INTRODUCTION

What is Sentiment Analysis?

Sentiment analysis also known as opinion mining or emotion AI is the use of natural language processing, text analysis, computational linguistics and biometrics to systematically identify, extract, quantify, and study affective states and subjective information. Sentiment analysis is used to review and survey responses from customers online and is applicable in every area.

The internet has changed the way we buy products in retail e-commerce world of online marketing, where experiencing products are not feasible. Lately, products keep emerging on a daily basis and customers need to rely largely on product reviews and ratings to be able to make decisions onif they want a product or not. In doing so, they need to compare reviews and this process can be very stressful and frustrating. Hence we need a better numerical rating system based on reviews which will allow customers make purchase decisions more easily.

PROBLEM STATEMENT

During decision making, customers need useful information from reviews as fast as possible from this rating system. Therefore, sentimental analysis will help us identify, extract, quantify, and study this data and help make it easier for customers to make decision.

**Proposed Solution**

The goal is to develop a model to predict user rating, usefulness of review and **recomend** most similar items to users based on collaborative filtering