Project Initialization and Planning Phase

Date	28 Sept 2025
Team ID	LTVIP2025TMIDS63456
Project Title	Analysis of medium app reviews from google play store
Maximum Marks	3 Marks

Project Proposal (Proposed Solution) template

The proposal report aims to enhance app development and user satisfaction by leveraging deep learning for sentiment analysis of Medium app reviews from the Google Play Store. It addresses the inefficiencies of manual feedback analysis, enabling faster, data-driven insights into user opinions. This system improves decision-making for feature enhancements and user engagement strategies. Key features include a deep learning-based sentiment classification model, automated trend detection, and real-time review interpretation through a user-friendly interface.

Project Overview	
Objective	To develop a sentiment analysis system using deep learning to classify Medium apps reviews from the Google Play Store as positive, neutral, or negative, and provide actionable insights to improve user satisfaction.
Scope	The system will process user reviews, perform sentiment classification, visualize data trends, and provide feedback insights through a user-friendly interface.
Problem Statement	
Description	Understanding user sentiment from app reviews is challenging due to unstructured data and volume. Manual analysis is not scalable and lacks consistency.
Impact	Automated sentiment analysis will help developers quickly identify common issues and evaluate app update success, thereby improving user experience and satisfaction.

Proposed Solution	
Approach	Use NLP and deep learning (LSTM/GRU) models for sentiment classification. Use Flask for deployment and integrate a simple web UI for input and prediction.
Key Features	• Sentiment classification • Word cloud and review insights • Model deployment with Flask UI • Update impact and competitor comparison

Resource Requirements

Resource Type	Description	Specification/Allocation
Hardware		
Computing Resources	CPU/GPU specifications, number of cores	NVIDIA GPU / 8-core CPU
Memory	RAM specifications	8 GB RAM
Storage	Disk space for data, models, and logs	512 GB SSD
Software		
Frameworks	Python frameworks	Flask
Libraries	Additional libraries	TensorFlow, NLTK, scikit-learn
Development Environment	IDE, version control	Jupyter Notebook, Git
Data		
Data	Source, size, format	Kaggle dataset