Sentiment Analysis of Consumers' Perceptions on Social Media about the Main Mobile Providers in Jamaica

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Abstract : In recent years, organizations have become increasingly interested in the possibility of analyzing social media as a means of gaining meaningful feedback about their products and services. The aspect based sentiment analysis approach is used to predict the sentiment for Twitter datasets for Digicel and Lime, the main mobile companies in Jamaica, using supervised learning classification techniques. The results indicate an average of 82.2 percent accuracy in classifying tweets when comparing three separate classification algorithms against the purported baseline of 70 percent and an average root mean squared error of 0.31. These results indicate that the analysis of sentiment on social media in order to gain customer feedback can be a viable solution for mobile companies looking to improve business performance.