**Introduction**

**Sentiment analysis is the process of retrieving information about a consumer’s perception of a product, service or brand.** If you want to know exactly how people feel about your business, sentiment analysis can do the trick. Specifically, social media sentiment analysis takes the conversations your customers are around the social space and puts them into context

The applications of sentiment analysis are broad and powerful. The ability to extract insights from social data is a practice that is being widely adopted by organisations across the world. Shifts in sentiment on social media have been shown to correlate with shifts in the stock market. The Obama administration used sentiment analysis to gauge public opinion to policy announcements and campaign messages ahead of 2012 presidential election. Being able to quickly see the sentiment behind everything from forum posts to news articles means being better able to strategize and plan for the future.

**Problem Statement**

A sentiment analysis job about the problems of each major U.S. airline. Twitter data was scraped from February of 2015 and we have been asked to classify positive, negative, and neutral tweets.

Based upon the information, build various models and compare the results.