NEW HORIZON
COLLEGE OF ENGINEERING
AUTONOMOUS COLLEGE Permanently Affiliated to VTU, Approved by AICTE & UGC
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OPINION MINING

By,
Preksha Shridhar
1NH17CS102

WHAT IS OPINION MINING

01

Opinion mining is the procedure in which information is extracted from the opinions and emotions of the people in regards to entities, events and their attributes.

02

Opinion mining extracts the attitude of writer in a document.

01

ABSTRACT

This project implements the opinions of the customer who visits the shop and buy products. The feedback they give is analyzed and the result of their opinion is displayed.

With the help of this, the feedback given by each customer can be analyzed and changed accordingly for the better marketing of the products.

02

OBJECTIVE

The aim of this project is to implement the concept of object-oriented program using java. The concept of database is also used and is connected to the java program with the help of JDBC.

03

PROBLEM DEFINITION

- Opinion mining is a way to analyze the subjective information in the text and then mine the opinion.
- It is the procedure in which information is extracted from the users by their opinion/emotions.
- This allows us to identify and extract information in source material.
- It extracts the attitude of the writer in document.
- The opinion extracted can be categorized and analyzed and the result can be recorded based on the emotions extracted and can be used for better performance of industry.

04

EXPECTED OUTCOMES

- Customer is asked to give the feedback. The feedback given by the customer is classified into affective categories.

- These categories are based on the presence of fairly unambiguous affect words like positive, negative and average.

- While this approach can correctly classify the statement as whether if it’ s happy or sad or satisfied for positive, negative, neutral sentence accordingly.

05 REQUIREMENTS

Hardware Specifications:

- RAM: 256MB
- Processor: Pentium IV or above
- Speed: 2.50 GHz

Software Specifications:

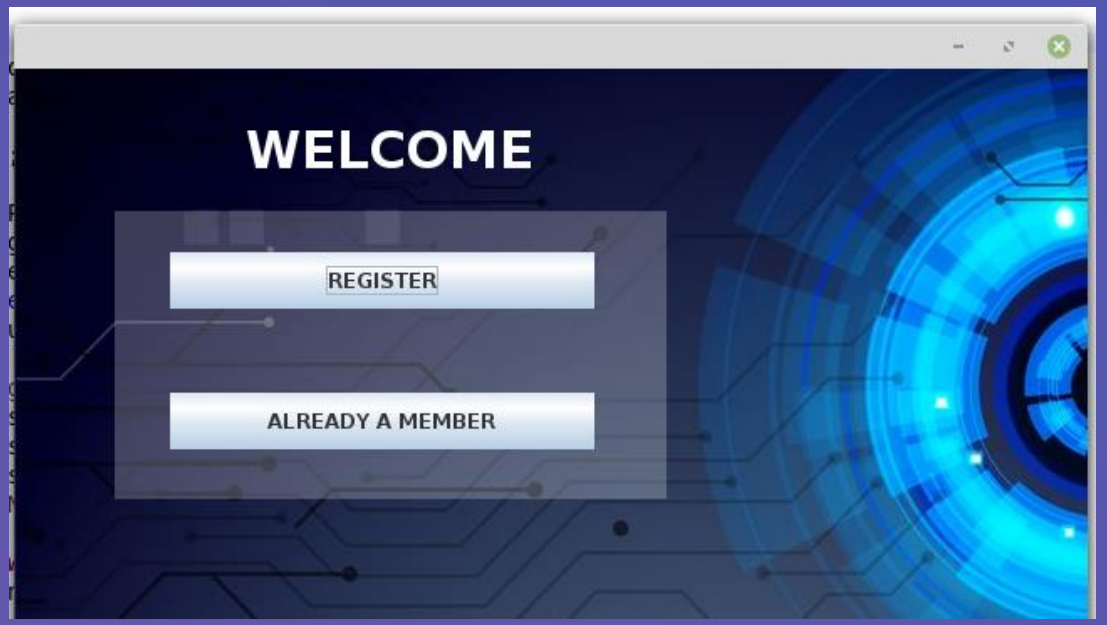
- Operating System: Linux
- Developing Language used: Java
- Tools Used: Java eclipse, jdbc, Stanford NLP, Swing

WORKFLOW

01

WELCOME FORM

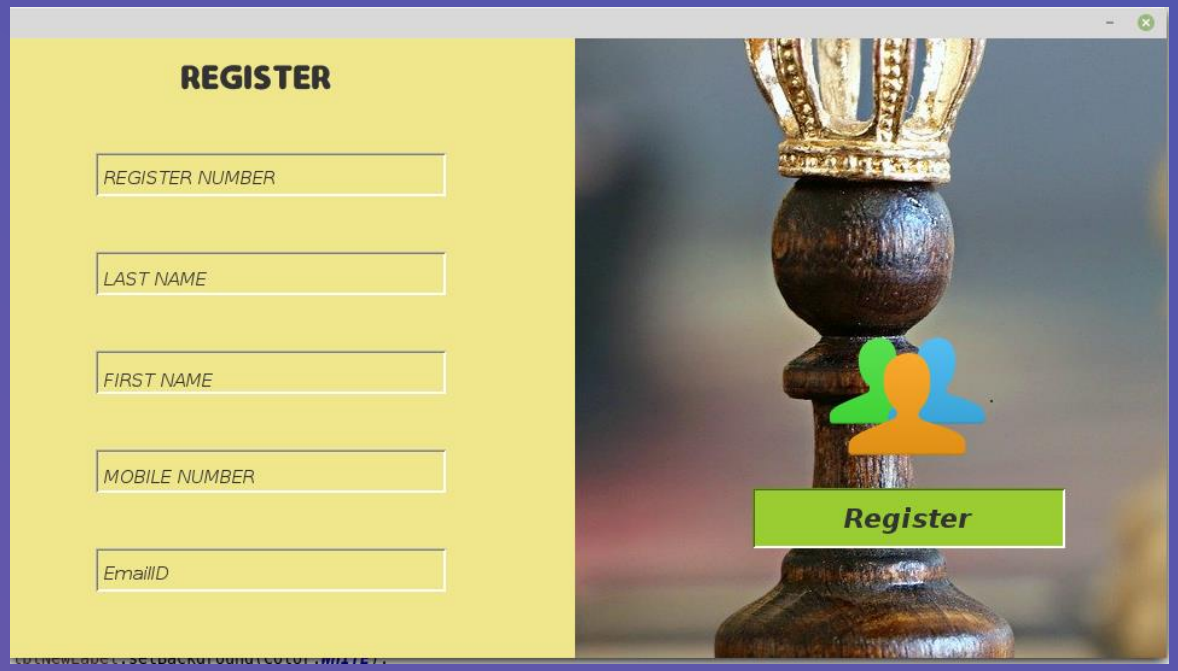
This is the form that is displayed when the program is run.
There are two buttons which asks you to register or to click on already registered button if you have already registered before.



02

REGISTER FORM

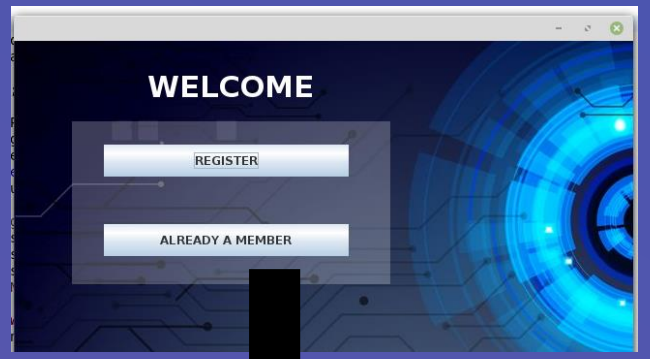
This form is displayed if the customer wants to register.
Enter the details of the customer such as their register number, their last name, first name, mobile number and their email id. After registering it' ll go to item detail entry form.
All these entries will go and get stored in the database table.

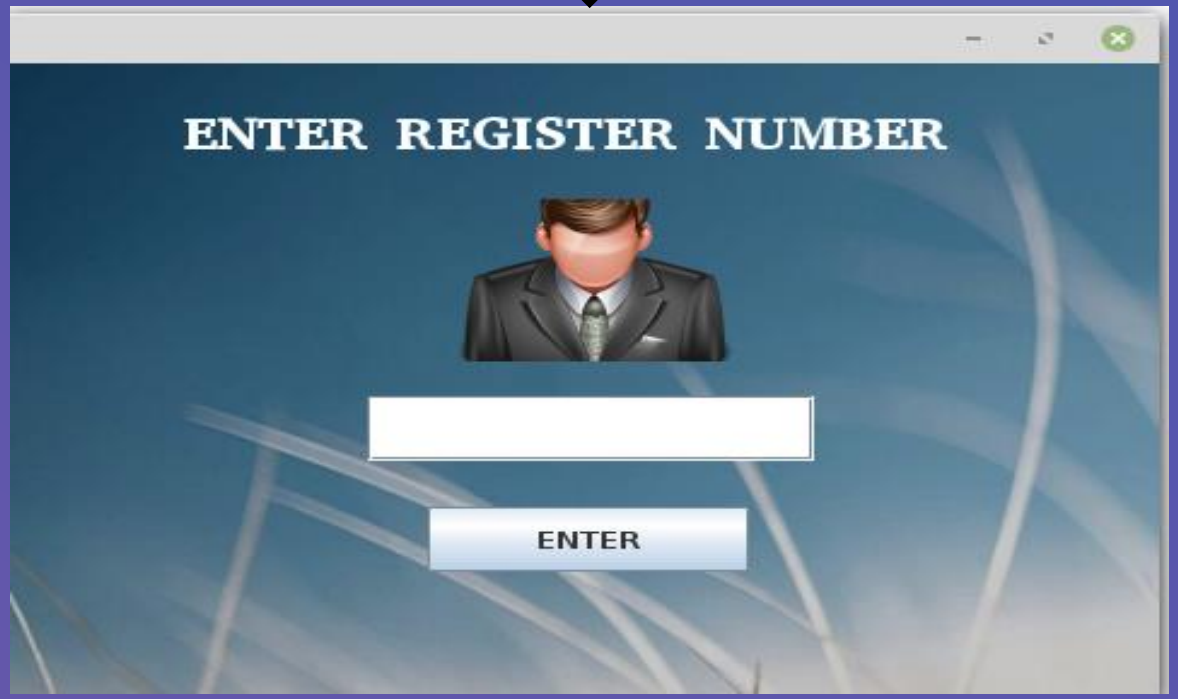


04

ENTER THE REGISTER NUMBER

Once the already registered button is clicked, this form opens asking for your register number. If you enter a number which is not registered it' ll take back to register form.
Once the registered number is entered it' ll take to the form to fill up the details of items

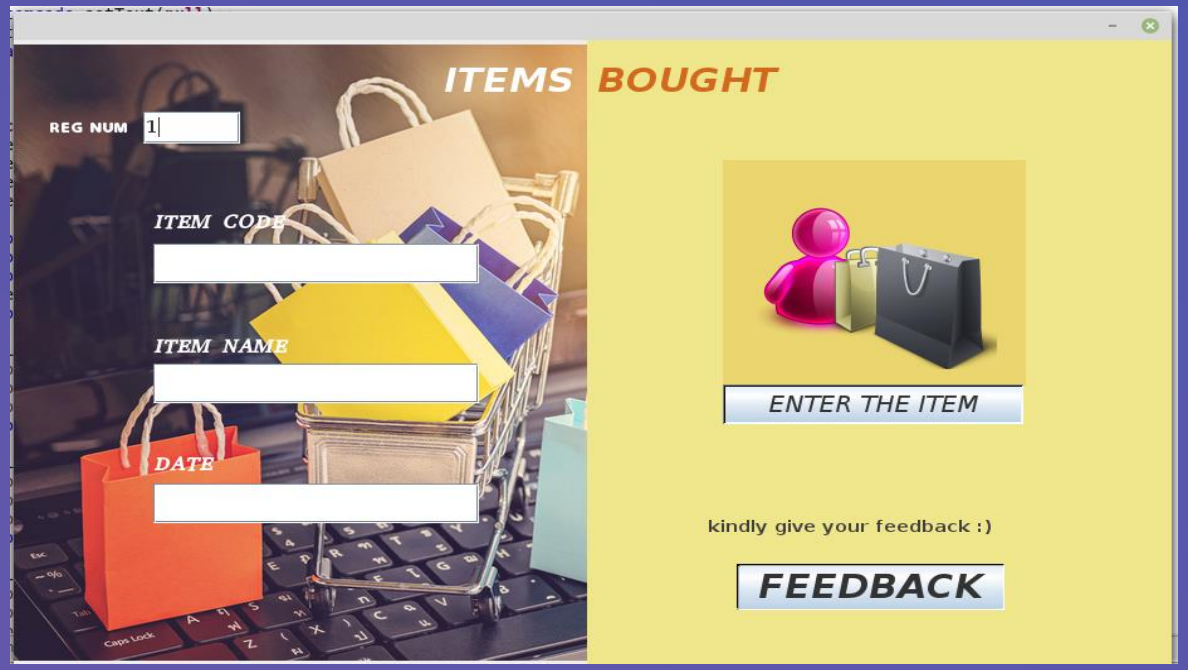




05

ITEM DETAIL ENTRY FORM

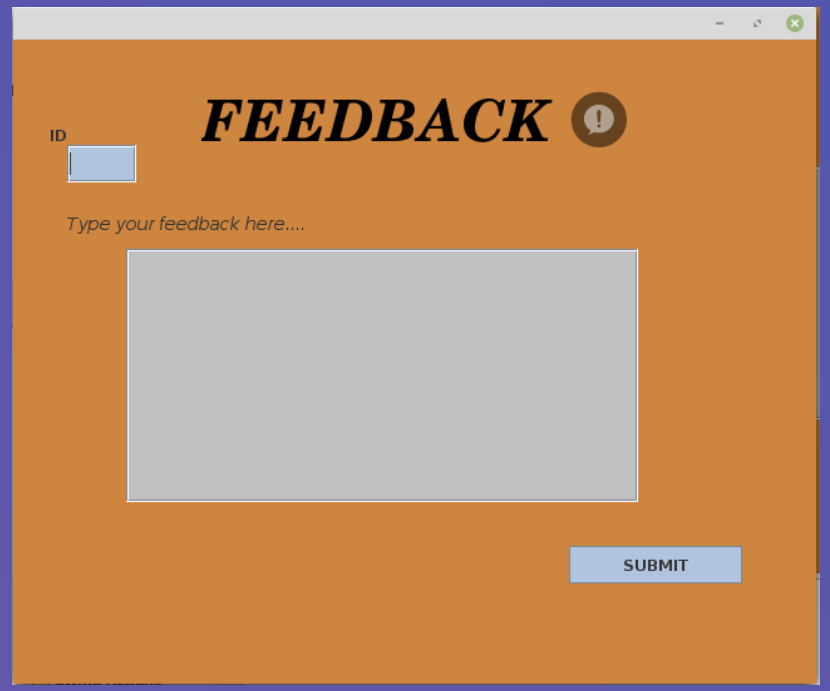
Once the customer registers or the registered number is entered, it' ll direct to the item form where the code, name of items bought by the customer with the date will be entered. The details will get stored in the database table.
After entering the details it' ll ask to fill the feed back. So the feedback button will be clicked to go to feedback form.



06

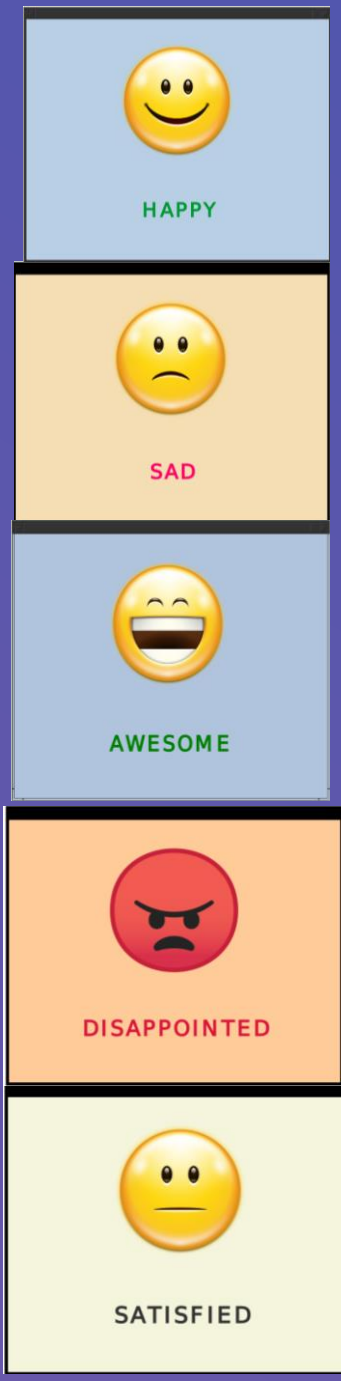
FEEDBACK

After clicking the feedback button it' ll direct to the feedback form where the customer id should be mentioned and the feed back should be given.
This feedback gets stored in the database table.



07 ANALYZE FORM

After the analysation of the feed back giver by the customer. It' ll display the emotion of the words of the feedback
If it' s positive it' ll show happy. If negative, sad. If very positive then awesome. If very negative, disappointed and lastly if the statement is neutral then it displays satisfied.



IF POSITIVE

IF NEGATIVE

IF VERY POSITIVE

IF VERY NEGATIVE

IF NEUTRAL

01

CONCLUSION

Not only you can see what people keeps opinion of the products you sell but also you can see what they think about your competitors too.
The overall experience of the users can be revealed quickly with this approach and can be rectified accordingly.
This approach gives a huge benefit in the chance of making the changes for the great marketing of the products they sell.

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Thank You

Thanks to all my faculties, project guides and HOD for supporting me to execute this project to the fullest