



Sentiment Analysis for Market Prediction Using DE & GA

By Apoorva Gupta

LAP Lambert Academic Publishing Sep 2015, 2015.

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Customers are considered to be the primary areas of concern for increasing the profits and enhanced business solutions in terms of their feedback, responses, likelihood of new purchases and their interest to stay connected with the company through its products and services. In order to attain optimized solutions and more efficient business decisions, computationally intelligent methods are deployed like artificial intelligence, machine learning, optimization algorithms which include differential evolution, genetic algorithms. An advancement incorporating computational intelligence for business intelligence is in predictive analytics. It has been observed that if cloud is a huge pool of database including pictures, videos, text, reviews, sentiment, then at the same time there exist a situation today where the liability and the authenticity of the data available online is challenged. Hence, it has been experimented and successfully calculated that that differential evolution for optimization is beneficial for filtering the reliable sentiments of the customers supporting recommendations in terms of the fitness functions on the basis of the positive and the negative sentiments expressed. 64 pp. English.



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