

(54) Title of the invention : A GENERIC FRAMEWORK FOR SOCIAL FEEDBACK ANALYSIS FOR ORGANIZATIONAL GROWTH

<p>(51) International classification :G06Q 50/00</p> <p>(31) Priority Document No :NA</p> <p>(32) Priority Date :NA</p> <p>(33) Name of priority country :NA</p> <p>(86) International Application No :PCT// Filing Date :01/01/1900</p> <p>(87) International Publication No : NA</p> <p>(61) Patent of Addition to Application Number :NA Filing Date :NA</p> <p>(62) Divisional to Application Number :NA Filing Date :NA</p>	<p>(71)Name of Applicant :</p> <p><b>1)Dr. KATHULA KRANTHI KUMAR</b> Address of Applicant :Associate Professor, Department of IT, Sreenidhi Institute of Science and Technology, Hyderabad, Telangana- 501301, India. Telangana India</p> <p><b>2)AMEDAPU SRINIVAS</b></p> <p><b>3)MANNAVA YESU BABU</b></p> <p><b>4)M. CHARAN BABU</b></p> <p><b>5)K.SRINIVASA RAO</b></p> <p><b>6)BRAHMANAIDU KAKARLA</b></p> <p>(72)Name of Inventor :</p> <p><b>1)Dr. KATHULA KRANTHI KUMAR</b></p> <p><b>2)AMEDAPU SRINIVAS</b></p> <p><b>3)MANNAVA YESU BABU</b></p> <p><b>4)M. CHARAN BABU</b></p> <p><b>5)K.SRINIVASA RAO</b></p> <p><b>6)BRAHMANAIDU KAKARLA</b></p>
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(57) Abstract :

This invention is pertaining to social feedback analysis based on machine learning and Natural Language Processing (NLP) techniques equipped with novel pre-processing and sentiment analysis. The invention helps enterprises to have their own data warehouse in AWS cloud using RedShift database. Then it enables the enterprise to have both traditional and social feedback to be mapped to the data warehouse. Thus it helps enterprises to have social feedback on products and services from time to time. This will help in comprehending business intelligence needed to take actions necessary for organizational growth. The invention has provision for novel pre-processing with multiple procedures that act on given tweets data. Once pre-processing is done, the data quality is greatly improved and it is ready for social feedback analysis through sentiment analysis. The machine learning approach has two phases. In the training phase and testing phase also pre-processing is involved for quality in analysis. After training process, the generated model helps in prediction of sentiments and there is provision for ranking of the products or services based on social feedback. Thus the data in RedShift database is updated to reflect social feedback as well. This will help enterprises or any organisations or governments grow in business intelligence and take expert decisions.

No. of Pages : 15 No. of Claims : 7