**Project Initialization and Planning Phase**

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| 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.

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| **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**

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| **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 |