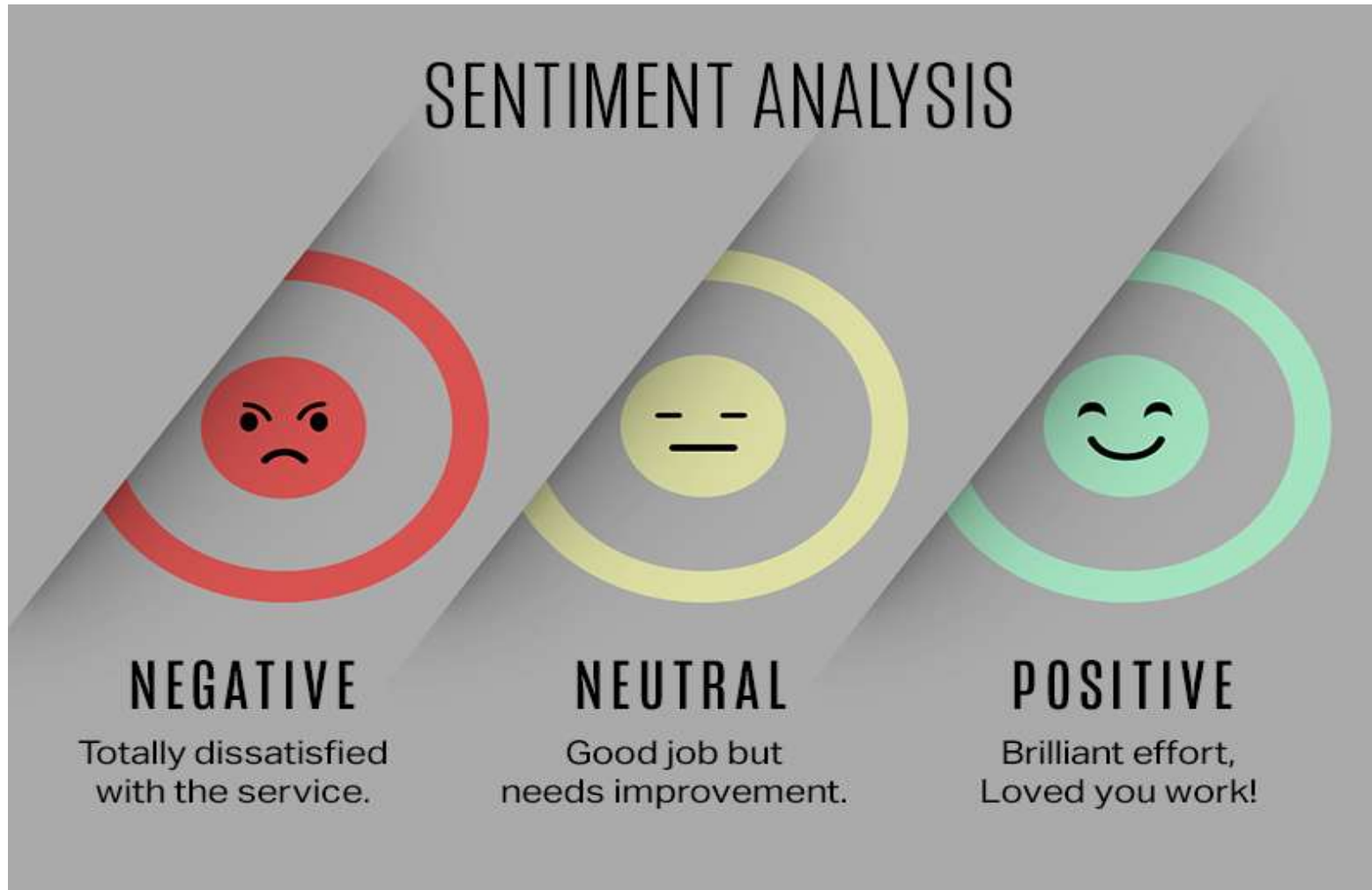


# AI Sentiment Utility

Gen Ai & Machine Learning : Social Media Insight



# Problem Statement:

- Social media platforms host a vast array of opinions and sentiments, making sentiment analysis a critical task for various stakeholders.
- However, effectively analyzing sentiment across different domains like politics, product feedback, and brand perception is challenging due to the volume and diversity of social media data.
- Imagine a utility powered by AI and General AI (GenAI) that can conduct sentiment analysis on social media data comprehensively and flexibly.

# Statistics

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Sentiment analysis helps businesses identify common pain points and issues faced by customers.

At the core of sentiment analysis' promising future lies the potency of AI. Machine Learning (ML) and Deep Learning have elevated sentiment analysis models, enabling them to grasp context, idiomatic expressions, and even cultural nuances.

**Source link:** <https://www.zonkafeedback.com/blog/sentiment-analysiscustomerfeedback>

**Source link:** <https://aventior.com/blogs/the-future-of-sentiment-analysis-unveiling-advances/>

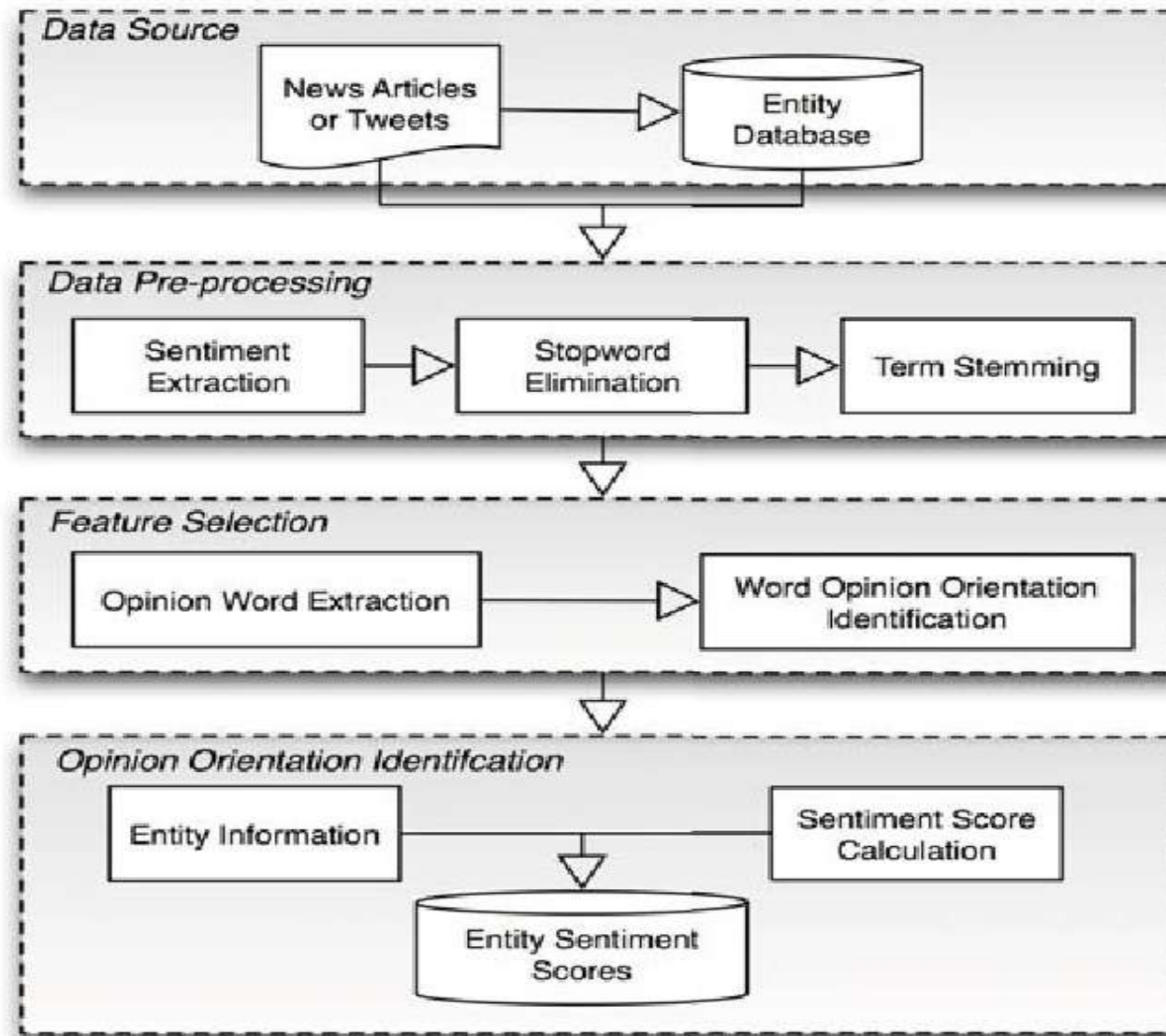
# Stakeholders:

- *Technology Companies*
- *E-commerce Platforms*
- *Marketing Agencies*
- *consumers*

# Present Scenario:

- Language and Context Understanding
- Scalability and Performance
- Bias and Subjectivity
- Integration with Existing Systems

# Proposed Solution - Predictive/ Preventive Maintenance



# Features:

- Accurate classification of customer feedback into positive, negative, or neutral sentiments, Visualization of sentiment trends over time, allowing stakeholders to track changes in customer sentiment
- Integration with feedback loop mechanisms to close the loop on customer feedback  
Ability to collect customer feedback data from various social media platforms, including Twitter, Facebook, Instagram, and review sites
- Comprehensive training and support services to help users understand and maximize the value of sentiment analysis for improving customer experience

# DASHBOARD REPORTS

