SENTIMENT ANALYSIS OF AMAZON REVIEWS USING MACHINE LEARNING MODEL

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CHAPTER 5

DISCUSSION AND FUTURE WORK

5.1   Introduction

This project aims to identify pattern of the customer in office product through amazon to enhance the understanding of the behaviour of the customer. To ensure the result obtained from the analysis is accurate and reliable, a few steps have been taken to improve the data quality. Preprocessing steps such as EDA and data preprocessing were carried out to retrieve the input data for further analysis. This preprocessing ensures that the dataset is consistent and complete. Then, preparing the models which are VADER and Roberta to do the sentiment analysis of the reviews to group it into positive, neutral, and negative.

5.2   Future Work

In this project, the research framework only achieved the halfway. Research planning and initial study that conducted during the first step provide with the comprehensive understanding of the sentiment analysis with different types of machine learning. Meanwhile, data preparation that is carried out during second step allows a cleaned dataset to be collected by cleaning process and normalizing text data. Among the total of 200,000 office products reviews available in the dataset were successfully processed in third step which is to get the analysis into positive, neutral, and negative, to derive the behaviour of the customers.

Future works in this project are:

(a) Get the sentiment analysis of both VADER and Roberta.

(b) Determine the accuracy of both models to get which one is more accurate of the sentiment analysis

(c) Visualization of the insights from office product reviews through dashboard