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# **Amazon Comprehend Analyze sentiment in text**

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## **Topic : Amazon Comprehend (Serverless)**

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Training Content

## **Tutorial**

# 1 Introduction

In this step-by-step tutorial, you will learn how to use Amazon Comprehend for sentiment analysis.

Amazon Comprehend uses machine learning to find insights and relationships in text. Amazon Comprehend provides keyphrase extraction, sentiment analysis, entity recognition, topic modeling, and language detection APIs so you can easily integrate natural language processing into your applications.

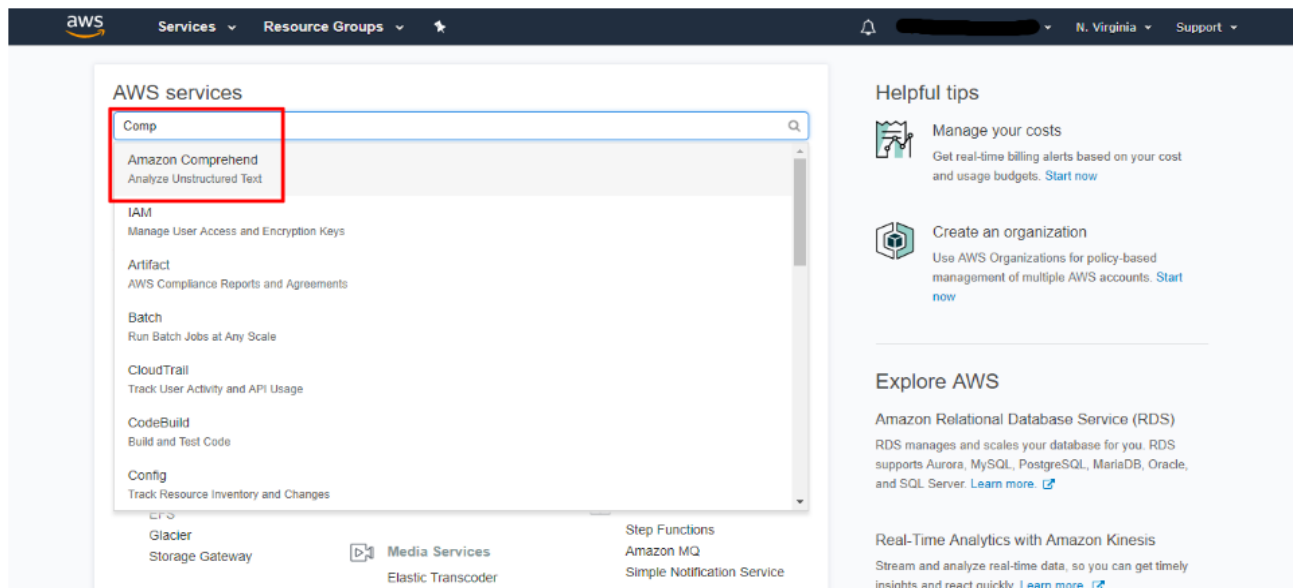
Using Amazon Comprehend, content creators and marketers can easily understand customer preferences to personalize recommendations. Organizations—from retail to finance to law can also use Amazon Comprehend to quickly analyze large volumes of text for insights.

In our tutorial scenario, you're planning a trip and want to find helpful travel books. You've selected a book and now you want to process some reviews using Amazon Comprehend to understand if other customers found the book valuable.

To solve this challenge, you will log in to the Amazon Comprehend console. You will use the API Explorer to run sentiment analysis as well as test out the entity detection and keyphrase extraction features.

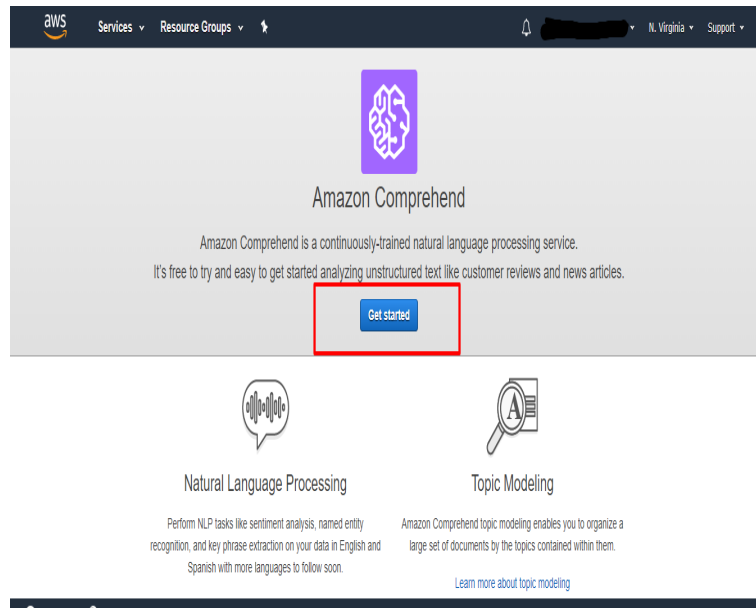
## 1.1 Enter the Amazon Comprehend console

Navigate to AWS Management Console and type Comprehend in the search bar and select Amazon Comprehend to open the service console.



**Figure 1:** service console

Click on the Get Started button in the console to get started with the service and test out any of the features.



**Figure 2:** Get started with Amazon Comprehend: Machine Learning

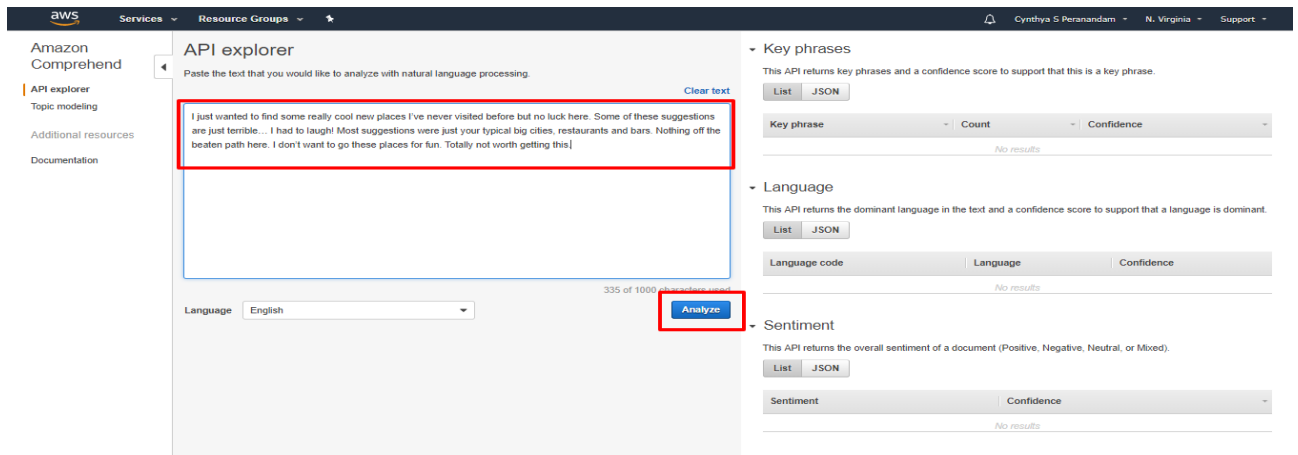
## 2 Enter text to be analyzed for Review 1

Now let's get started with the Amazon Comprehend API Explorer to analyze our customer reviews for positive, negative, or mixed sentiment. You can enter up to 1000 characters of text into the text field.

Review 1:

"I just wanted to find some really cool new places I've never visited before but no luck here. Some of these suggestions are just terrible... I had to laugh! Most suggestions were just your typical big cities, restaurants and bars. Nothing off the beaten path here. I don't want to go these places for fun. Totally not worth getting this."

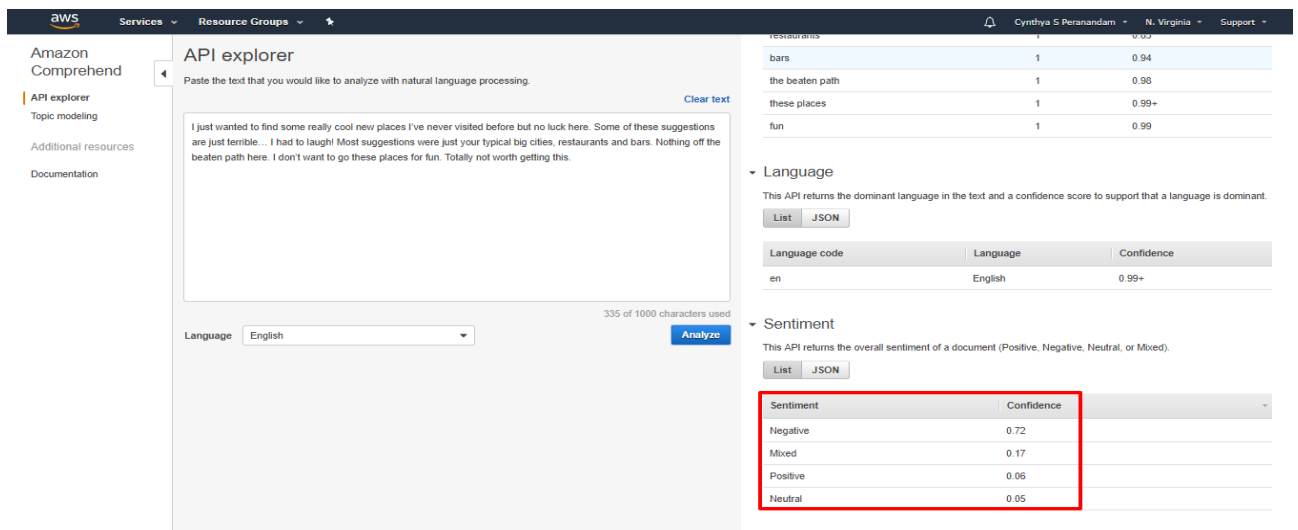
Enter the text from Review 1 into the API Explorer window and select Analyze.



**Figure 3:** Analyze the text

Open the Sentiment Analysis sidebar panel

Once you open the Sentiment Analysis sidebar panel, you'll see the analysis for the first review. You'll see that there are several results for positive, negative, and mixed sentiment in the reviews. The results indicate that this is a negative review, and low scores for positive or mixed reviews.



**Figure 4:** Sentiment analysis of text

Thank You ...