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Sentiment Analysis of Text based Feedback for Thread Jewelry Industry

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Abstract: Sentiment Analysis is a language processing task that is used to find out opinion expressed in online reviews to categorize it into different classes like positive, negative or neutral. The paper aims to summarize the thread made product reviews at aspect level so that user can easily find out which product is liked by the user and disliked by the user. It's also helpful to owner to develop their quality, design, and material of the threads. The owner business also developed due to Sentiment analysis.

I. IMPORTANT FACTORS

A. Subjectivity/Objectivity

To perform estimation examination we first need to distinguish the emotional and target content. Just abstract content holds the opinions. Target content contains just accurate data.

Model

- 1) *Subjective*: Titanic is a heavenly film. (this sentence has a sentiment(superb), along these lines it is emotional)
- 2) *Objective*: James Cameron is the chief of titanic. (this sentence has no assessment, it is a reality, along these lines it is objective)

B. Polarity

Further emotional content can be ordered into 3 classifications dependent on the suppositions passed on in the content.

- 1) *Positive*: I love the new Samsung universe versatile.
- 2) *Negative*: the image nature of the camera was terrible.
- 3) *Neutral*: I normally get ravenous by early afternoon. (this sentence has the client's perspectives, emotions thus it is abstract yet as it doesn't have any positive or negative extremity so it is nonpartisan. This positive, negative and nonpartisan nature of content is named as extremity of content. There is a ton of discussion about whether to take two or on the other hand three classes yet it is discovered that by thinking about nonpartisan class exactness gets expanded. There are two different ways for it: either characterize content into two classes positive/negative and unbiased and at that point further dealing with positive/negative or order content into three classes in the initial step only.

C. Sentiment level

Assumption examination can be performed at different levels-

- 1) *Document-Level*: In it the entire report is given a solitary extremity positive, negative or objective.
- 2) *Sentence Level*: In its report is grouped at sentence level. Each sentence is investigated independently and named negative, positive or target. Along these lines, by and large, the archive has various sentences where each sentence has its extremity.
- 3) *Phrase Level*: It includes a lot further investigation of content and manages distinguishing proof of the expression or viewpoints in a sentence and breaking down the expression and characterize them as positive, negative or goal. It is additionally called perspective based analysis.

II. LITERATURE SURVEY

Sentiment analysis is a natural language processing technique of extraction of information from unstructured data, biased towards text data in most cases. In other words, Sentiment analysis can be expressed as a branch of machine learning methods, which can be opted for computational treatment of opinions, sentiments, and subjectivity of text. Machine learning can be defined in various ways, however, for the constraint of this paper, it is justifiable to put machine learning as "The ability of a machine to predict, classify and render solution to a problem using various algorithms, past data and experience without being explicitly programmed". For the constraint of this paper, the opinion mining or sentiment analysis model works as per the following. The writer's sentiment is

extracted and individual scores are remarked as the intensity of positive, negative and neutral features in the target data. The target data can be comments, exclamations, interrogations, and even emoticons. Emoticons are considered as when sufficient expression can't be given in words by the user. The technique of "sentiment analysis is widely been used to process tweets in Twitter". Twitter acts as a social media portal where various issues are being discussed, view projected, broadcast as text data. These text data is categorized with domain constraint. Each review of the corresponding target domain is evaluated to analyze score, as mentioned above, the positive, negative and neutral values for a featured text data. This technique of evaluating tweet in Twitter paves way for the concerned authorities to mine out the intensity of subject matter, its coherence, its sensitivity, the level of impact and its scale of synchronization, ultimately, this technique follows the methodology of machine learning where an opinion value is mined out from a tweet available for a particular domain out of multiple ones.

Yet another most relatable use case of sentiment analysis is that "opining mining of product reviews in e-commerce websites." E-commerce websites such as Amazon, Flipkart, etc. uses various NLP algorithms to classify.

A. Existing System

In Existing system, different works have concentrated on breaking down online networking information, particularly those identified with specific occasions. This escalated utilization of online life has pulled in wide consideration from academic inquire about, and numerous examinations have been led to get significant data on these occasions. As of late, considerable investigations have been done at the end of the estimation examination on Twitter.

Guileless Bayes, Maximum Entropy and Support Vector Machines techniques were utilized by Pang B, Lee L, Vaithyanathan to perform estimation investigation of film audits. They found that the presentation of Support Vector Machine is vastly improved as opposed to Naive Bayes and Maximum Entropy draws near.

B. Proposed System

In this proposed system, the sentiment of the people is analyzed. Their sentiments, emotions and their opinions are evaluated here. Sentiments are analyzed for a product and sentiment phrases that have multiple sentiment polarities are taken into consideration. Sentiment analysis is applied for the customer reviews and feedback for the thread made jewelry. Here, a frontend and backend is created for a particular product like silk thread jewelry.



Fig 1.0 home page

In this web page fig 1.0, the user can view the product, about us, contact us, frequently asked question, and order the product. The user can sign in or sign up the web page. If user didn't have the account create the account by sign up and sign in the web page. In sign in page user enter the mailed and password. The user enter into the main page.

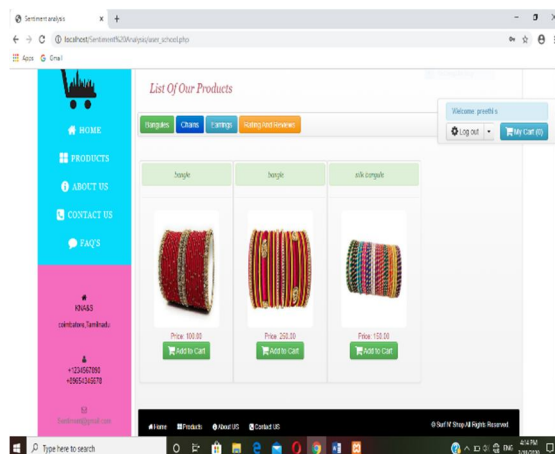


Fig 1.1 main page

Fig 1.1 shows the category of the product like bangles, chain, earring, rating and reviews. The user can view the product image, price, description and order the product. The rating about the product is collected from the user. The sentiment analysis is applied for the product.

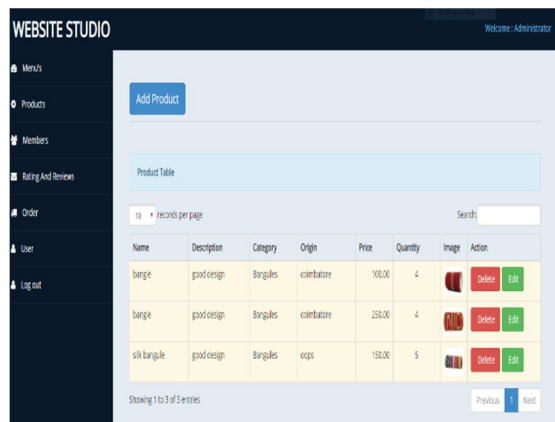


Fig 1.2 Admin page

Fig 1.2 show the admin side, the admin can add the product, member's authorization for the purchase the product, view the rating and review of the product, user order product and user. The admin have the authorization the public user. The datas are stored into the table format in the admin side. By seeing the rating and Reviews the admin develop the product quality, design, and thread quality.

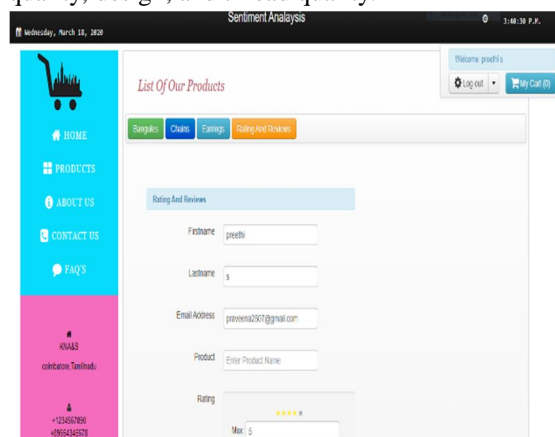


Fig 1.3 rating and review

The user can rating and review about the product in fig 1.3. This is helpful to another user to get the product and also the admin can develop their business. The small scale business developer it is very helpful to develop their profit and quality of the product. The sentiment analysis is applied for the text feedback given by the different users. The overall review of the product is analyzed by sentiment analysis. So that the users or customers can easily have an idea about the product. The customer feedback can be in text form, stars, etc.... after sentiment analysis is applied the feedback is given by rating format.

III. CONCLUSION

Thus all the text data and values entered by the user is analyzed and sentiment analysis is done. It analyses both the positive and negative reviews. The owner also gets useful by sentiment analysis by using the reviews the owner can develop the jewelry and gain more profit. The user also get useful by seeing the rating and get the product.

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