 indicates a neutral sentiment.
* The subjectivity score, which measures how subjective or objective the text is, is 0.9. A score of 1 indicates high subjectivity, while 0 indicates high objectivity.