VISVESVARAYA TECHNOLOGICAL UNIVERSITY

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PROJECT REPORT

On

SENTIMENT ANALYSIS OF SMARTPHONE PRODUCT REVIEWS USING SUPERVISED LEARNING METHOD

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In partial fulfillment of the requirements for the degree of

BACHELOR OF ENGINEERING

In

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Under the Guidance of

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CERTIFICATE

Certified that the project work entitled "SENTIMENT ANALYSIS OF SMARTPHONE PRODUCT REVIEWS USING SUPERVISED LEARNING METHOD" is a bonafide work carried out by

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in partial fulfilment for the award of BACHELOR OF ENGINEERING in **INFORMATION SCIENCE AND ENGINEERING** of the **VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELGAUM** during the year 2018–2019. It is certified that all corrections/suggestions indicated for Internal Assessment have been incorporated in the report deposited in the departmental library. The project report has been approved as it satisfies the academic requirements in respect of project work prescribed for the Bachelor of Engineering Degree.

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ABSTRACT

Now a days, for most of the industries taking up feedback from customers has become a most essential task. From time to time it has great impact on growth of the organization, so, opinion mining plays an immense role in going through the feedback which the customer gives about the products on official sites of organization or on social media. Networking has improved the transparency between the seller and the buyer. Social media has provided platform for people to give their opinion and views regarding various aspects. Sentiment analysis is extremely useful in monitoring the social media and most common text classification tool that analyse the input and tells whether it is positive, negative or neutral. It helps to collect large amount of data systematically and it extracts the subjective information from them. Humans have the indelible ability to determine sentiment which is time consuming process, conflicting and costly in a business context. It is not practical to have people individually read all the reviews of the customer and scores them for sentiment. So to overcome this sentimental analysis model has been developed. In our proposed system we are using weightage classification model along with supervised learning algorithm to analyse the tweets from twitter API and classify based on their respective sentiment.