**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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**Prof. Bansari Thakkar**

Head of the Department

**Prof. Ajay Upadhyaya**

Academic year

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**Ahmedabad Institute of TECHNOLOGY**

**Department of Computer Engineering**

**2020-2021**

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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**

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* **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.
* **CUSTOMER RELATIONSHIPS**
* 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.
* **CHANNELS**
* 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**

