

# Leveraging Sentiment Analysis to Decipher Indian Stock Market Trends

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## Abstract

Throughout the course of the last two decades, the utilization of technology that is based on the Internet has had a significant impact on the Indian stock market. By allowing investors to monitor the current state of the stock market from any location and at any time, the Internet has made it possible for them to purchase and sell their shares. This has eliminated the limits that were previously imposed by brokers and geographical location. Before making any kind of financial investment, it is essential for investors to make forecasts regarding the stock market. As a result of the proliferation of Internet-based technologies such as cloud computing, big data analytics, and sentiment analysis, the conduct of business has undergone significant transformations in the current digital age. Text mining and natural language processing (NLP) are utilised in the process of sentiment analysis, which is often referred to as opinion mining. The purpose of this analysis is to discover and extract subjective material by analysing user opinions, evaluations, sentiments, attitudes, and emotions.

**Keywords:** Sentiment analysis, Opinion mining, Indian stock market