Abstract

In today's era, which is symbolic of 'information overload', we are living in a time where knowledge needs to be mined from information which is available in abundance, one such instance being mining sentiments from user textual reviews which plays a decisive role in consumer's decision making processes. Today's customers are intelligent enough and will cross-check before purchasing any product and the best place for that are online reviews which are ubiquitous. In today’s competitive market, analyzing user needs and sentiments is of uttermost importance as one bad review can make or break the profits of a brand since Word of Mouth plays a significant role in building a customer base for a brand or product.

An approach for consumer’s sentiment analysis has been proposed, which will mine user’s sentiments and thus pave a foundation for generating the popularity of the products which will lead to 'personalized' results which are necessary in today’s client-centric world. This in turn is helpful for brands wanting to expand the horizon of their user turnover and to devise better
retailing strategies to sell their products. The approach is to convert these textual reviews into star ratings that will describe the 'likeability' and popularity of the products.

References

1. Xiaojiang Lei, Xueming Qian, Member, IEEE, and Guoshuai Zhao, "Rating Prediction Based on Social Sentiment From Textual Reviews", IEEE TRANSACTIONS ON MULTIMEDIA, VOL. 18, NO. 9, SEPTEMBER 2016.
4. Deepali Arora, Kin Fun Li and Stephen W. Neville, Department of Electrical and Computer Engineering University of Victoria, "Consumers’ sentiment analysis of popular phone brands and operating system preference using Twitter data: A feasibility study", 2015 IEEE 29th International Conference on Advanced Information Networking and Applications.
5. Wei Yen Chong, Bhawani Selvaretnam, Lay-Ki Soon, "Natural Language Processing for Sentiment Analysis", 2014 4th International Conference on Artificial Intelligence with Applications in Engineering and Technology.
15. Rain, Callen. "Sentiment Analysis in Amazon Reviews Using Probabilistic Machine
Consumer’s Sentiment Analysis of Popular Phone Brands and Operating System Preference


Index Terms

Computer Science  Information Sciences

Keywords

Data Mining, Text Mining, Sentiment Analysis, Information Systems, emotion, socio-affective interaction, word of mouth, online user reviews, feedback systems, sentiment polarity categorization,