NAME

PRAKASH T

Flipkart Reviews Sentiment Analysis using Python

AGENDA

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Problem statement

The 'Flipkart Reviews Sentiment Analysis' project aims to develop a system that can accurately classify customer sentiments expressed in reviews of products sold on Flipkart. The system needs to effectively handle challenges such as varying review lengths, language nuances, and the presence of uninformative or noisy text. The goal is to provide businesses with actionable insights from customer feedback to improve their products and services.

Project overview

The 'Flipkart Reviews Sentiment Analysis' project analyzes customer sentiments in product reviews on Flipkart. It involves scraping, preprocessing data, and using models for sentiment classification to provide businesses with insights for product improvement and customer satisfaction.

Who are the end users?

The end users of the 'Flipkart Reviews Sentiment Analysis' project are businesses selling products on Flipkart. They will benefit from the system's ability to analyze customer sentiments in reviews, providing them with valuable insights for improving their products and services to enhance customer satisfaction.
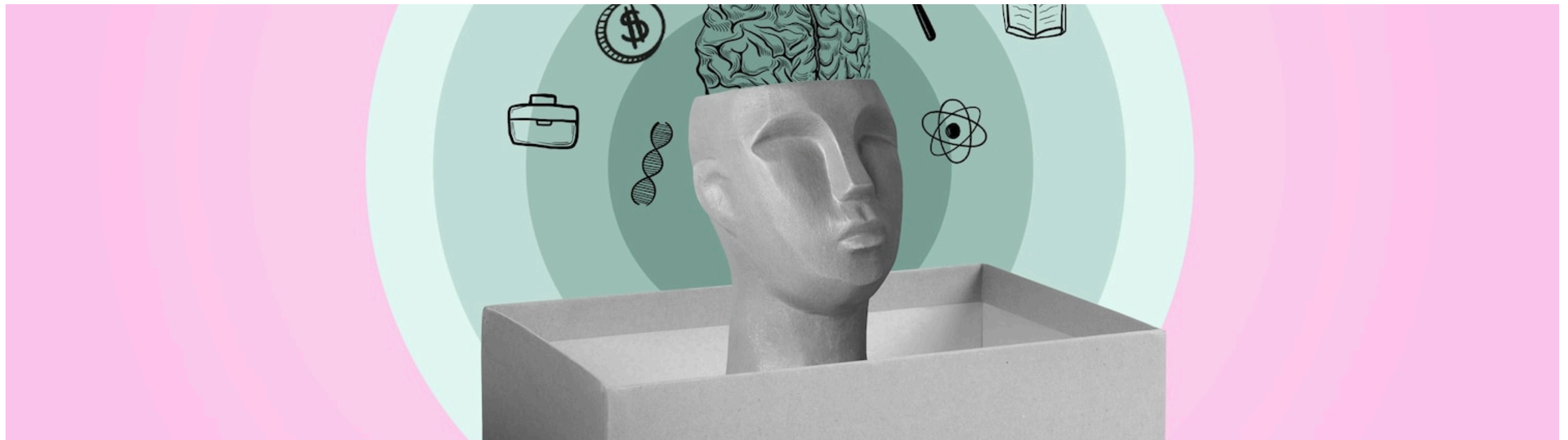
My solution and its value proposition

The solution involves developing a system to classify customer sentiments in Flipkart product reviews. This system will use machine learning or deep learning models for sentiment analysis, providing businesses with actionable insights to improve products and enhance customer satisfaction, thus maintaining competitiveness in the e-commerce market.

The wow factor of this project is its ability to turn unstructured customer feedback into actionable insights. By classifying sentiments in reviews, businesses can make data-driven decisions to improve products and enhance customer satisfaction, staying competitive in the e-commerce market.

The wow in my solution

Modelling

For modelling, machine learning or deep learning models will be used to classify sentiments in reviews. These models will be trained with a labeled dataset and evaluated for effectiveness in sentiment analysis.
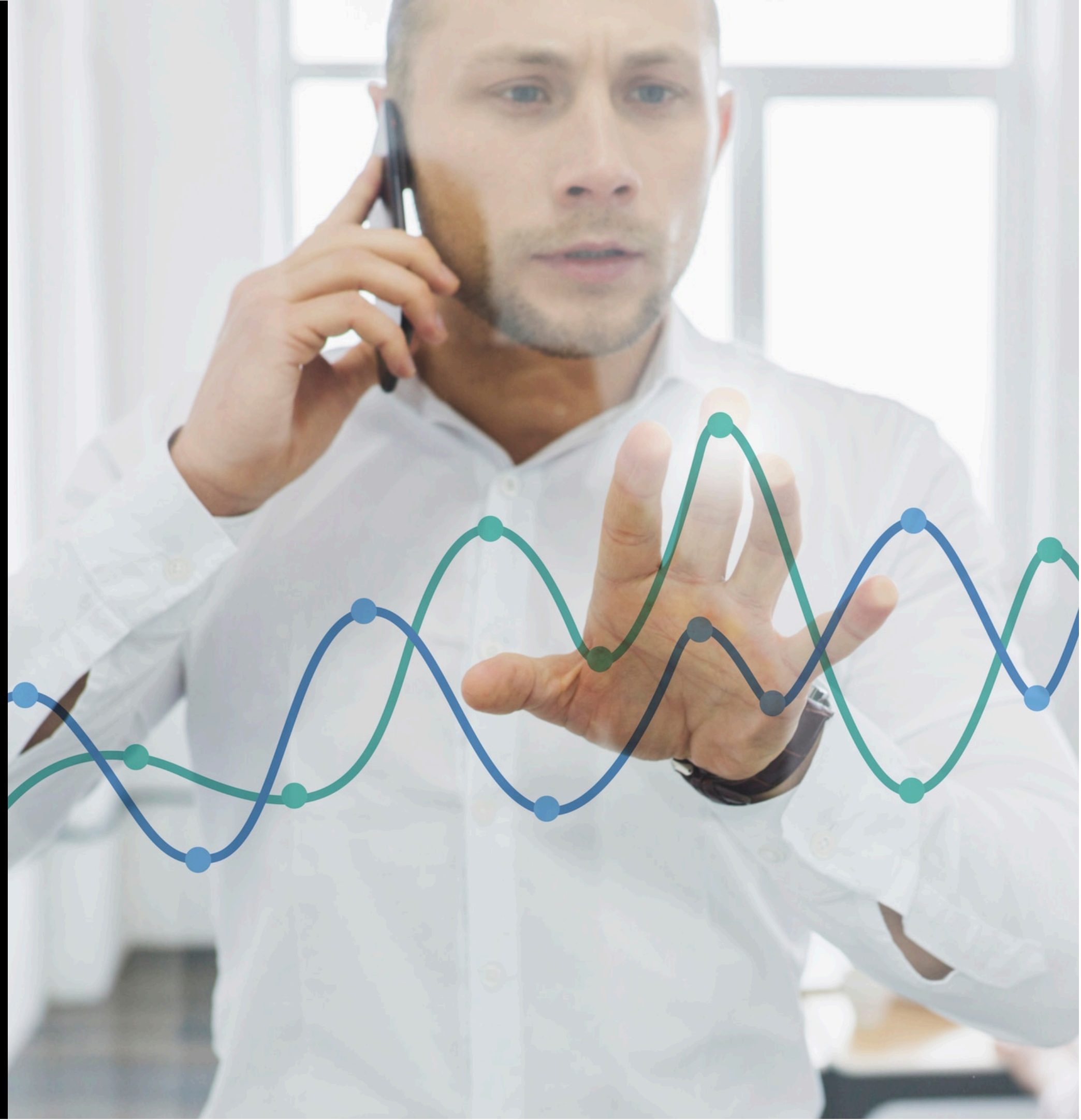
Results

The project aims to develop a model for sentiment analysis in Flipkart reviews, evaluated on metrics like accuracy and F1-score to ensure effectiveness in providing insights for businesses.