**SENTIMENT ANALYSIS**

This repository contains a **Python project for Sentiment Analysis using NLP**. The project demonstrates how to analyze customer reviews or social media text to determine whether the sentiment is **positive, negative, or neutral**. It leverages **NLTK’s VADER (Valence Aware Dictionary and sEntiment Reasoner)**, a lexicon and rule-based sentiment analysis tool, to assign sentiment scores to each text. The script not only classifies the sentiment of individual reviews but also provides overall sentiment statistics and extracts the most frequent positive and negative words, offering actionable insights for **marketing strategies, product development, and social media monitoring**. This project is beginner-friendly and can be extended to handle larger datasets, visualize results with charts, or integrate with live data sources such as Amazon reviews or Twitter feeds.