EVALUAIZE: ASPECT BASED SENTIMENT ANALYSIS FOR REVIEW ANALYSIS SYSTEM

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ABSTRACT

Customer reviews are absolutely vital in today's digital world for determining a product or service's reputation. Businesses can obtain insightful feedback from their customers through a well-thought-out customer review system, which can then be used to improve products, services and to make more informed decisions. Customer reviews enables product manufacturers to improve their offerings and strengthen their relationships with customers, as well as the product consumers to make informed decisions.

Aspect-based sentiment analysis is a crucial task in the Natural language processing domain and in terms of customer review analysis, where the objective is to determine the product feature or aspect specified in a customer review and the sentiment indicated towards that aspect. In this paper, the author proposes a model for evaluating spans of aspects from customer reviews that determine the polarity, which has the potential to discover more about consumer preferences and perceptions. Proposed model uses a combination of natural language processing techniques and deep learning models to accurately identify and categorize aspects, sentiment, and opinion expressed in customer reviews where customers can obtain polarity scores for goods and services based on various aspects.

Keywords:

Aspect-based sentiment analysis, Text pre-processing, Natural language processing

Subject Descriptors:

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