Abstract

Given the current market scenario, competition for dominance is at its peak. The best way for any smartphone manufacturer to deliver a quality product, is to perform a review analysis based on the end user experience and their demands. This helps the manufacturers to make necessary product changes and launch more relevant features in their smartphones. This paper aims to highlight the data preprocessing steps required for review analysis of a newly launched smartphones in the market by collecting tweets from the Twitter data feed. It aims to improvise the preprocessing steps and increase accuracy by filtering out the less relevant tweets and consider the more appropriate and genuine tweets.

References

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Index Terms

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analysis, categorization, cleaning, dataframe, gibberish, preprocessing, processed, raw, review, structured, transformation.