INTELLIGENT REVIEW ANALYSIS SYSTEM

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Abstract

A customer review is an opinion shared by a customer towards his or her experience in a certain product, brand, or service. These customer reviews directly impact human choices are always influenced by the opinions and suggestions of other people. Thus if you want to own or manage a successful business or to make your product selling rate or usage rate higher, or to launch a successful popular mobile app, website, or even a movie it is a very important task to respond to these customer reviews of feedback

But at the moment of speaking, there are large amounts of customer reviews available with the growth of social media platforms. Thus is difficult for a normal person to go through all of these reviews and identify the reviews that a positive and negative impact on their business or product. To get the maximum output from these reviews, this project aims to introduce an application that summarizes, analyzes, and categorized the customer reviews sentiment wise, in a way a user can get fully detailed, clean, and summarize reviews from non-structured-free-text reviews

Keywords: Sentiment Analysis, Natural Language Processing, Machine Learning, Reviews, Text Mining, NLTK