

NMIMS Hyderabad FDP Series

8th Faculty Development Program On Advanced Applications of Big Data Text Mining with R: Sentiment Analysis

(22th November 2021, 5 PM – 6.30 PM on Zoom Platform)

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TOPICS COVERED:

- A. Theoretical background of sentiment analysis
- B. Processing of raw data available from internet to conduct sentiment analysis
- C. Use-case business application of sentiment analysis

LEARNING OBJECTIVES:

- A. Understand the theoretical underpinnings behind sentiment analysis
- B. Sentiment visualization with GGLOT
- C. Business case applications for sentiment analysis

LEARNING OUTCOMES:

- A. Understand the basics of sentiment analysis
- B. Perform basic sentiment analysis with R
- C. Extract the sentiment from a customer feedback response data to draw actionable insights