Abstract

Opinion mining is crucial for both individuals and companies. Individuals may want to see the opinion of other customers about a product to analyze it before buying it. Companies want to analyze the feedback of customers about their products to make future decisions. So, analyzing customer's opinion and their response is important. Mining is used on product reviews that are available on different blogs, web forums, and product review sites to evaluate opinions of customers. By doing so, new customers are able to find views of others about a product and can decide which product to buy by the help of opinion of customers already using the product. In addition comparison of same feature of products by different vendors is done. In this way companies can focus on improving the features of their product that are not popular among customers. This leads to overcome the requirements of marketing intelligence and product benchmarking in the production industry. In this paper we do a survey of papers and will summarize the issues and challenges of opinion mining that affect the results of opinion mining.
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Index Terms

Computer Science
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Keywords
Knowledge discovery Data Mining Web Mining Opinion Mining Sentiment Analysis Issues Challenges