

# Text Sentiment Analysis

## Oracle Data Science Platform

Oracle provides a unified platform of tools such as Oracle Analytics & Data Science that enable you to extract the text data from different sources, fetch the sentiments in just a few clicks and create effective visualisations.

This infographic will look at Sentiment Analysis using Twitter as a source as data is easily available & largely used for Text Sentiment Analysis

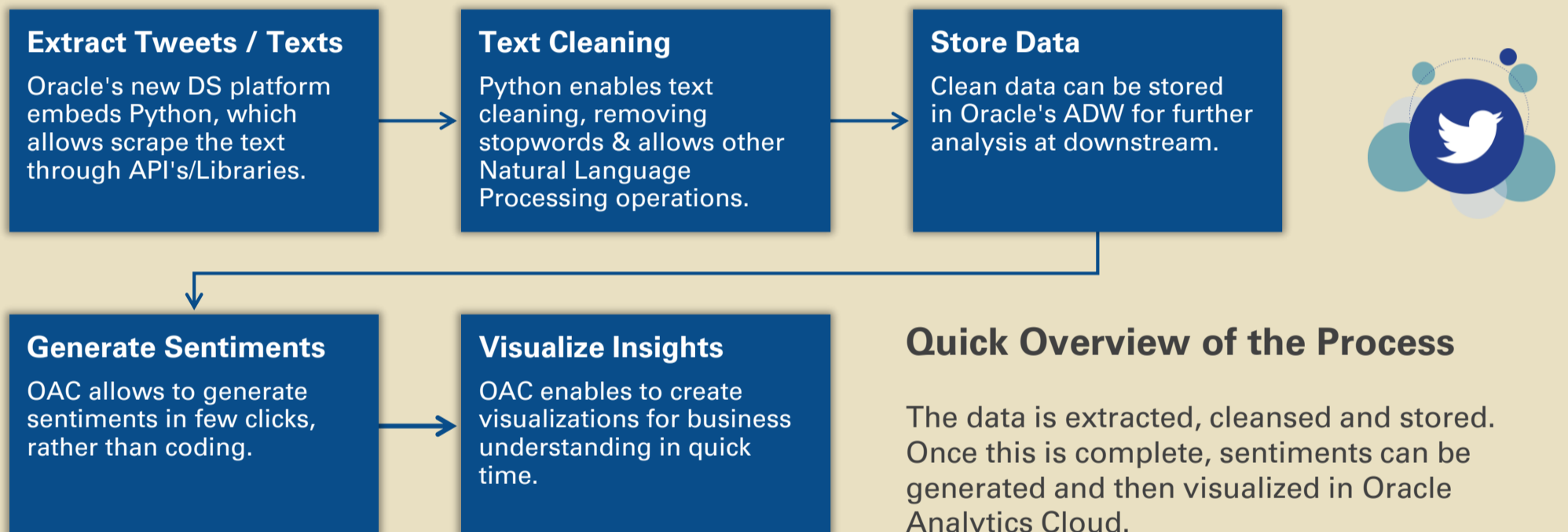


## What is Sentiment Analysis?

Classification of emotions in text data such as; Tweets, News Websites, User Comments/Reviews etc.

## Some Common Use Cases

- Social Media Monitoring
- Finance Trading
- Product Analysis
- Customer Feedback
- Market Research



## What are the Business Benefits?

Sentiment Analytics offers actionable insight and allows businesses to understand the emotions felt toward their product or services. Changes can be made to improve the user experience and approval.



## Getting it Right

Users will react either positively, negatively, or with indifference. Sentiment Analysis enables businesses to take more control over how they are perceived and make necessary changes to improve their score.

## Gaining People's Trust

By analyzing sentiments and implementing changes to promote positive emotions, businesses can form stronger relationships with their customers and end-users.

