Sentimental Analysis of Twitter Data

Presented By
USHA YAMPATI

What is Sentimental analysis

- Sentimental analysis is a process of determining the opinion or feeling regarding a piece of text.

Introduction

- Twitter is a popular Microblogging service where users create status message(called "tweets")

- These tweets sometimes express opinions about different topics.

- Generally, this type of sentiment analysis is useful for consumers who are trying to research a product or service, or marketers researching public opinion of their company.

AIM OF THE PROJECT

The purpose of this project is to build an algorithm that can accurately classify twitter messages as Positive, negative or Neutral with respect to a query term.

Our hypothesis is that we can obtain high accuracy on classifying sentiment in Twitter messages using Machine Learning Techniques

Methods

Naive Bayes

Maximum Entropy

Support Vector Machine.

Applications

- Business for brand marketing
- Building up the intelligence buildup for the business
- Reputation management of the company
- Competitor monitoring
- Information systems
- Machine Learning
- Predictive modeling
- Social media monitoring
- Regulatory Compliance
- Robotic Process Automation

Conclusion

Analyzing millions of texts was successfully executed.

Addition of the POS tags resulted in effective evaluation of sentimental analysis of twitter data.

Combination of analyzers resulted in significant higher performance than the individual analyzers.

The overall performance of the system was improvised.

Challenges like highly unstructured, non-grammatical, out of vocabulary words, use of acronyms were also minimized and analyzed, which resulted in an effective and accurate sentimental analyzer.

Questions?

Thank You