Abstract

Rapid evolution in technology and the internet brought us to the era of online services. E-commerce is nothing but trading goods or services online. Many customers share their good or bad opinions about products or services online nowadays. These opinions become a part of the decision-making process of consumer and make an impact on the business model of the provider. Also, understanding and considering reviews will help to gain the trust of the customer which will help to expand the business. Many users give reviews for the single product. Such thousands of review can be analyzed using big data effectively. The results can be presented in a convenient visual form for the non-technical user. Thus, the primary goal of research work is the classification of customer reviews given for the product in the map-reduce framework.


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Index Terms

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Keywords
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