INTERPRETING SENTIMENTAL ANALYSIS FOR CUSTOMER COMMANDS ON E-COMMERCE

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ABSTRACT

A social network is a social structure made up of a set of social actors (such as individuals or organizations) and a set of the process ties between these actors. Previous research mainly focused on modelling and tracking public sentiment (In case of Twitter). In this work, we move one step further to interpret sentiment variations. Proposed work that tries to analyse and interpret the public sentiment variations in micro blogging services. We propose a sentimental data analysis model. To develop a application to analyse the sentimental data using sentimental data analysis. Sentimental data can be analysed used negative and positive words given in the statement. This system can be used for any type application to analysis the comment which are in the data set. To further enhance the readability of the mined reasons, separated the sentence into various levels and the process can be included in the form of visualization so that the user not need to read entire comments which are commented . The proposed models can also be applied to other tasks such as finding topic differences between two sets of documents.

INTRODUCTION

Background and Motivation

With the explosive growth of information sources available on the World Wide Web and the rapidly increasing pace of adoption to Internet commerce, the Internet has evolved into a gold mine that contains or dynamically generates information that is beneficial to E-businesses.

Web Mining

Web mining can be broadly defined as discovery and analysis of useful information from the World Wide Web. Based on the different emphasis and different ways to obtain information, web mining can be divided into two major parts: Web Contents Mining and Web Usage Mining.

Sentiment Analysis

Sentiment Analysis is a Natural Language Processing and Information Extraction task that aims to obtain writer's feelings expressed in positive or negative comments, questions and requests, by analyzing a large numbers of documents.

Main Approaches

Existing approaches to sentiment analysis can be grouped into three main categories: keyword spotting, lexical affinity, and statistical methods. Text is classified into effect categories based on the presence of fairly unambiguous affect words like 'happy', 'sad', 'afraid', and 'bored'.

SYSTEM MODEL

A social network is a social structure made up of a set of social actors (such as individuals or organizations) and a set of the dyadic ties between these actors. The social network perspective provides a set of methods for analysing the structure of whole social entities as well as a variety of theories explaining the patterns observed in these structures.

About social networks

A social networking service (also social networking site or SNS) is a platform to build social networks or social relations among people who share interests, activities, backgrounds or real-life connections. A social network service consists of a representation of each user (often a profile), his or her social links, and a variety of additional services.

Various methodologies

Data Science Process
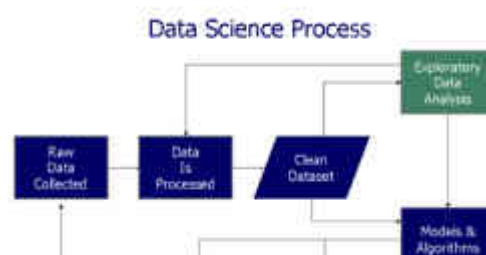
Data analysis model

Data analysis is a process for obtaining raw data and converting it into information useful for decision-making by users.

Data requirements

The data necessary as inputs to the analysis are specified based upon the requirements of those directing the analysis or customers who will use the finished product of the analysis.

Data collection

Data is collected from a variety of sources. The requirements may be communicated by analysts to custodians of the data, such as information technology personnel within an organization.

TAXONOMY

Opinions expressed in social networks play a major role in influencing public opinion's behaviour across areas as diverse as buying products, capturing the ''pulse'' of stock markets and voting for the president. An opinion may be regarded as a statement in which the opinion holder makes a specific claim about a topic using a certain sentiment.

PROPOSED SYSTEM

Proposed work that tries to analyze and interpret the public sentiment variations in micro blogging services. Two novel generative models are developed to solve the reason mining problem. The project proposal is the attempt to respond to or take advantage of a

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particular situation and is an essential element for correctly launching the system analysis. Although there are no hard and fast rules as to the form and content of the project proposal.

The proposed work has a sentimental data analysis model using Neural Networks. Both positive and negative feed backs will be calculated here. These foreground topics can give potential interpretations of the sentiment variations. To further enhance the readability of the mined reasons, we select the most representative tweets for foreground topics and develop another generative model called Reason Candidate and Background LDA (RCB-LDA) to rank them with respect to their popularity within the variation period.

FEASIBILITY STUDY

Systems analysis is the process of examining a business situation for the purpose of developing a system solution to a problem or devising improvements to such a situation. Before the development of any system can begin, a project proposal is prepared by the users of the potential system and/or by systems analysts and submitted to an appropriate managerial structure within the organization.

CONCLUSION

Classification is very essential to organize data, retrieve information correctly and swiftly. Implementing machine learning to classify data is not easy given the huge amount of heterogeneous data that's present in the web. Since people now have a liberty to post their views and opinions regarding any product or service on various sources online, the number of reviews being generated is soaring high day by day. Hence, opinion mining (also known as sentiment analysis) has become a need of the hour. By generating an efficient tool for opinion mining and allowing access to not just small and big organizations, but also the common man will prove to be a boon. It will help the common man analyse various aspects of a commodity or service before he/she decide to purchase it. The organizations on the other hand, can take important business decisions for the future and generate large profits. However, just like all other things, it has certain challenges that need to be overcome in order to get the best possible results.

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