

Sentiment Analysis:

Getting to know what your
customers say about your company

People like to talk and to share their experience with other people, that is why Twitter is a great source to extract data for your insights but the question is:
how do you analyze loads of comments?



Let' see how Sentiment Analysis works: Topic

Tweet ID	Original Tweet	Analyzed Sentence	Sentiment Topic
1A	On a ACME Flights flight from Birmingham to Dublin and they have 'mispl	On a ACME Flights flight from Birmingham to Dublin and they have 'misplace	paper work
2A	I was so impressed by the leg room on ACME Flights earlier.	I was so impressed by the leg room on ACME Flights earlier.	leg room
3A	All good, but the level of noise during flight was unbearable!	All good, but the level of noise during flight was unbearable!	level noise
3A	All good, but the level of noise during flight was unbearable!	All good, but the level of noise during flight was unbearable!	level
3A	All good, but the level of noise during flight was unbearable!	All good, but the level of noise during flight was unbearable!	flight
4A	The flight booking bug has started again!	The flight booking bug has started again!	flight booking
5A	ACME Flights on hold to your premium rate customer service line and get	ACME Flights on hold to your premium rate customer service line and get cut	ACME Flights
6A	Shocking customer service ACME Flights.	Shocking customer service ACME Flights.	customer service
7A	So ACME have chalked up a total of 60 days failing to respond to my com	So ACME have chalked up a total of 60 days failing to respond to my complain	acme total day
7A	So ACME have chalked up a total of 60 days failing to respond to my com	So ACME have chalked up a total of 60 days failing to respond to my complain	et closed my case.
7A	So ACME have chalked up a total of 60 days failing to respond to my com	ACME Flights you are an utter disgrace.	ACME Flights disgrace
8A	Flights delayed 4 hours. ACME Flights have given us free food vouchers so	Flights delayed 4 hours.	hour
8A	Flights delayed 4 hours. ACME Flights have given us free food vouchers so	ACME Flights have given us free food vouchers so it's all OK	ACME Flights food voucher
8A	Flights delayed 4 hours. ACME Flights have given us free food vouchers so	ACME Flights have given us free food vouchers so it's all OK	ACME Flights food voucher
9A	Nice couple of days back home in Irelandð back to the #uk courtesy of ACI	Nice couple of days back home in Irelandð back to the #uk courtesy of ACME	couple day back Irelandð- back
10A	Hard landing by ACME Flights #Boeing737 today!	Hard landing by ACME Flights #Boeing737 today!	ACME Flights Boeing737 today
12A	#customercare has failed to answer	#customercare has failed to answer	customercare answer
13A	Absolute #chaos in @DublinAirport with the ACME Flights baggage belt br	Absolute #chaos in @DublinAirport with the ACME Flights baggage belt broke	ot the most relaxing start to the h
13A	Absolute #chaos in @DublinAirport with the ACME Flights baggage belt br	Absolute #chaos in @DublinAirport with the ACME Flights baggage belt broke	ACME Flights baggage belt broken
14A	ACME Flights you trash my bag, offer zero apology or response.	ACME Flights you trash my bag, offer zero apology or response.	acme
15A	safe and sound ACME Flights were fab	safe and sound ACME Flights were fab	ACME Flights
16A	ACME Flights your service tonight was amazingly efficient & super organi	ACME Flights your service tonight was amazingly efficient & super organised	ACME Flights service tonight
16A	ACME Flights your service tonight was amazingly efficient & super organi	ACME Flights your service tonight was amazingly efficient & super organised	ACME Flights service tonight
17A	ACME Flights has bad service!	ACME Flights has bad service!	ACME Flights service
18A	All aboard!! This plane stinks	All aboard!! This plane stinks	plane
19A	A much better experience with ACME Flights on the phone this morning. V	A much better experience with ACME Flights on the phone this morning.	experience
19A	A much better experience with ACME Flights on the phone this morning. V	Very efficient and helpful.	

From each tweet you get the **topic** what reduces the amount of time consumed in reading

Let' see how Sentiment Analysis works: Sentiment Text

Tweet ID	Analyzed Sentence	Sentiment Topic	Sentiment Text	Score	Polarity
1A	On a ACME Flights flight from Birmingham to Dublin and they have 'misplaced' paper work	paper work	have misplace	-2	NEGATIVE
2A	I was so impressed by the leg room on ACME Flights earlier.	leg room	be so impress	10	POSITIVE
3A	All good, but the level of noise during flight was unbearable!	level noise	good	2	POSITIVE
3A	All good, but the level of noise during flight was unbearable!	level	noise	-1	NEGATIVE
3A	All good, but the level of noise during flight was unbearable!	flight	unbearable	-2	NEGATIVE
4A	The flight booking bug has started again!	flight booking	bug	-1	NEGATIVE
5A	ACME Flights on hold to your premium rate customer service line and get cut off	ACME Flights	on hold	-2	NEGATIVE
6A	Shocking customer service ACME Flights.	customer service	shocking	-1	NEGATIVE
7A	So ACME have chalked up a total of 60 days failing to respond to my complaint, yet acme total day	acme total day	have fail	-2	NEGATIVE
7A	So ACME have chalked up a total of 60 days failing to respond to my complaint, yet closed my case.		complaint	-1	NEGATIVE
7A	ACME Flights you are an utter disgrace.	ACME Flights disgrace	utter	-2	NEGATIVE
8A	Flights delayed 4 hours.	hour	flight delay	-1	NEGATIVE
8A	ACME Flights have given us free food vouchers so it's all OK	ACME Flights food voucher	free	2	POSITIVE
8A	ACME Flights have given us free food vouchers so it's all OK	ACME Flights food voucher	ok	0,3	POSITIVE
9A	Nice couple of days back home in Ireland back to the #uk courtesy of ACME Flights	couple day back Ireland back to the #uk	nice	2	POSITIVE
10A	Hard landing by ACME Flights #Boeing737 today!	ACME Flights Boeing737 today!	hard	-2	NEGATIVE
12A	#customercare has failed to answer	customercare answer	have fail	-2	NEGATIVE
13A	Absolute #chaos in @DublinAirport with the ACME Flights baggage belt broken- not the most relaxing start to the holiday	chaos	holiday chaos	-1	NEGATIVE
13A	Absolute #chaos in @DublinAirport with the ACME Flights baggage belt broken- not the most relaxing start to the holiday	ACME Flights baggage belt broken- not the most relaxing	not the most relaxing	-6	NEGATIVE
14A	ACME Flights you trash my bag, offer zero apology or response.	acme	trash	-3	NEGATIVE
15A	safe and sound ACME Flights were fab	ACME Flights	safe fab	6	POSITIVE
16A	ACME Flights your service tonight was amazingly efficient & super organised, thank you!	ACME Flights service tonight	efficient	3	POSITIVE
16A	ACME Flights your service tonight was amazingly efficient & super organised, thank you!	ACME Flights service tonight	super	3	POSITIVE
17A	ACME Flights has bad service!	ACME Flights service	bad	-2	NEGATIVE
18A	All aboard!! This plane stinks	plane	stink	-2	NEGATIVE
19A	A much better experience with ACME Flights on the phone this morning.	experience	much better	4,5	POSITIVE
19A	Very efficient and helpful.		very efficient helpful	8	POSITIVE

From each topic you get to know what they say: **sentiment text**

Let' see how Sentiment Analysis works: Score

Tweet ID	Analyzed Sentence	Sentiment Topic	Sentiment Text	Score	Polarity
1A	On a ACME Flights flight from Birmingham to Dublin and they have 'misplaced' paper work	paper work	have misplaced	-2	NEGATIVE
2A	I was so impressed by the leg room on ACME Flights earlier.	leg room	be so impressed	10	POSITIVE
3A	All good, but the level of noise during flight was unbearable!	level noise	good	2	POSITIVE
3A	All good, but the level of noise during flight was unbearable!	level	noise	-1	NEGATIVE
3A	All good, but the level of noise during flight was unbearable!	flight	unbearable	-2	NEGATIVE
4A	The flight booking bug has started again!	flight booking	bug	-1	NEGATIVE
5A	ACME Flights on hold to your premium rate customer service line and get cut off	ACME Flights	on hold	-2	NEGATIVE
6A	Shocking customer service ACME Flights.	customer service	shocking	-1	NEGATIVE
7A	So ACME have chalked up a total of 60 days failing to respond to my complaint, yet acme total day	acme total day	have fail	-2	NEGATIVE
7A	So ACME have chalked up a total of 60 days failing to respond to my complaint, yet closed my case.		complaint	-1	NEGATIVE
7A	ACME Flights you are an utter disgrace.	ACME Flights disgrace	utter	-2	NEGATIVE
8A	Flights delayed 4 hours.	hour	flight delay	-1	NEGATIVE
8A	ACME Flights have given us free food vouchers so it's all OK	ACME Flights food voucher	free	2	POSITIVE
8A	ACME Flights have given us free food vouchers so it's all OK	ACME Flights food voucher	ok	0,3	POSITIVE
9A	Nice couple of days back home in Ireland back to the #uk courtesy of ACME Flights	couple day back Ireland back	nice	2	POSITIVE
10A	Hard landing by ACME Flights #Boeing737 today!	ACME Flights Boeing737 today	hard	-2	NEGATIVE
12A	#customercare has failed to answer	customercare answer	have fail	-2	NEGATIVE
13A	Absolute #chaos in @DublinAirport with the ACME Flights baggage belt broken- not the most relaxing start to the holiday	chaos		-1	NEGATIVE
13A	Absolute #chaos in @DublinAirport with the ACME Flights baggage belt broken- not the most relaxing start to the holiday	ACME Flights baggage belt broken-	not the most relaxing	-6	NEGATIVE
14A	ACME Flights you trash my bag, offer zero apology or response.	acme	trash	-3	NEGATIVE
15A	safe and sound ACME Flights were fab	ACME Flights	safe fab	6	POSITIVE
16A	ACME Flights your service tonight was amazingly efficient & super organised, thank you!	ACME Flights service tonight	efficient	3	POSITIVE
16A	ACME Flights your service tonight was amazingly efficient & super organised, thank you!	ACME Flights service tonight	super	3	POSITIVE
17A	ACME Flights has bad service!	ACME Flights service	bad	-2	NEGATIVE
18A	All aboard!! This plane stinks	plane	stink	-2	NEGATIVE
19A	A much better experience with ACME Flights on the phone this morning.	experience	much better	4,5	POSITIVE
19A	Very efficient and helpful.		very efficient helpful	8	POSITIVE

From each comment, you also get the **score**: depending on how positive or negative the comments are

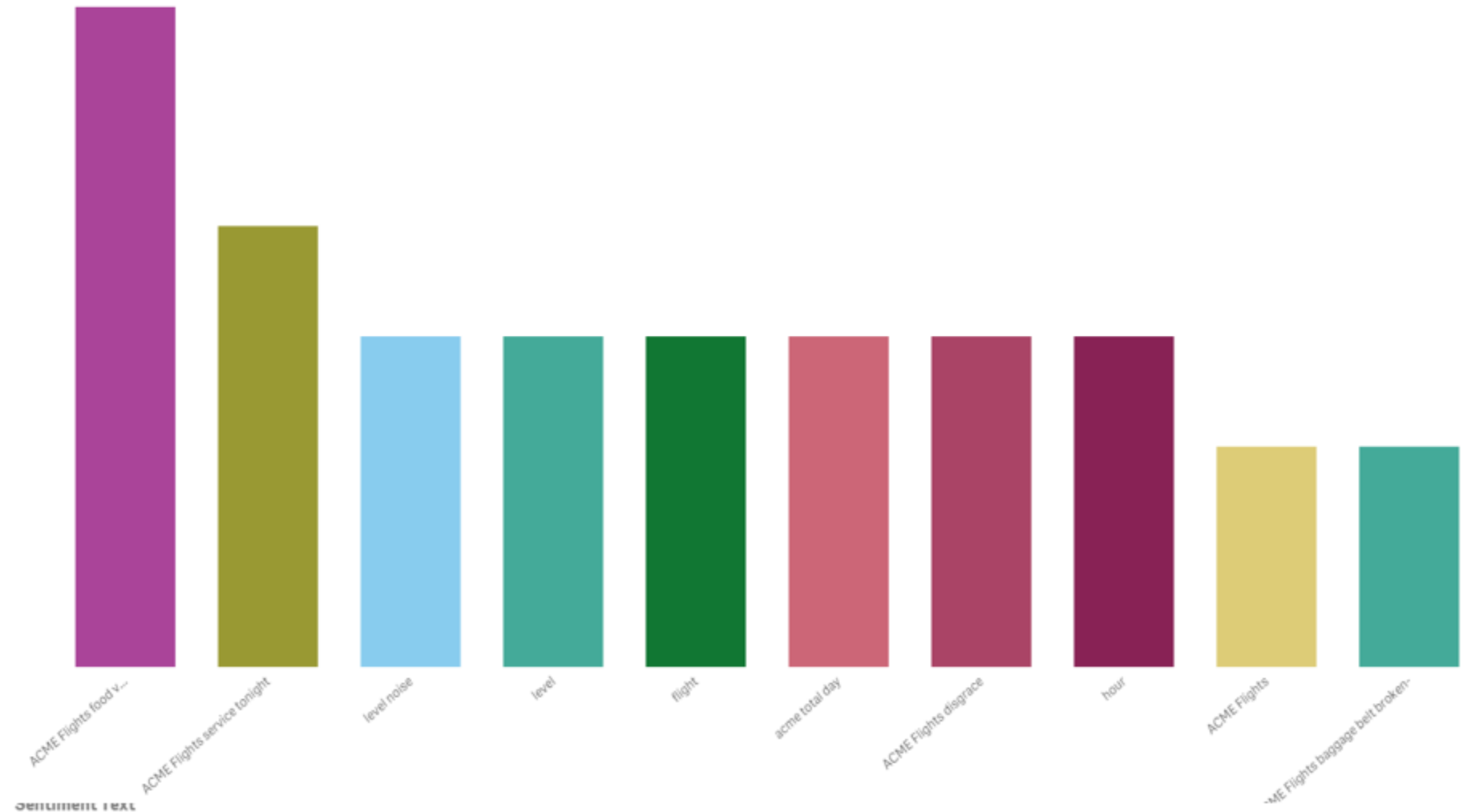
Let' see how Sentiment Analysis works: Polarity

Tweet ID	Analyzed Sentence	Sentiment Topic	Sentiment Text	Score	Polarity
1A	On a ACME Flights flight from Birmingham to Dublin and they have 'misplaced' p:	paper work	have misplace	-2	NEGATIVE
2A	I was so impressed by the leg room on ACME Flights earlier.	leg room	be so impress	10	POSITIVE
3A	All good, but the level of noise during flight was unbearable!	level noise	good	2	POSITIVE
3A	All good, but the level of noise during flight was unbearable!	level	noise	-1	NEGATIVE
3A	All good, but the level of noise during flight was unbearable!	flight	unbearable	-2	NEGATIVE
4A	The flight booking bug has started again!	flight booking	bug	-1	NEGATIVE
5A	ACME Flights on hold to your premium rate customer service line and get cut off :	ACME Flights	on hold	-2	NEGATIVE
6A	Shocking customer service ACME Flights.	customer service	shocking	-1	NEGATIVE
7A	So ACME have chalked up a total of 60 days failing to respond to my complaint, y	acme total day	have fail	-2	NEGATIVE
7A	So ACME have chalked up a total of 60 days failing to respond to my complaint, yet closed my case.		complaint	-1	NEGATIVE
7A	ACME Flights you are an utter disgrace.	ACME Flights disgrace	utter	-2	NEGATIVE
8A	Flights delayed 4 hours.	hour	flight delay	-1	NEGATIVE
8A	ACME Flights have given us free food vouchers so it's all OK	ACME Flights food voucher	free	2	POSITIVE
8A	ACME Flights have given us free food vouchers so it's all OK	ACME Flights food voucher	ok	0,3	POSITIVE
9A	Nice couple of days back home in Irelandð back to the #uk courtesy of ACME Fligh	couple day back Irelandð· back	nice	2	POSITIVE
10A	Hard landing by ACME Flights #Boeing737 today!	ACME Flights Boeing737 today	hard	-2	NEGATIVE
12A	#customercare has failed to answer	customercare answer	have fail	-2	NEGATIVE
13A	Absolute #chaos in @DublinAirport with the ACME Flights baggage belt broken- not the most relaxing start to the holid	chaos	chaos	-1	NEGATIVE
13A	Absolute #chaos in @DublinAirport with the ACME Flights baggage belt broken- n	ACME Flights baggage belt broken-	not the most relaxin	-6	NEGATIVE
14A	ACME Flights you trash my bag, offer zero apology or response.	acme	trash	-3	NEGATIVE
15A	safe and sound ACME Flights were fab	ACME Flights	safe fab	6	POSITIVE
16A	ACME Flights your service tonight was amazingly efficient & super organised, tha	ACME Flights service tonight	efficient	3	POSITIVE
16A	ACME Flights your service tonight was amazingly efficient & super organised, tha	ACME Flights service tonight	super	3	POSITIVE
17A	ACME Flights has bad service!	ACME Flights service	bad	-2	NEGATIVE
18A	All aboard!! This plane stinks	plane	stink	-2	NEGATIVE
19A	A much better experience with ACME Flights on the phone this morning.	experience	much better	4,5	POSITIVE
19A	Very efficient and helpful.		very efficient helpful	8	POSITIVE

Regarding every tweet you get the **polarity**: you can see at a glance if the comments are positive or negative

Visualizing your data

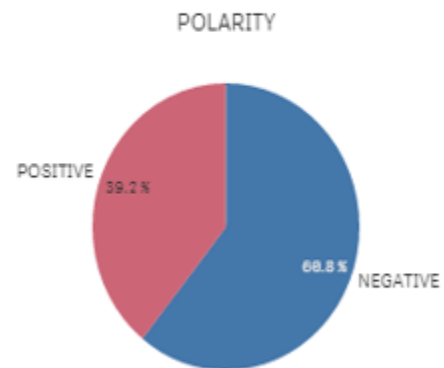
Sentiment Topics



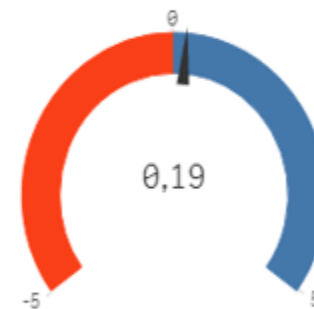
Not only you can extract data but present it clear to your audience

Visualizing your data

Sentiment Polarity



Average Sentiment Score



Not only you can extract data but present it clear to your audience