

**FEATURE ANALYSIS AND COMPARISON MECHANISM FOR
TRAVEL APPLICATIONS IN SRI LANKA USING NLP AND
MACHINE LEARNING**

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Abstract

Mobile application development has been converted in to a major business space where most of the solutions come in handy to your fingertips. E commerce market is being acquired by modern Mobile Commerce business where anything could be sold and most of the service could be rendered or initiated using mobile applications.

Competition of the industry is increasing day by day due to the complex nature of problem solving skills by different service providers in the same industry. Quick responds to the changes are important to survive in the industry.

User reviews are the best feedback given by customers for applications. Screening through a huge volume of related and unrelated data is time consuming and it has its own inherent errors when calculating manually.

Natural Language Processing and Machine learning provides ability to process a huge data set, learn, grade data and perform tasks without individually programming. Above stated real world problem has been efficiently solved using the above techniques.

This research has proposed a system which can grade reviews in to pre-defined features, compare with rival applications and suggest if improvements are needed. This could be used as a guideline for future software updates and bug fixing for software developers.

Keywords: Machine learning, Python, algorithm, Sentiment Analysis, Natural Language processing