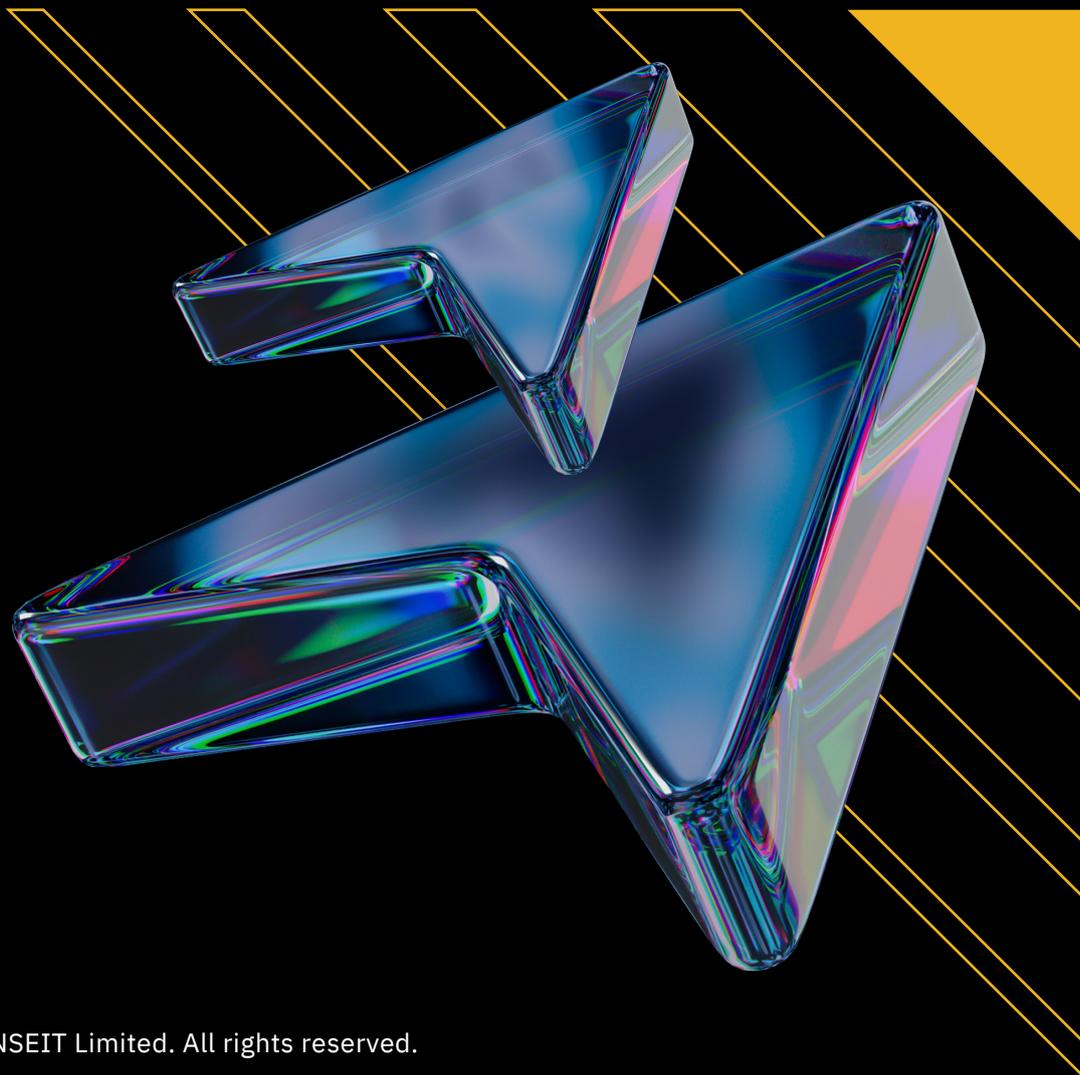


Sentilyzer:

# Decoding Emotions, Empowering Decisions

Empower Your Business with Streamlined Customer  
Sentiment Analysis on Snowflake

**FLYER**

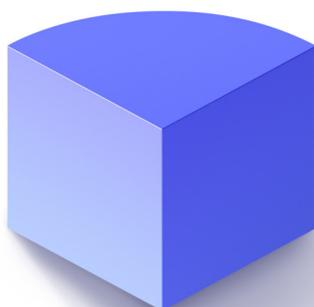


# Introduction

In the realm of customer engagement, understanding customer sentiments expressed in text is the key to enhancing customer satisfaction and making informed business decisions. Enter Sentyler, a cutting-edge sentiment analysis application by NSEIT. Leveraging natural language processing and machine learning, Sentyler interprets emotions within text, allowing businesses to manage online reputation, comprehend customer sentiments, and strategize for improved engagement. Sentyler takes sentiment analysis directly to your Snowflake account, revolutionizing the way you interpret and act upon customer feedback.

## The Challenges

- ▼ **Understanding Product Sentiments:** Businesses often struggle to comprehend customer sentiments about their products, missing out on valuable insights that could drive improvements and enhance customer satisfaction.
- ▼ **Analyzing Product Sentiment Over Time:** Without a robust sentiment analysis tool, tracking the evolution of product sentiments over time becomes a challenge, hindering the ability to adapt strategies accordingly.
- ▼ **Real-time Feedback Adjustment:** The absence of a tool for real-time sentiment analysis hampers businesses' capacity to adjust strategies promptly based on customer feedback, potentially affecting customer satisfaction and loyalty.
- ▼ **Identifying Popular Features or Areas for Improvement:** Lacking a customer feedback analysis tool makes it difficult for businesses to identify popular product features or areas that require improvement, limiting their ability to tailor products to customer preferences.

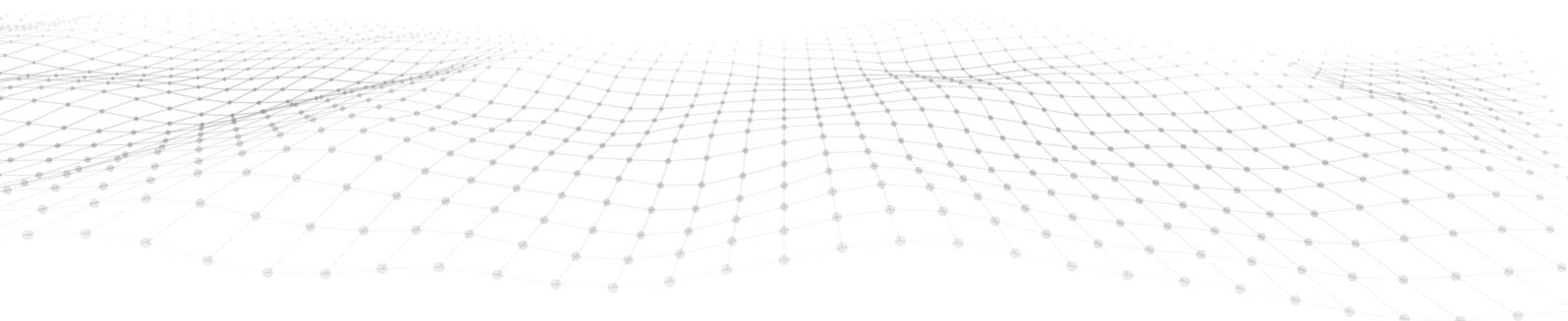




## The **Solution**

Sentilyzer addresses these challenges:

- ▼ **Precise Analysis:** Sentilyzer offers precise sentiment analysis of user feedback and reviews, providing businesses with accurate insights into customer sentiments from historical data.
- ▼ **Proprietary Algorithm:** With NSEIT's proprietary machine learning algorithm, Sentilyzer enables clients to start performing sentiment analysis swiftly, without the need for extensive development.
- ▼ **Zero Development:** Clients can seamlessly integrate Sentilyzer into their Snowflake account without any development activities, streamlining the process of sentiment analysis.
- ▼ **Inbuilt Visualization:** The application contains visualizations like sentiment over time and word cloud in the Streamlit interface, making it user-friendly and visually insightful.
- ▼ **Security:** Sentilyzer ensures the security and privacy of consumer data by keeping it within their Snowflake account, aligning with data protection standards.



## The **Benefits**



- ▶ **Batch Mode Sentiment Detection:** Analyze sentiments from client-specific historical data.
- ▶ **Accelerated Predictions:** Start performing sentiment analysis swiftly with NSEIT's proprietary machine learning algorithm.
- ▶ **Inbuilt Visualization:** User-friendly visualizations like sentiment over time and word cloud.
- ▶ **Zero Development:** The client doesn't have to handle any development activities; it's entirely managed by the NSEIT team.
- ▶ **Security:** Consumer data is kept private and secure, ensuring compliance with data protection standards.
- ▶ **Gain Valuable Insights:** Understand customer opinions, preferences, and sentiments for informed decision-making.
- ▶ **Online Reputation Management:** Monitor and manage the online reputation of your brand effectively.
- ▶ **Tailored Marketing Strategies:** Tailor marketing strategies based on real-time customer sentiments.

## Steps to **Use**

1

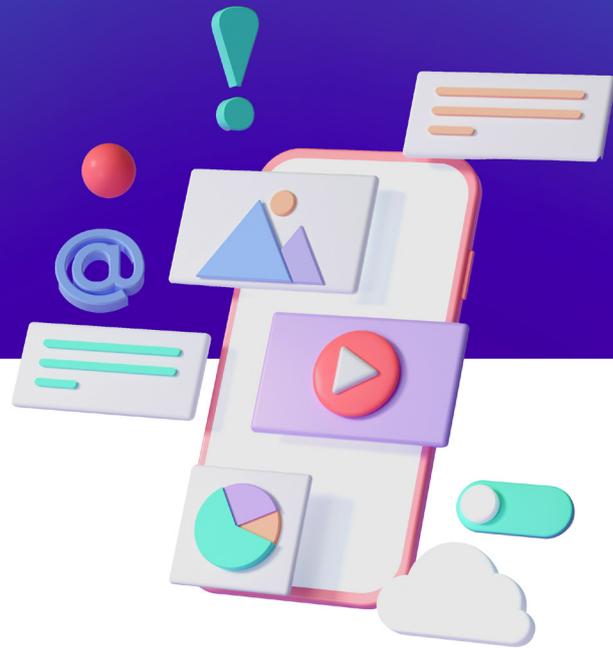
Install the application from <<[Snowflake marketplace](#)>>.

2

Start using the application for sentiment analysis. A sample dataset is provided as part of the application.

3

You can provide SELECT access to the table containing the user reviews/feedback for the Streamlit application.



## Testing the app functionality

Please follow the below instructions for testing the Sentlyzer application:

1. Once the application is installed, the sample dataset provided along with the application can be found at SENTILYZER -> CODE\_SCHEMA -> Views -> NEW\_REVIEWS.  
`select * from SENTILYZER.CODE_SCHEMA.  
NEW_REVIEWS;`
2. The below query takes the above-mentioned test dataset as input and provides the result. similarly, this can be applied to any table which contains user reviews in the consumer account as below:  
`select PRODUCT_REVIEW,  
predict_sentiment_vect(PRODUCT_REVIEW)  
from SENTILYZER.CODE_SCHEMA.NEW_  
REVIEWS;`
3. It can also be tested with a single input statement as below:  
`select predict_sentiment_vect('The product  
seems to work wonderfully') as sentiment;`
4. For testing the Streamlit interface, create a table in your account by running the below query and provide access to the newly created table in the Streamlit interface and map the columns accordingly.
  - Replace DB\_NAME, SCHEMA\_NAME according to your account  
create table DB\_NAME.SCHEMA\_NAME.NEW\_REVIEWS  
AS select \* from SENTILYZER.CODE\_SCHEMA.  
NEW\_REVIEW

## About **NSEIT**

**NSEIT Limited** is a digital native technology company that engineers world-class solutions to help our global customers accelerate their digital transformation journeys. Our key service pillars are Application Modernization, Business Transformation, Data Analytics, Infrastructure &

Cloud Services, and Cybersecurity, through which we create intuitive digital experiences and tangible business impact. For over two decades, our innate drive for excellence has made us the partner of choice for global organizations. At NSEIT, we fuel digital progress.

For more information, visit us at [nseit.com](https://nseit.com)

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