### 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

INFORMATION SCIENCE AND ENGINEERING

Under the Guidance of

Mr. JAYANTKUMAR A.RATHOD

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DEPARTMENT OF INFORMATION SCIENCE AND ENGINEERING ALVAS INSTITUTE OF ENGINEERING AND TECHNOLOGY

Moodbidri-574225, Karnataka

2018-2019

# ALVAS INSTITUTE OF ENGINEERING AND TECHNOLOGYMIJAR, MOODBIDRI D.K. -574225 KARNATAKA



# DEPARTMENT OF INFORMATION SCIENCE AND ENGINEERING CERTIFICATE

Certified that the project work entitled "SENTIMENT ANALYSIS OF SMARTPHONE PRODUCT PEVIEWS 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 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

Sow 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.