GUJARAT TECHNOLOGICAL UNIVERSITY

Chandkheda, Ahmedabad.

Ahmedabad Institute of Technology, Ahmedabad

BUSINESS MODEL CANVAS

On

"Sentiment Analysis"

Under subject of
Final Year Project
B. E. Semester – VIII
(Computer Engineering)

Group:- 125083

Submitted by:-

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CERTIFICATE

Date: 28/04/2021

This is to certify that the **BUSINESS MODEL CANVAS** report entitled **"Sentiment Analysis"** has been carried out by **"Tirth Patel (170020107041), Ravi Sahani (170020107049)"** under my guidance in fulfillment of the B.E. in Computer Engineering (8th Semester) of the Gujarat Technological University, Ahmadabad during the academic year 2020-21.

Guided by: **Head of the Department**

Prof. Bansari Thakkar   **Prof. Ajay Upadhyaya**

➢ <u>**INDEX**</u>

➢ KEY PARTNERS

- Investors
- Students
- News Reporter
- Tech Companies
- Fintech
- Government
- Secret Service
- NGOs
- Political Parties
- Influencers
- Social Media Companies

➢ KEY ACTIVITIES

- Positive Sentiment
- Negative Sentiment
- Neutral Sentiment
- Business Sentiment
- Mass Surveillance
- Product Review
- Behavioral Analysis

➢ KEY RESOURCES

- Internet Connection - As our project require much data so must have higher bandwidth networks, so we can operate with a stable 4G/ WIFI internet connectivity.
- Computing – Our project requires computation on data set like we have clean data, we have to merge data from multiple sources. So, a better computing device is must.
- Data - In our project data plays a crucial role because it is a sentiment analysis project.
- Web Hosting – The end user will interact with our website and will also be able to make use of the different functionalities that we will provide.

➢ VALUE PROPOSITIONS

- Sentiment of Company – Finding sentiment of company will be very helpful for Countries Security because it will help know the company's nature against a country.
- Sentiment of Person - Finding sentiment of a person will be very helpful to know the behavior of that person with other persons whether he/she is good or bad person.
- Sentiment of Politician - Finding sentiment of politician will be very helpful to know whether the politician is keeping his/hers promises that they made in the election and are they helping the poor peoples or not.

➢ <u>CUSTOMER RELATIONSHIPS</u>

- Bringing Innovative Technology to everyone.
- Cost Effective - Sentiment Analysis is very cost effective because we do not charge any money to our users. They only need their devices with fast internet connection.
- Security - Our aim to is provide sentiment analysis to everyone without tracking them or there is not search history or any other kind of data of that.
- It can be useful to appeal mass population about certain product.
- Can be helpful for political parties to influence certain group of people who are initially influenced by opposition parties.

➢ <u>CHANNELS</u>

- Mobile
- Computer
- Laptop
- Smart devices having screen with internet connection.
- Social Network
- Twitter, Instagram, Facebook

➢ CUSTOMERS SEGMENTS

- Social Worker
- Companies
- News Reporter
- Normal Person
- News Companies
- Broadcaster
- Entertainment Media
- Social Media Influencers

➢ COST STRUCTURE

- Web Hosting – Hosting our project is one the main cost for our project.
- Computation – For our project computation power of the device should high because we are having lots of computation on the data so less computation devices will perform this function quick.
- Internet – As our project totally depends on internet because we are getting our data for sentiment analysis from the twitter directly so higher bandwidth networks is required, so we must operate with a stable WIFI/4G internet connectivity.

➢ REVENUE STREAMS

- Low Effort – As our project will provide accurate data based on calculations done by the machine, so it will not require much effort.
- Cost Effective – In our project user only require to have smart device with internet connection.
- Easy to Access – Our project can be easily found on the website will be accessible by any user as it is designed in a user-friendly manner so that anyone can use it.
- Advertisement - The main source of income for our project is from ads on the website.

➢ **BMC Canvas**

Business Model Canvas

Key Partners	Key Activities	Value Propositions	Customer Relationships	Customer Segments
Investors	Positive Sentiment	Sentiment Of Companies	Market Basket Analysis	Social Worker
	Negative Sentiment	Intention of Person	Cost Effective	
	Neutral Sentiment	Sentiment of Person	Opposition Sentiment	News Reporter
User		Sentiment Of Company	Security	
	Key Resources		**Channels**	Companies
Companies	Data	Should Trust Person or not	Mobile	Normal People
	Internet Connection		Computer	
News Reporter	Web Hosting	Should Trust Company or not	Laptop	Teacher
	Computing		Smart devices	

Cost Structure

Web Hosting	Computation Power
Internet	Man work

Revenue Streams

Easy to Access	Low Effort
Cost Effective	Ads