Abstract

In today's world, it has become customary to collect opinions and reviews from people through various surveys, polls, social media platform and analyse them in order to understand the preferences of customers. So, in order to understand the sentiments of customers and their view on the services offered by producers, there comes the need for an accurate and canonical mechanism for speculating and anticipating sentiments which possess the ability to fabricate a positive or negative impact in the market and thus making this kind of analysis important for the pair of producers and consumers. In this paper, the main focus is to anatomize the reviews conveyed by viewers on various movies and to use this analysis to understand the customers' sentiments and market behaviour for better customer experience.

This paper intends to analyse the reviews of customers on various movies by implementing three algorithms namely K Nearest Neighbours, Logistic Regression and Naive Bayes and provides conclusive remarks.
References


Index Terms

Computer Science Artificial Intelligence

Keywords

K Nearest Neighbours, Logistic Regression and Naive Bayes