Articles that gives an in depth insight into why analyzing consumer sentiment is important

 $\frac{https://www.zonkafeedback.com/blog/sentiment-analysis-customer-feedback\#:\sim:text=Sentiment-analysis%20helps%20businesses%20identify,can%20pinpoint%20areas%20for%20improvement.$

https://www.gualtrics.com/experience-management/research/sentiment-analysis/