

Student Name: Seneviratne Jayasundare Mudalige Prarthana Devindi Seneviratne	Matriculation Number: 1813307
Supervisor: Mr.Cassim Farook	Second Marker: Mr.Saman Hettiarachchi
Project Title: A Hybrid Machine Learning Approach For Intent Classification of Domain Specific Twitter Content	
	Start Date: 09.10.2021
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CONSENTI agree I do not agree

That the University shall be entitled to use any results, materials or other outcomes arising from my project work for the purposes of non-commercial teaching and research, including collaboration.

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- **That the work contained in this document has been composed solely by myself and that I have not made use of any unauthorised assistance.**
- **That the work has not been accepted in any previous application for a degree.**
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Student Signature: S. J. M. P. D. Seneviratne	Date Signed: 05.09.2021
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Abstract

In modern society, social media has become a part of our everyday routines. Not only has it made connecting with people and building and maintaining relationships with people even in far off parts of the world effortlessly easy, it has become a platform for expressing one's sentiments and opinions within a matter of seconds. Moreover, from a business standpoint, social media provides business organizations the opportunity to enhance brand awareness, do market research and most importantly, to establish relationships with potential as well as current consumers and improve customer relations. Social media monitoring and analyzing of social media content enables commercial brands to monitor and evaluate the reaction of the consumers to marketing campaigns and product launches in real time, to evaluate strategies and to provide exceptional customer service by responding to consumer queries and complaints effectively and efficiently. This also facilitates the policy makers and higher management of the organization a customer centric approach to monitor and evaluate the service rendered by their brand representatives regularly.

Given the above reasons, analysis of social media content plays a crucial role in improving customer relations, in a way which would benefit both consumers and brand representatives. Hence, this study is an attempt at a scalable hybrid machine learning approach for intent classification of Twitter content.