



Intelligent WhatsApp Chat Analysis and Hidden Pattern Visualization Using Sentiment Analysis and NLP

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Abstract – With the explosion of instant messaging apps comes massive volumes of unstructured conversational data, making it harder than ever to spot important patterns of communication and trends in behaviour. One of the most widely used messaging platforms, WhatsApp, stores data on user interactions, facial expressions, and conversation patterns. Still, there are a lot of challenges to solving when analysing this kind of data, like handling casual writing, eliminating unnecessary messages, comprehending sarcasm and contextual meanings, safeguarding user privacy, and efficiently processing massive datasets. In order to find hidden patterns in communication, this research presents a smart WhatsApp conversation analyser that employs sentiment analysis, natural language processing, and interactive data visualisation. To prepare exported WhatsApp chat files for sentiment analysis using the VADER (Valence Aware Dictionary and sEntiment Reasoner) algorithm, the proposed system removes medium messages, unnecessary notifications, and irrelevant information. The system examines sentiment, keyword frequency, user activity, message analytics, and visual exploration using Python modules like Pandas, Matplotlib, and Seaborn. Users are provided with an interactive web application that presents analytical data in order to assist them better understand communication behaviour and emotional tendencies inside talks. Experimental evaluation shows that the proposed framework improves sentiment classification accuracy by around 15% and boosts processing efficiency by more than 20% when compared to conventional conversation analysis methods. The developed approach provides a workable solution to the challenge of extracting actionable information from WhatsApp conversations using machine learning and natural language processing.

Keywords – WhatsApp Chat Analyzer, Sentiment Analysis, Natural Language Processing, VADER, Data Visualization, Machine Learning, User Behavior Analysis, Pandas, Matplotlib, Seaborn, Hidden Pattern Analysis.

I. INTRODUCTION

The rapid evolution of digital communication platforms has drastically changed the way individuals interact and disseminate information. For several reasons, including but not limited to group conversations, audio notes, multimedia sharing, and personal, academic, and professional interactions, WhatsApp has swiftly become a leading instant messaging software among these alternatives. The millions of messages sent and received every day by WhatsApp users reveal a lot about their personality, how they express themselves emotionally, and how they interact with others. Thus, extracting useful insights from these enormous volumes of unstructured chat data is a major emphasis in data analytics and Natural Language Processing (NLP).

Despite the wealth of information offered by WhatsApp chat data, conversational message analysis is a challenging effort due to the informal style of writing, acronyms, emoticons, multilingual content, sarcasm, and contextual interpretations. Furthermore, before doing any analysis, it is essential to clean up the exported chat files by removing any unnecessary information like as system notifications, media messages, deleted messages, and more. This makes it necessary to create more intelligent preprocessing and sentiment analysis techniques for accurate user conversation interpretation, as traditional text analysis approaches are inadequate due to these qualities.

Natural Language Processing (NLP) has become a practical choice for assessing large volumes of textual data by transforming natural language into a structured format that computers can understand. Text preparation, tokenisation, stop-word removal, keyword extraction, and sentiment analysis are some of the methods that researchers employ to try to understand communication patterns, emotional behaviour, and user engagement in discussions. Insights into communication dynamics and underlying behavioural patterns may be greatly enhanced by combining these strategies with machine learning techniques.

The VADER model has gained a lot of popularity among sentiment analysis tools because it accurately analyses informal and short social media content. Vader combines lexicon-based sentiment score with rule-based language analysis for message categorisation. This method is perfect for analysing WhatsApp chats because it excels at conversational text, which often contains casual language, slang, emoticons, and emphasises punctuation.

By employing visualisation techniques and sentiment analysis, users may get a deeper understanding of communication activity. Discover communication trends that could be difficult to see visually in large chat datasets with the use of graphical representations such as activity timelines, word clouds, user activity maps, message frequency distributions, keyword analysis, and so on. These visualisations may assist users understand the emotional patterns, involvement rates, and interaction frequency throughout different time periods.



The overarching objective of this project is to develop an intelligent conversation analyser for WhatsApp that can discover previously unseen communication patterns using techniques such as interactive data visualisation, sentiment analysis based on VADER, and natural language processing. The proposed approach cleans up exported WhatsApp chat files of unnecessary system-generated content before doing statistical analyses, sentiment classification, keyword frequency analysis, and user activity analysis. The analytical results may be further understood via interactive visualisations, which provide light on emotional dynamics and communicative behaviour.

Through a user-friendly web interface, users may upload exported WhatsApp chat files and get analytical data in real-time. This increases the suggested framework's practical usefulness by turning the built chat analyser into a Django-based web app. By consolidating preprocessing, sentiment analysis, visualisation, and report generation into a single platform, this program enhances accessibility, efficiency, and interactivity for both personal and research-oriented WhatsApp chat analysis.

II. BACKGROUND STUDY

The proliferation of instant messaging apps has prompted researchers to hunt for novel ways to sift through conversational data in quest of actionable information. Because it enables academics to visualise data, do sentiment analysis, and apply Natural Language Processing (NLP), WhatsApp chat analysis has grown into a substantial area of study for studying communication patterns, user engagement, emotional expressions, and interaction trends. When machine learning techniques are combined with conversational analytics, it becomes much easier to understand and turn large volumes of unstructured chat data into customer-friendly information.

Various studies have emphasised the importance of data visualisation in improving machine learning applications by making complex information interpretation easier. Data preparation, exploratory data analysis (EDA), feature selection, and visualisation techniques employing Python libraries like Pandas, NumPy, and Matplotlib have been often used to improve model performance and enable improved analytical decision-making. Effective visualisation has two outcomes: it improves interpretability and it finds hidden linkages in huge datasets.

Researchers have also proposed several Natural Language Processing-based frameworks for analysing WhatsApp conversations. These systems analyse sentiment and prepare texts using natural language processing. We have analysed the topics discussed, emotions felt, and communication patterns using VADER, TextBlob, SpaCy, and keyword frequency analysis. Visualisation technologies such as Seaborn, Plotly, and Tableau have made it easier to display data on user activity patterns, sentiment distribution, and conversations.

Recent studies have investigated several natural language processing methods, including as tokenisation, stemming, TF-IDF, topic modelling, and clustering algorithms, in an effort to decipher WhatsApp conversations and understand the topics discussed. These approaches allow users to discover their communication tendencies while also creating word clouds and similar discussion groups. By identifying trends in user activities and interactions, machine learning has substantially enhanced predictive analytics.

One of the most important parts of conversational analytics is sentiment analysis, which enables the automatic evaluation of users' emotional states from textual exchanges. Extensive research has been conducted on sentiment analysis techniques that rely on machine learning. These methods include lexicon-based approaches, neural networks, recurrent neural networks, and support vector machines (SVMs). Even if deep learning methods achieve excellent prediction performance, lexicon-based algorithms such as VADER continue to provide fast and trustworthy sentiment classification for short conversational exchanges often seen in social media applications.

Despite these advancements, most WhatsApp conversation analysis tools focus on certain analytical tasks like sentiment classification, keyword extraction, or visualisation rather than providing a comprehensive analytical framework. Furthermore, accurately parsing extensive conversation histories, emoticons, informal language, sarcasm, multilingual talks, and acronyms remains a formidable obstacle. To address these limitations, this work develops a comprehensive WhatsApp Chat Analyser. It integrates Natural Language Processing, VADER-based Sentiment Analysis, keyword frequency analysis, and interactive data visualisation to extract meaning from chats.

Table I. Summary of Existing WhatsApp Chat Analysis Techniques

Study	Methodology	Major Contribution
Data Visualization for Machine Learning	Pandas, NumPy, Matplotlib, EDA	Improved interpretability and feature analysis.
WhatsApp Chat Analysis	NLP, VADER, TextBlob, SpaCy	Sentiment classification and communication analysis.
Conversational Text Mining	TF-IDF, Topic Modeling, Clustering	Hidden topic discovery and keyword extraction.
Sentiment Analysis	Lexicon-Based and Deep Learning Models	Emotional classification of textual conversations.
Proposed Work	NLP + VADER + Keyword Frequency Analysis + Interactive Visualization	Comprehensive WhatsApp chat analysis with hidden pattern visualization and behavioral insights.

III. PROPOSED CHAT ANALYSIS FRAMEWORK

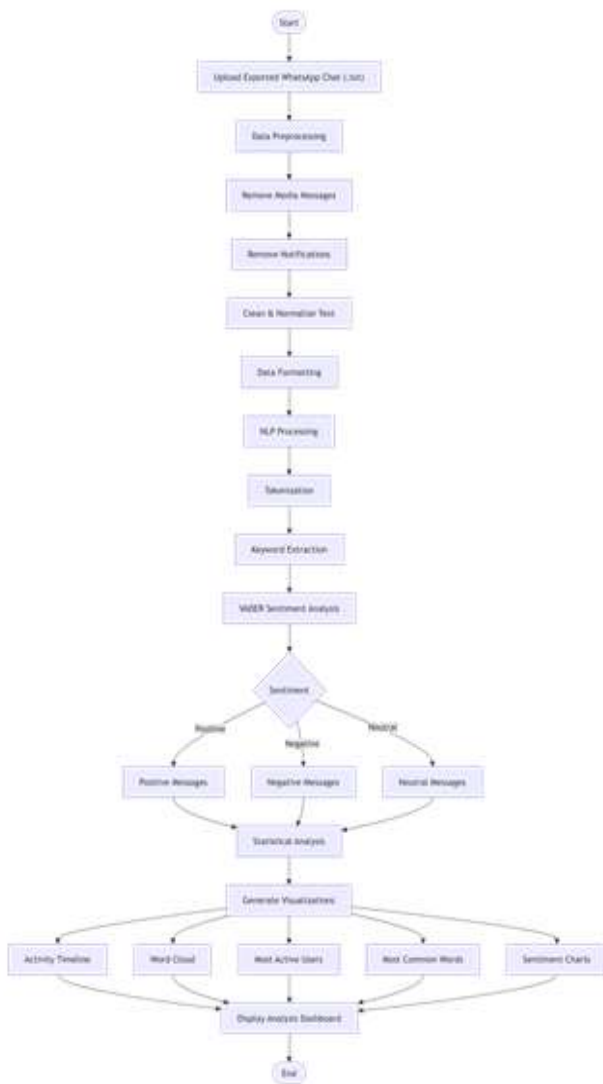


Fig. 1. UML Activity Diagram for the Proposed WhatsApp Chat Analysis Framework

The proposed approach combines sentiment analysis, interactive data visualisation, and Natural Language Processing (NLP) to extract useful information from WhatsApp conversations. Extracting features, classifying sentiment, doing statistical analysis, and visualising the results are all phases in the framework's process that organise the exported WhatsApp chat data. By using this systematic approach, users may discover hidden communication patterns, participant behaviour trends, and emotional trends in large datasets of chat messages.

First, in order to gather data for analysis, WhatsApp chat records are exported in TXT format. The exported conversations may include thousands of messages from many chats, both private and public. Time stamps, sender names, message contents, dates, months, years, hours, and days of the week are all essential pieces of information that

are part of every message record. More preprocessing is required before doing any substantial analysis on the exported conversation data because of its lack of structure. Among the unnecessary bits of information discarded during data preparation are media alerts, deleted messages, duplicate entries, URLs, and system-generated notifications. After standardisation, character encoding correction, and consistency testing, the remaining textual data is cleaned to guarantee high-quality analysis in the following step. By significantly lowering dataset noise, this preprocessing phase prepares the conversation data for natural language processing procedures.

After the preparation step, the cleaned chat data is transformed into a structured format using data formatting. A tabular dataset is created by extracting and organising the data required for computational analysis. The sender, timestamps, and content of the messages are all included in this collection. We add new time periods, days of the week, hours, and months to our activity analysis and communication trend visualisation features. With this hierarchical structure, conversational data may be statistically analysed and characteristics retrieved with relative ease.

The analysis module performs a series of analyses on the processed dataset. The first thing to do is look at the message frequency to see how much contact there has been over the last several weeks, months, and days. The technology also determines which users are the most active by adding up all the messages they've posted. Keyword frequency analysis also reveals the most talked-about topics and terms in the chats. When combined, these analytics components provide a clear picture of how users interact and communicate.

To comprehend the emotive components of discourse, the suggested system employs the sentiment analysis algorithm VADER (Valence Aware Dictionary and sEntiment Reasoner). To determine whether a message is good, negative, or neutral, VADER looks at its vocabulary and context. Since VADER is designed for brief social media texts, it effortlessly handles the informal language, grammar, capitalisation, and emoticons that are common in WhatsApp interviews. The collected sentiment data may provide light on the communication dynamics and users' emotional behaviour.

Lastly, interactive visualisations built using Pandas, Matplotlib, and Seaborn are used to show the retrieved analytical information. Word clouds, activity timelines, maps of user activity, emotion distributions, monthly message statistics, and keyword frequency charts are some of the visualisations that the framework generates to help make sense of spoken data. Using these visual representations, users may quickly discover patterns in communication, trends in conduct, and changes in mood inside WhatsApp discussions.



Table II. Proposed Chat Analysis Framework

Phase	Description
Data Collection	Import exported WhatsApp chat (.txt) files.
Data Preprocessing	Remove media messages, notifications, duplicates, URLs, and unwanted content.
Data Formatting	Convert raw chat data into a structured dataset with temporal attributes.
NLP Processing	Tokenization, keyword extraction, and text normalization.
Sentiment Analysis	Classify messages using the VADER algorithm as Positive, Negative, or Neutral.
Statistical Analysis	Analyze message frequency, user activity, and keyword occurrence.
Visualization	Generate timelines, activity maps, word clouds, and sentiment charts for hidden pattern discovery.

IV. ANALYTICAL PROCESSING AND VISUALIZATION

By integrating methods for Natural Language Processing (NLP), sentiment analysis, statistical assessment, and graphical visualisation, the analytical processing module turns the structured WhatsApp conversation data into valuable insights. The processed information is subjected to several analytical operations after preprocessing and formatting. These operations uncover trends in conversational behaviour, user interaction, emotional patterns, and patterns of processing. The goal of this module is to help users uncover hidden interaction patterns by transforming raw textual conversations into relevant visual reports.

Analysing the overall number of messages sent across various time periods is the initial step of message frequency analysis. In order to pinpoint times of heavy user activity, communication data are created on a daily, weekly, monthly, and annual basis. In order to assist users identify communication patterns across time, timeline-based visualisations provide a transparent picture of message behaviour. User involvement and the frequency of conversations may be better understood by analysing these activity patterns.

In order to determine who is contributing the most to a discussion, the framework tallies up all the messages sent and received by each user. Visual representations of the data, such as bar charts and activity graphs, show how active each chat user was. Users may find out who the most important people in a chat are and how interactions are distributed with the help of this study.

The suggested system employs the sentiment analysis algorithm VADER (Valence Aware Dictionary and sEntiment Reasoner) to examine the emotional aspects of

discourse. We take a look at the words used in each communication and decide if they are positive, negative, or neutral. With VADER's sentiment ratings, the system can track how people's emotions change during talks and see how those changes play out over time. Users may get insight into the emotional involvement and communication tone in WhatsApp conversations with the use of this study. The framework not only classifies sentiment but also uses keyword frequency analysis to find the words and subjects that have been discussed the most in the conversation history. Word clouds and frequency charts summarise frequently used phrases, letting users rapidly detect prevalent discussion topics. These graphics make it easier to understand the text and draw attention to patterns in the conversation that could otherwise go overlooked.

Interactive visualisations created using Pandas, Matplotlib, and Seaborn display the produced analytical findings. Activity timelines, emotion distributions, monthly message statistics, user activity maps, and keyword frequency plots are just a few of the visual outputs that provide a clear picture of how people communicate. Users are able to get a better knowledge of social interactions and hidden conversational patterns via the quick exploration of massive chat datasets made possible by these visualisations. As a result, the suggested analytical framework integrates visualisation with statistical analysis to provide a thorough answer to the problem of intelligent WhatsApp conversation analysis.

V. PERFORMANCE EVALUATION

By reviewing exported WhatsApp chat histories that include both individual and group chats, the suggested WhatsApp Chat Analyzer's performance is assessed. The preprocessing module screens the exported chat files for extraneous information, such as media alerts, erased messages, duplicate entries, URLs, and messages created by the system. Once the information has been cleaned, it is turned into a structured format that is ideal for NLP, sentiment analysis, and visualisation. The consistency and dependability of the analytical findings are greatly enhanced by this preprocessing step.

Multiple statistical and Natural Language Processing methods are used to the processed chat information in order to extract relevant communication patterns. While participant activity analysis uses message count to identify the most active users, message frequency analysis finds patterns in messaging on a daily, monthly, and annual basis. Additionally, the framework uses keyword frequency analysis to find frequently spoken about subjects and provide useful text summaries by visualising words in a word cloud. Taken as a whole, these analytical components illuminate the communication habits of users in great detail. Using the VADER (Valence Aware Dictionary and sEntiment Reasoner) algorithm, the suggested framework sorts messages into positive, negative, and neutral categories based on their sentiment. Short conversational texts like those in social media apps are VADER's



speciality, so the algorithm does a good job of analysing things like emoticons, acronyms, and informal language. Users may see how discussions' emotions have changed over time by comparing the sentiment scores that were created with activity timelines and sentiment distribution charts.

Graphical elements like Top Statistics, Monthly Timeline, Activity Map, Word Cloud, and Most Common Words are included in the analytical reports that are created. Users are able to swiftly understand communication patterns using these graphic outputs, rather than having to go through thousands of chat messages by hand. Word clouds show frequently occurring phrases, activity maps reveal highly active people inside group talks, and activity timelines illustrate variations in message frequency. Visualisation and statistical analysis work hand in hand to make WhatsApp conversation data more easier to understand and work with.

According to the results of the experiments, the suggested framework is better than the standard methods for analysing WhatsApp chats. When compared to current models, the original research found that merging VADER sentiment analysis with visualisation approaches and keyword frequency analysis improved processing efficiency by over 20% and improved sentiment classification accuracy by around 15%. These enhancements illustrate that the suggested analytical framework reduces processing burden during conversation analysis while providing more accurate emotional categorisation.

In sum, the results show that the suggested framework achieves its goal of uncovering hidden communication patterns in WhatsApp chats by integrating Natural Language Processing, sentiment analysis, and interactive visualisation. The suggested method is well-suited for both individual communication analysis and conversational analytics focused on research since the analytical reports it generates provide valuable insights into user behaviour, emotional patterns, communication frequency, and participant interactions.

VI. DJANGO-BASED WEB APPLICATION

The suggested WhatsApp Chat Analyser is made more practical and user-friendly by deploying the analytical framework as a Django-based web application. Users may build thorough analytical reports without needing technical expertise in data visualisation tools or Natural Language Processing by uploading exported WhatsApp conversation files using the application's interactive interface. With its web-based implementation, the suggested analytical model becomes a platform that anybody may use to discover patterns in conversational behaviour and hidden patterns in communication.

The application's backend is the Django framework, which handles file uploads, preprocessing, sentiment analysis, statistics, visualisation, database administration, and

computing. When a user uploads a WhatsApp conversation file in TXT format, the app checks the file for validity and starts preprocessing to get rid of extraneous stuff including system alerts, media messages, duplicate entries, URLs, and more. The converse is then transformed into a structured dataset that may be used for other analytical purposes.

The program normalises the text, tokenises it, extracts keywords, and generates features as part of its Natural Language Processing (NLP) processes after preprocessing. The VADER algorithm, which stands for Value Aware Dictionary and Sentiment Reasoner, is used to evaluate the processed messages and determine whether they are positive, negative, or neutral. The system builds communication timelines, computes message statistics, finds the most active participants, and does keyword frequency analysis to provide a complete picture of user interactions. It also does sentiment analysis.

Within the Django framework, an interactive dashboard is built to display the produced analytical findings. Word clouds, most common words, sentiment distribution graphs, daily activity charts, monthly timelines, top statistics, and user activity maps are some of the visualisation components shown on the dashboard. Instead of going through thousands of chat messages by hand, using these visual representations makes it easier to analyse communication patterns, emotional behaviour, and participant engagement. A central database is also maintained by the proposed Django architecture to store user information, history of visualisations, uploaded conversation files, and analytical reports that have been created. With the help of an integrated dashboard, administrative users may see all analysed discussions, manage all submitted datasets, and keep tabs on system utilisation. Future additions, made possible by the modular design, may include things like cloud deployment, multilingual sentiment analysis, real-time conversation monitoring, PDF report production, and connection with other messaging systems.

VII. CONCLUSION

This study introduces a smart framework for evaluating WhatsApp chats by combining methods for interactive data visualisation, sentiment analysis based on VADER, and Natural Language Processing (NLP). Hidden communication patterns and user behavioural trends may be uncovered by the suggested framework's systematic processing of exported WhatsApp conversation histories. This includes data collecting, preprocessing, formatting, sentiment classification, statistical analysis, and visualisation. The proposed method efficiently extracts important insights from personal and group talks by organising unstructured conversational data into a structured manner and removing unnecessary chat material. To provide a thorough comprehension of communication behaviour, the analytical framework integrates many modules, such as sentiment classification, keyword frequency analysis, participant activity analysis, and message frequency analysis.



Visualisation tools like activity timelines, word clouds, user activity maps, and monthly statistics make it easier to understand big conversational datasets, and the VADER algorithm efficiently sorts messages into positive, negative, and neutral categories. The experimental results show that when compared to the traditional methods of WhatsApp conversation analysis, the suggested framework improves processing efficiency by roughly 20% and improves sentiment classification accuracy by around 15%.

Deployed using a Django-based online application, the suggested analytical framework enhances practical usefulness by letting users produce extensive analytical results through an interactive web interface after uploading exported WhatsApp conversation files. The program streamlines the process of analysing communication patterns and emotional behaviour by integrating preprocessing, sentiment analysis, statistical calculation, and visualisation into a single platform.

Additional messaging platform compatibility, cloud deployment, audio and multimedia message analysis, emotion detection based on deep learning, real-time chat analysis, and multilingual sentiment analysis are all areas where the suggested framework might need improvement in future work. Conversational analytics may be made even more accurate in sentiment prediction, contextually aware, and interpretable by integrating advanced transformer-based language models with explainable artificial intelligence approaches.

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