

# SENTIMENTAL ANALYSIS OF CUSTOMER PRODUCT REVIEWS USING MACHINE LEARNING

Dileep Kankatala<sup>1</sup>, Dr.B.Indira<sup>2</sup>

<sup>1</sup>MCA IV Semester, Dept. of MCA, Chaitanya Bharathi Institute of Technology (A), Gandipet, Hyderabad – 500 075, India <sup>2</sup>Assistant Professor, Dept. of MCA, Chaitanya Bharathi Institute of Technology (A), Gandipet, Hyderabad – 500 075, India

## ABSTRACT

Today, computerized surveys assume a vital part in improving worldwide correspondences among purchasers and impacting buyer purchasing conduct. Online business monsters like Amazon, Flipkart, and so forth give a stage to purchasers to share their experience and give genuine bits of knowledge about the exhibition of the item to future purchasers. To extricate significant experiences from an enormous arrangement of surveys, grouping of surveys into positive and negative opinion is required. Opinion Analysis is a computational report to remove emotional data from the text. In the proposed work, surveys have been characterized into positive and negative opinions utilizing Sentiment Analysis. Out of the different arrangement models, Naïve Bayes, Support Vector Machine (SVM) and Decision Tree have been utilized for characterization of audits. The assessment of models is finished utilizing 10 Fold Cross Validation

Keywords: Machine Learning, Sentiment

#### **1.0 INTRODUCTION**

Sentiment is an attitude, thought, or judgment prompted by feeling. Feeling examination, which is otherwise called assessment mining, concentrates on individuals' opinions towards specific elements. From a user's perspective, people are able to post their own content through various social media, such as forums, micro-blogs, or online social networking sites. From a researcher's perspective, many social media sites release their application programming interfaces (APIs), prompting data collection and analysis by researchers and developers. However, those types of online data have several flaws that potentially hinder the process of sentiment analysis. The first flaw is that since people can freely post their own content, the quality of their opinions cannot be guaranteed. he second flaw is that ground truth of such online data is not always available. A ground truth is more like a tag of a certain opinion, indicating whether the opinion is positive, negative, or neutral. "It is a quite boring movie...... but the scenes were good enough." The given line is a movie review that states that "it" (the movie) is quite boring but the scenes were good. Understanding such sentiments require multiple tasks. Hence, SENTIMENTAL ANALYSIS is a kind of text classification based on Sentimental Orientation (SO) of opinion they contain. Opinion examination of item audits has as of late become exceptionally well known in text mining and computational phonetics research.

 $\Box$  Firstly, evaluative terms expressing opinions must be extracted from the review.

 $\Box$  Secondly, the SO, or the polarity, of the opinions must be determined.

 $\Box$  Thirdly, the opinion strength, or the intensity, of an opinion should also be determined.

#### 2. SYSTEM OVERVIEW

#### 2.1 System architecture

A framework design is the reasonable model that characterizes the construction, conduct, and more perspectives on a framework. An engineering depiction is a conventional portrayal and portrayal of a framework, coordinated such that supports thinking about the designs and ways of behaving of the framework





## Existing System

several opportunities and new open doors have been prompted for organizations that endeavour hard to keep a track on customer reviews and opinions about their products. Twitter is a huge fast emergent micro-blogging social networking platform for users to express their views about politics, products sports etc.

#### Proposed System

Sentiment Analysis is a computational study to extract subjective information from the text. In the proposed work reviews have been classified into positive and negative sentiments using Sentiment Analysis. Out of the various classification models, Naïve Bayes, Support Vector Machine (SVM) and Decision Tree have been employed for classification of reviews. The evaluation of models is done using 10 Fold Cross Validation.

#### **3.Results**





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Upload Amazon Reviews Dataset	Review : ['i Bought this around black friday for \$60 hoping it would be awesome it failed so hard i tried multiple different micro SD ca
· · · · · · · · · · · · · · · · · · ·	ormated them with every format i could think of Fat32, NTFS, Fat, Xfat i even tried to have the tablet do it didnt work to make mat t in the app store and i came to find out that it isnt linked to the normal google play store this tablet has its own app store which is missin
Preprocess Dataset	ht this was to play clash of clans and i cant because it wasnt on the app store i tried to also use aftermarket play stores to play COC but i
Run SVM Algorithm	at you pay for also hint the s-pen version has an extra 1 GB of ram over the non pen version so you should get that if you can afford the of the second state of
	Positive : 1 Negative : 4
Run Naive Bayes Algorithm	Review : ['Great tablet for the price. My granddaughter loves how user friendly it is.']
Run Decision Tree Algorithm	Positive : 5 Negative : 0
	Parior - (East up to E windows onen without muchlameCamona not new good nice some out blums!)
Detect Sentiment from Test Reviews	Positive : 3
Accuracy Graph	Negative : 2
	Review : ['Bluetooth inaccessible if not connected to Wi-Fi. Device not chargeable hence not portable.'] Positive : 2
	Negative : 3
	Review : ['I bought this to fill my life with music. The first two weeks were fantastic. I got Amazon Music, and needed only to say, "Alexa,
	name)" and it would play music. The speaker quality is great. 4 days after Christmas it went into a Christmas Music and hymn default. Wh st song, and then default to religious music. Iv'd switch artists and it'd happen again. I contacted Amazon, and was told not to request artis
	V't have this info memorized. I bought it to say artist names. Someone responding to my poor review on Amazon suggested trying different

3.2 Algorithm Accuracy



## 3.3 Detecting Sentiments





## CONCLUSION

A developmental shift from disconnected markets to computerized markets has expanded the reliance of clients on internet based surveys generally. Online surveys have turned into a stage for building trust and impacting purchaser purchasing behaviors. With such reliance there is a need to deal with such enormous volume of surveys and present tenable surveys before the shopper. Our examination is planning to accomplish this by directing opinion investigation of cell phone surveys and arranging the audits into positive and negative feeling. In the wake of offsetting the information with practically equivalent proportion of positive and negative audits, three order models have been utilized to characterize surveys. Out of the three classifiers, i.e., Naïve Bayes, SVM and Decision Tree, prescient exactness of SVM is viewed as the best. The exactness results have been cross approved and the most elevated worth of precision accomplished was 81.75% for SVM among the three models.

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