Abstract

In today's linked world, users can purchase items at any time. However, in online shopping sites customers can locate their concerned product by visiting the site of the trader directly or by seeking among different vendors by using a shopping search engine, which demonstrate the similar product's accessibility and costing at alternative e-retailers. The active progress of the audience of shopping sites on the internet lead to the development of these resources as a new origin of the public's mood and opinion about particular product. The tracking of public's responses through reviews and feedbacks in online shopping sites has attracted a greater level of enthusiasm in the research society. Researchers notice that the millions of public opinion polls can't be processed manually. This figure out the requirement of computerized methods for intelligent analysis of text instructions, which allows to process a large amount of data in short time and to interpret customer's feedbacks. This interpretation of feedback is the most valuable and complicated element of the computerized processing. These notions provide the opportunity to perform large-scale research and to observe Online shopping sited in real-time. The main focus of this paper is to determine the aspect terms present in each sentence,
searching out their polarities, discovering the polarity of sentences and the polarity of each aspect category.

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Keywords

Sentiment analysis, Aspect based opinion mining, POS tagging, SentiWordNet.