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### **Abstract**

Internet has become a platform to host a myriad of services. An individual can make use of any services or resources and share his or her views about it at the same time. Today, social media platforms have become the largest source of accessing global reviews of the public regarding various movies, products, songs, etc. This paper focuses on proposing a method for gathering and analyzing the reviews of the people with respect to a company or different products of the company, and generating a report that will give a sentiment analysis of the reviews of the company's customers. In this paper, we discuss approaches to extract data from Twitter for a particular company or product, and performing Named Entity Recognition to extracted the related tweets. Analysis of the tweets will help in segregating the dataset based on their sentiments, generating a report of positive, negative or neutral customer reviews of a company's products or the brand itself.

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### Index Terms

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### Keywords

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