

you need too". His modesty has been rewarded as he but also mentioned that Ashwin has not received fifers in the



## Sai Ram Institute of Managment, AICTE conduct Faculty Development Program

Chennai, Dec 28: Sri Sai Ram Institute of Management Studies (SIMS) and Sri Sai Ram Engineering College in association with All India Council of Technical Education (AICTE) conducted 15 days Faculty Development Program on "Opinion Mining - An Insight into Social Media and Customer Service" in Sri Sai Ram Engineering College Hands on Training Centre from 11th December 2019 to 26th December 2019.

insight into Social Metrics, Social listening modes, Audience analysis, Social monitoring, Image analysis. He also stated that the analysis of social media analysis will have drastic effect on market and it will gain great momentum in next decade. He gave the importance of social media analysis on academics. Mr. Peter Sahayaraj, CEO, Jayam Academy delivered

his lecture on Sentimental analysis. In his session he gave hands on training in laboratory and supported the learning by simulation method. In Sentimental analysis he covered key aspects of brands that customer cares about and underlying intentions and reactions of those factors. Mr. Durairaj D, CEO, Webboomba, took session on titled "R programming

on text analytics". He covered Text mining and text analysis with R programming along with various packages that should be used for text analysis. On the concluding day certificate were distributed to all participants and Dr. Maran delivered Vote of thanks before closing the workshop with National anthem.

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