



Sentiment Analysis on Amazon Reviews

SENTIMENT ANALYSIS



NEGATIVE

Totally dissatisfied with the service. Worst customer care ever.



NEUTRAL

Good Job but I will expect a lot more in future.



POSITIVE

Brilliant effort guys! Loved Your Work.

Text Preprocessing
Cleaning, Stemming, Contraction
Removal, Special Char removal

Preprocessing



Representation
Tokenization, text to sequence,
padding sequences

Representation



Deployment
Prediction and model evaluation

Deployment



EDA

Word2Vec Embedding enrichment,
Misspell Removal, feature creation



EDA

Modelling

Models: Bi-LSTM/GRU, Attention,
Capsule etc.



Modelling

Pre-Processing Steps

Text

Tokenization

removal of noise

change to numbers

make sure all reviews are equal length

Why Sentiment Analysis?



Abundance of information
online



Can help us identify
sentiment for better
audience engagement and
understanding



Helps us see what user like
and dislike and to capitalize
or improve/change things

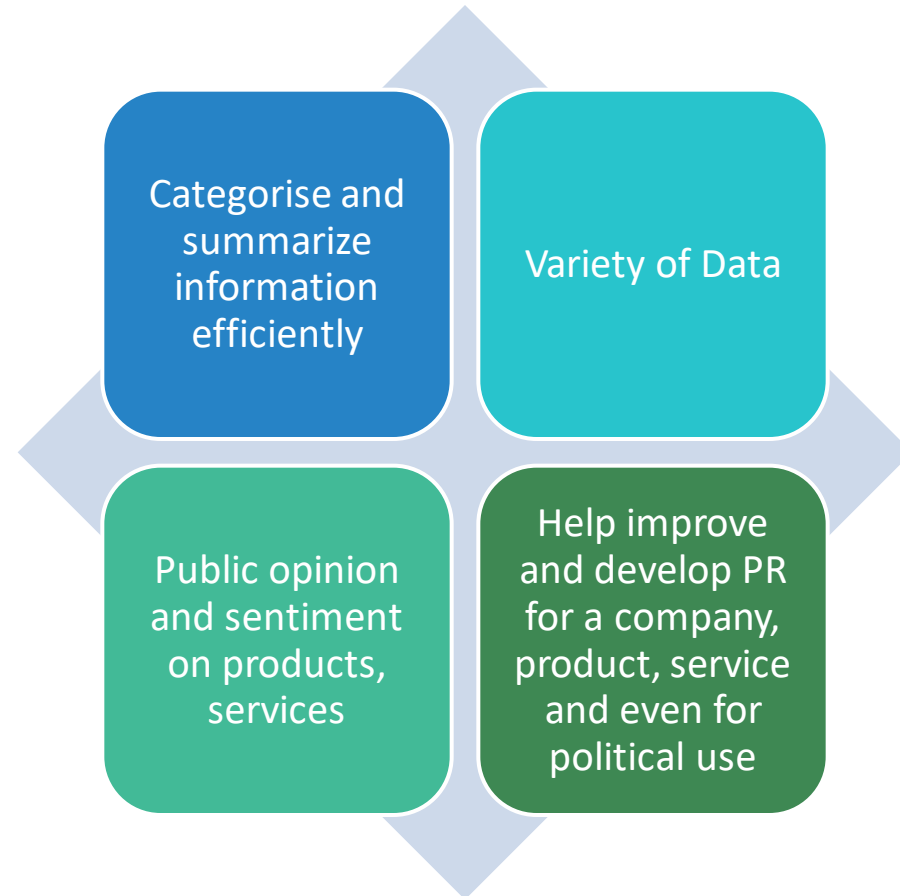


Helps determine marketing
strategy



Niche opportunities such as
finding next influencer

Business Goal



Outcome



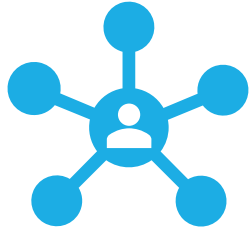
My model predicted the correct sentiment with 90% accuracy for Amazon Reviews



Model can detect how heavily positive or negative the sentiment is



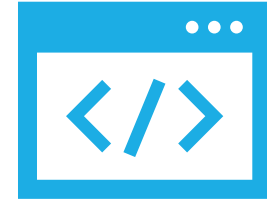
Model can detect misspelled words and take them into consideration when predicting sentiment



I would like to develop a more complex neural network



better understand where my model is making errors



Add web scraping

Further Work



Thank you!

References

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