

Sentiment analysis of Amazon product reviews.

Project Description:

The best businesses understand the sentiment of their customers — what people are saying, how they're saying it, and what they mean. Amazon is one of the pioneer companies who gave significant importance to user sentiments. It all started with "Dell Hell" case of laptop manufacturing company Dell.

Customer sentiment can be found in tweets, comments, reviews, or other places where people mention your brand. Sentiment Analysis is the domain of understanding these emotions with software, and it's a must-understand for developers and business leaders in a modern workplace.

The aim of this project to detect sentiments of the Amazon users.

The expected steps required:

1. Data Cleaning and formatting.
2. Feature selection\Engineering, which also involves feature representations such as word embedding.
3. Model selection (Appropriate ML algorithm)
4. Parameter Tuning
5. Evaluation (Accuracy and Precision\Recall

Data:

<https://www.kaggle.com/bittlingmayer/amazonreviews>