Collaborative Analysis of Customer Feedbacks using Rapid Miner

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Abstract

Today, In the period of focused advertising environment, promoting organizations attempt their best to pick up the client consideration for buying of item and attempt to support the great position among their rival. They are giving distinctive plan and offers to pull in the client and after effect of their endeavours can be measured by interest of items among client, however the most critical part of each promoting organization is to know the client input about their item since client are fulfil with the marking of item as well as they have confidence in client audit or criticism of the individuals who have been utilizing a specific product. Now hence every e-business site requesting that customer give review about the item they purchased, so they might have many reviews or a large number of feedbacks which are not in basic shape so it is troublesome for any other new customer to get the last decision about any item weather it is good or bad based on these feedback. So this paper shown the collaborative analysis of customer feedback on certain item .To acquire the criticism, gather reviews of customers from the e-trade site. These reviews is in common dialect i.e. English dialect, so with a specific end goal to get the some valuable data from these reviews there is need to apply data mining
system, in this strategy information is given as these content reviews which changed over as helpful data which is then used to develop the classifier that can anticipate whether good reviews, bad reviews or mixed reviews has been given by customers. Rapid Miner is tools which assembled the classifier and in addition ready to apply on testing dataset.

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Keywords