

DATA ANALYTICS - MAJOR PROJECT

- **BRAND SENTIMENT ANALYSIS**

- 1.Introduction
- 2.Brand Sentiment Analysis
- 3.Sentiment Analysis Techniques
- 4.Choice of Brand for Sentiment Analysis
- 5.Related Studies on Brand (Amazon Alexa)
- 6.Problem Statements
- 7.Objectives
- 8.Methodology
- 9.Hybrid Sentiment Analysis -Steps
- 10.Sentiment Analysis Implementation in Python Anaconda
- 11.Findings & Analysis
- 12.Guidance cum Completion Certificate (from Industry); Major Project Thesis & References
- 13.Acknowledgement

- **SOCIAL MEDIA ANALYTICS**

- 1.Introduction
- 2.Social Media Analysis
3. Social Media Analysis Techniques (Using Twitter's Data)
- 4.Problem Statements
- 5.Objectives
- 6.Methodology
- 7.Hybrid Social Media Analysis -Steps
10. Social Media Analysis Implementation in Python Anaconda
- 11.Findings & Analysis
- 12.Guidance cum Completion Certificate (from Industry); Major Project Thesis & References
- 13.Acknowledgement