



Experiment No. 10

Aim: Develop social media text analytics models for improving existing product/ service by analyzing customer's reviews/comments.

Theory:

Text analytics models are machine learning models that are specifically designed to analyse and extract insights from unstructured text data, such as social media posts, customer reviews, and news articles. These models use natural language processing (NLP) techniques to understand the meaning of text data, and can help businesses gain insights into customer sentiment, product feedback, and other important information. There are several types of text analytics models, including:

- Sentiment analysis models: These models are designed to identify the sentiment or emotion expressed in text data, such as positive, negative, or neutral. Sentiment analysis models can be used to analyse customer feedback, social media posts, and other forms of unstructured data to understand customer sentiment and improve customer experience.
- Entity recognition models: These models are designed to identify and extract named entities from text data, such as people, organizations, and locations. Entity recognition models can be used to analyse news articles, social media posts, and other forms of unstructured data to gain insights into key players and events in a particular industry or domain.
- Topic modeling models: These models are designed to identify the key topics or themes present in text data. Topic modeling models can be used to analyse large volumes of text data, such as social media posts or news articles, to understand the content and gain insights into customer preferences and trends.
- Text classification models: These models are designed to classify text data into predefined categories or topics. Text classification models can be used to analyse customer feedback, social media posts, and other forms of unstructured data to understand customer preferences and improve customer experience.
- Text clustering models: These models are designed to group similar pieces of text data together based on their content. Text clustering models can be used to analyse large volumes of text data and identify patterns and trends.

Meaning Cloud:

A variety of tools are available through the cloud-based text analytics platform Meaning Cloud for evaluating and deriving meaning from unstructured text data. The platform analyses text data using natural language processing (NLP) methods, such as sentiment analysis, entity recognition, and topic extraction. Sentiment analysis, which entails examining text data to identify the underlying sentiment or emotion expressed in the text, is one of Meaning Cloud's core capabilities. Understanding customer reviews, sentiment on social media, and other types of unstructured data can all benefit from this. The sentiment analysis tool from Meaning Cloud can evaluate content in a variety of languages and assign each piece of text a sentiment scores that ranges from negative to positive.



Vidyavardhini's College of Engineering & Technology

Department of Computer Science & Engineering (Data Science)

Output:

MeaningCloud Excel 365 ...

Welcome to MeaningCloud's Excel Add-in!

To start analyzing texts, you just need to [register in MeaningCloud](#) and copy below the license key provided. You can find it in the [subscription section](#).

General Advanced Settings

License key:

f03a0aa07ad601ba9cd8a04f177b7...

☒ Combine cells in the output

rating	review
0	5 nice
1	5 best biryani , so supportive staff of outlet , personalize my order on call as I say. full Paisa vasool
2	4 delivery boy was very decent and supportive.ðŸ˜ƒðŸ˜ƒ
3	1 worst biryani i have tasted in my life, half of the biryani is in dustbin.
4	5 all food is good and tasty . will order again and lots more to explore in bawarchi's menu.
5	5 shandar zabardast zindabad .. good going bawarchi keep it up
6	5 overall good experience . will order again
7	1 good but cold of food
8	5 tasty food . homestyle tasty prepration.
9	5 loved it . 5/5 .
10	4 full paisa vasool , taste me best Bawarchi aur Everest . ..
11	5 good taste , authentic punjabi style matar paneer . feels good to have such food in surat .
12	5 very tasty authentic food ..
14	5 yummiest manchurian fried rice i have ever had in city . authentic chinese taste. must order once
15	5 veey tasty . order again nd again
16	1 i have ordered Manchurian fried rice but instead I got only simple fried rice. Feeling like I am cheated by bawarchi restaurant.
17	1 very bad not properly cooked
18	5 delicious
19	5 chinese cheese kulcha . good fusion of chinsese with punjabi cuisine. accomplish with dal makhni and yummy butter milk must order
20	5 tasteis best , zabardast mouthwatering . must order again
21	1 Taste less nd took 55 min to deliver the order
22	5 I have tried a lot of dishes from bawarchi and choosing the best between them is a really tough task as All dishes are AWESOME.
24	5 Too Helaine nature of resturent owners

Fig 1: Meaning cloud dashboard

MeaningCloud Excel 365 ...

Sentiment Analysis

[Sentiment Analysis](#) is MeaningCloud's solution for performing a detailed multilingual sentiment analysis of texts from different sources.

General Advanced Settings

1. Select cells with texts to analyze

☒ Active range

☐ Other

☒ Selected range contains header

☐ I want to specify IDs

2. Analysis settings

rating	review
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Fig. 2 Select text to be analyzed



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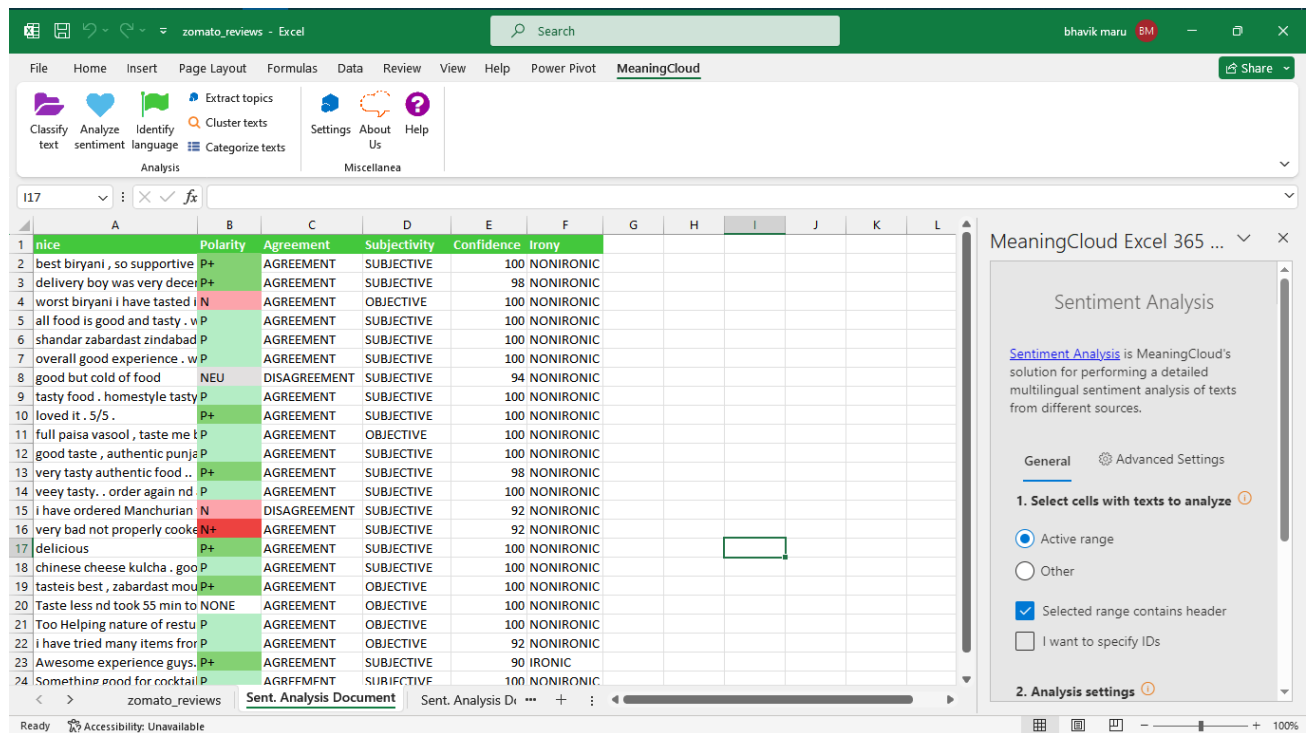


Fig. 3 Text Analysis

Conclusion: