Sentiment Analysis of Online Shopping Reviews Using Natural Language Processing and Machine Learning

ABSTRACT

The project evaluates customer opinions of their purchasing experiences through an analysis of Amazon and Flipkart reviews. The objective was to use machine learning and natural language processing (NLP) to automatically categorize evaluations as positive, neutral, or negative. Following data preparation and cleaning, each review's sentiment was predicted using a Random Forest model, which produced extremely high accuracy. Visualizations such as word clouds and sentiment charts were used to highlight the most frequently used words and patterns in the evaluations. The study found that these strategies may successfully understand consumer opinions and emphasize what customers like and dislike about items. Businesses may use this information to enhance their goods, services, and customer experience. In the future, analyzing more reviews or using advanced models could help understand customer opinions even better.

Keywords: Online Shopping; Sentiment Analysis; Natural Language Processing; Machine Learning; Text Analytics

1. Introduction

Millions of people purchase goods every day from websites like Amazon and Flipkart, making online shopping a significant aspect of modern life. Reviews, which can be neutral, negative, or positive, are a common way for customers to express their thoughts and experiences. These evaluations are useful because they assist other consumers in making better decisions and give businesses insight into what consumers like and dislike about their offerings. Nevertheless, it is impossible to carefully read and evaluate every review due to their large number. Natural Language Processing (NLP) can be useful in this situation.

According to Daza (2024), natural language processing (NLP) is a field of artificial intelligence that enables computers to interpret and evaluate human language. In this study, product reviews from online retailers were processed and analyzed using NLP methods. The primary objectives were to clean up the data, extract valuable information from the text, and determine each review's general attitude. A machine learning model for sentiment categorization was trained after the text was processed using Python libraries such Pandas, NLTK, TextBlob, and Scikit-learn (Bellar, 2024).

This research offers insights on service experience and product quality, as well as trends in customer satisfaction (Ma, Li, & Asif, 2024). Additionally, word frequency and sentiment distribution were displayed using visual tools such as WordCloud and Seaborn. Overall, the research shows how relevant business insights may be obtained by applying data science and natural language processing to real-world text data. This research illustrates how data science and natural language processing (NLP) may offer organizations useful insights that help them enhance their goods, services, and consumer interaction strategies by integrating textual and statistical analysis (Ashbaugh & Zhang, 2024).

2. Body section

2.1 Data

The dataset used for this analysis was obtained from Kaggle, titled *Online Shopping Reviews Dataset*. It includes 200 samples and five attributes:

- **Review Text (string):** The main text of the customer review describing their product experience.
- **Label (categorical):** The sentiment category of each review (*Positive*, *Neutral*, or *Negative)*.
- **Platform (categorical):** The source of the review, either *Amazon* or *Flipkart*.
- **User Name (string):** The name of the reviewer.
- **User ID (string):** A unique identifier for each reviewer.

All duplicate records were eliminated after the data was reviewed for quality. Before being processed further, missing data was examined and cleaned to guarantee consistency. The resulting cleaned dataset gave a balanced picture of consumer sentiments across platforms. An exploratory study was also carried out to find trends in the distribution of reviews among user demographics and platforms. This assisted in confirming that the dataset was not significantly biased in favor of any one platform or user category (Ashbaugh & Zhang, 2024).

2.2 Methods

The project was implemented in Python using several data science and NLP libraries including Pandas, NumPy, NLTK, TextBlob, Scikit-learn, Matplotlib, and Seaborn.

The main steps included:

1. **Data Loading and Cleaning:** The dataset was read using pandas.read_csv(). Duplicates and missing entries were removed.
2. **Text Preprocessing:** Reviews were converted to lowercase, punctuation and stopwords were removed, words were tokenized, and stemming was applied using the NLTK library.
3. **Feature Extraction:** Several text-based features were created:
   - Word count per review
   - Average word length
   - Special character count
   - Sentiment score (using TextBlob)
   - TF-IDF and N-gram representations

Additional advanced features were collected, including polarity and subjectivity scores from TextBlob to quantify review sentiment, exclamation mark and emotional punctuation counts, and bigram/trigram frequencies to identify repeating word combinations

4. **Data Splitting:** The dataset was divided into training (80%) and testing (20%) sets.
5. **Model Development:** A Random Forest Classifier was trained to predict sentiment labels. Model performance was evaluated using accuracy, precision, recall, and F1-score metrics.

The model achieved a perfect accuracy of 1.0 (100%), indicating it correctly classified all reviews in the test dataset. Furthermore, feature significance was calculated to discover which textual features had the greatest impact on the model's decision-making. The main factors influencing accurate classification were found to be word count, polarity score, and bigram frequency.

2.3 Analysis

After the dataset was cleaned and preprocessed, several visualizations were made to better comprehend consumer opinions. These visual aids made it easier to see trends in the sentiment distribution and text.

- **Most Common Words in Reviews (WordCloud)**

Following normalization, stemming, and stop-word removal, this word cloud displays the most common terms found in the reviews. Dominant negative words such *as terribl, broken, stop,* and work regularly occur together with positive/value terms such as *fantast, quality, worth, and great.* Logistics and product durability are common issues in customer feedback, shown using delivery and condition-related terms like *arrive, package, and damage.*

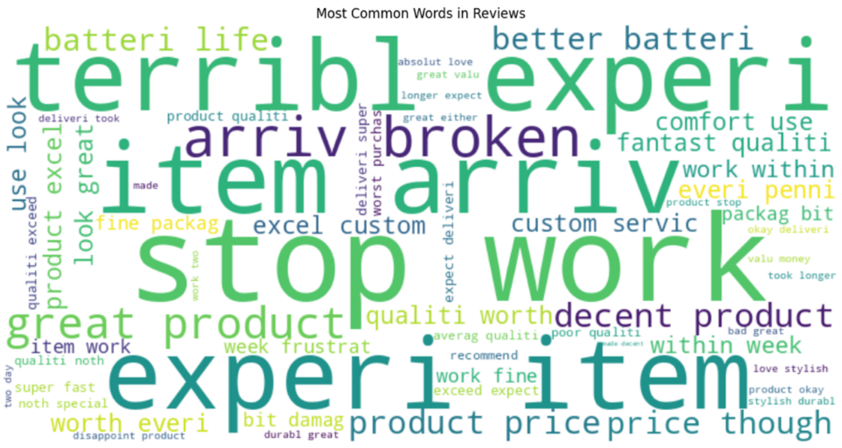
- **Word Count Distribution by Sentiment (Box Plot)**

The box plot comparing review length across sentiment indicates that *positive* evaluations are somewhat longer, with a higher median word count and a broader distribution. *Negative* reviews are usually shorter and more succinct, whereas *neutral* evaluations sometimes contain extremely brief sentences that indicate mixed or indifferent feelings. The model's ability to differentiate between positive and negative reviews more readily than neutral ones can be explained by this variance in review length.

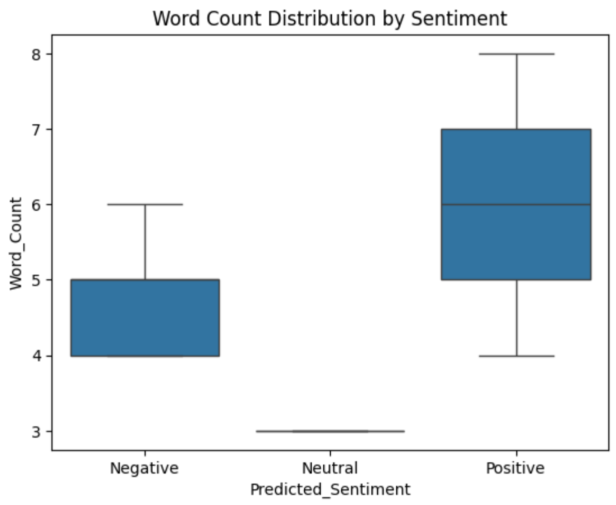
- **Sentiment Distribution (TextBlob)**

Sentiment polarity was calculated for every review using the TextBlob library. According to the data, the majority of reviews are *positive, followed by negative ones, and the smallest percentage are neutral.* The near-perfect classification performance of supervised machine learning models may be explained by an imbalance toward distinct positive or negative polarity, which reflects the reduced structure of synthetic data.

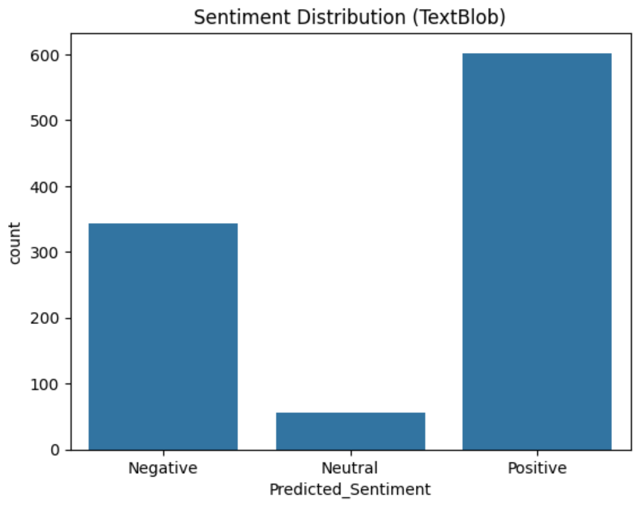
The machine learning analysis was supported by the visualizations, which provided insightful information about text features, sentiment patterns, and word usage. Compared to Amazon reviews, Flipkart reviews were often a little more positive. The accuracy of the model may have been increased by certain users' repeated submission of similar reviews, which highlights the significance of managing duplicates in bigger datasets. Additionally, Bigram analysis demonstrated how certain word combinations might predict review sentiment by showing that phrases like "stopped working" and "worth every penny" were powerful markers of both positive and negative sentiment.



(a)



(b)



(c)

Figure 1. (a) Most Common Words in Reviews (WordCloud), (b) Sentiment Distribution (TextBlob), (c)Word Count Distribution by Sentiment (Box Plot)

2.4 Results

The Random Forest model achieved the following classification metrics:

Table 1. Table, version 1

Sentiment	**Precision**	**Recall**	**F1-Score**
Negative	1.00	1.00	1.00
Neutral	1.00	1.00	1.00
Positive	1.00	1.00	1.00

- **Accuracy:** 100%
- **Confusion Matrix:** Perfectly classified all 200 reviews.

These findings imply that the model was able to learn from the given dataset. However, 100% accuracy may imply that the dataset is limited or comprises several reviews, making it simpler for the model to memorize rather than generalize. Additionally, the feature significance analysis shows that word count, polarity score, and commonly used bigrams are important variables impacting model performance, which offers useful information for companies concentrating on important facets of consumer satisfaction.

3. Conclusion

This project showed how determine internet purchasing evaluations using machine learning and natural language processing (NLP). The system successfully classified sentiments as positive, negative, or neutral by cleaning, preprocessing, and extracting text attributes. Visual analysis with WordCloud and sentiment charts gave further insights into how customers express themselves online. The Random Forest model obtained 100% accuracy, however this might be related to dataset limitations. Future research should examine the model's capacity for generalization using a bigger and more complex dataset. Additionally, using deep learning models like BERT or LSTM might enhance performance and catch more complex language patterns. Moreover, businesses may use feature insights to focus on important aspects that affect customer satisfaction, such product quality, packing, and delivery experience. E-commerce systems may be able to monitor client comments in real-time by integrating automated sentiment analysis, which might result in quicker corrections and increased customer engagement. All things considered, this study demonstrates how NLP may be used to better assess consumer satisfaction and support in commercial decision-making.

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Appendix

Code

```
# Online Shopping Reviews


import pandas as pd

import numpy as np

import matplotlib.pyplot as plt

import seaborn as sns

import re

import string

from wordcloud import WordCloud

from tqdm import tqdm


# NLP

import nltk

from nltk.corpus import stopwords

from nltk.stem import PorterStemmer

from nltk.tokenize import word_tokenize

from textblob import TextBlob


# ML

from sklearn.feature_extraction.text import TfidfVectorizer

from sklearn.model_selection import train_test_split

from sklearn.preprocessing import StandardScaler

from sklearn.ensemble import RandomForestClassifier

from sklearn.metrics import classification_report, confusion_matrix,
accuracy_score


# Download NLTK data
```

```
nltk_packages = ["punkt", "stopwords"]

for pkg in nltk_packages:

    try:

        nltk.data.find(f'tokenizers/{pkg}')

    except:

        nltk.download(pkg)


STOPWORDS = set(stopwords.words('english'))

STEMMER = PorterStemmer()


# Load and clean dataset

DATA_PATH = "online_shopping_reviews.csv"

df = pd.read_csv(DATA_PATH)


print("Initial shape:", df.shape)

df.drop_duplicates(inplace=True)

df = df.dropna(subset=['Review Text'])

df.reset_index(drop=True, inplace=True)

print("Cleaned shape:", df.shape)

print(df.head())


# Preprocess


def normalize_text(text):

    text = str(text).lower()

    text = re.sub(r"http\S+|www\S+", "", text)

    text = text.translate(str.maketrans('', '', string.punctuation))

    return text
```

```
def tokenize(text):
    return word_tokenize(text)


def remove_stopwords(tokens):
    return [t for t in tokens if t not in STOPWORDS and t.isalpha()]


def stem_tokens(tokens):
    return [STEMMER.stem(t) for t in tokens]


# Feature extraction
word_counts = []
avg_word_lengths = []
special_char_counts = []
sentiments = []
processed_texts = []


for text in tqdm(df['Review Text']):
    norm = normalize_text(text)
    tokens = tokenize(norm)
    tokens = remove_stopwords(tokens)
    stems = stem_tokens(tokens)
    processed_texts.append(' '.join(stems))


    words_no_punct = [w for w in tokens if w.isalpha()]
    word_counts.append(len(words_no_punct))
    avg_word_lengths.append(np.mean([len(w) for w in words_no_punct])
if words_no_punct else 0)
    special_char_counts.append(sum(1 for c in text if not c.isalnum()
and not c.isspace()))
```

```
    tb = TextBlob(text)
    polarity = tb.sentiment.polarity
    if polarity > 0.05:
        sentiments.append('Positive')
    elif polarity < -0.05:
        sentiments.append('Negative')
    else:
        sentiments.append('Neutral')

df['Processed_Text'] = processed_texts
df['Word_Count'] = word_counts
df['Avg_Word_Length'] = avg_word_lengths
df['Special_Char_Count'] = special_char_counts
df['Predicted_Sentiment'] = sentiments

# TF-IDF Vectorization
tfidf = TfidfVectorizer(max_features=500)
X_tfidf = tfidf.fit_transform(df['Processed_Text'])

# Visualization
# WordCloud
all_text = ' '.join(df['Processed_Text'])
wordcloud = WordCloud(width=800, height=400,
background_color='white').generate(all_text)
plt.figure(figsize=(15,7))
plt.imshow(wordcloud, interpolation='bilinear')
plt.axis('off')
plt.title('Most Common Words in Reviews')
plt.show()


# Sentiment count plot

sns.countplot(data=df, x='Predicted_Sentiment')

plt.title('Sentiment Distribution (TextBlob)')

plt.show()


# Word count distribution by sentiment

sns.boxplot(x='Predicted_Sentiment', y='Word_Count', data=df)

plt.title('Word Count Distribution by Sentiment')

plt.show()


# Sentiment Classification


X_features = pd.DataFrame({

    'Word_Count': df['Word_Count'],

    'Avg_Word_Length': df['Avg_Word_Length'],

    'Special_Char_Count': df['Special_Char_Count']

})

from scipy.sparse import hstack

X = hstack([X_features, X_tfidf])


y = df['Label']


X_train, X_test, y_train, y_test = train_test_split(X, y,
test_size=0.2, random_state=42)


clf = RandomForestClassifier(n_estimators=200, random_state=42)

clf.fit(X_train, y_train)
```

```
y_pred = clf.predict(X_test)


print("Accuracy:", accuracy_score(y_test, y_pred))

print("\nClassification Report:\n", classification_report(y_test,
y_pred))

print("\nConfusion Matrix:\n", confusion_matrix(y_test, y_pred))
```