FLIPKART REVIEW SENTIMENT ANALYSIS USING PYTHON

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PROJECT AIM

❑ Flipkart is one of the most popular Indian companies. It is an e-commerce platform that completes with popular e-commerce platforms like Amazon

❑ One of the most popular use cases of data science is the task of Sentiment analysis of product reviews sold on e-commerce platforms.

❑ In this project I will walk you through the task of Flipkart Review sentiment Analysis Using Python.

INTRODUCTION

❑ Everyday millions of reviews are generated all over the Internet about different products, services and places.

❑ Sentiment Analysis is key to determining the emotion of the reviews given by the customer and it analyses an incoming message and determines if the underlying sentiment is positive, negative or neutral product.

❑ Here, I will be demonstrating sentiment analysis on Flipkart Dataset.

- Flipkart is one of the leading e-commerce companies/platforms based in India, which currently competes with Snapdeal, Myntra, Nykaa, and IndiaMART.

- The e-commerce company can improve its product and customer services with the sentiment analysis technique.

OBJECTIVE OF THE STUDY

❑ The objective of conducting a sentiment analysis study on Flipkart reviews using python can be multifaceted and may include several specific goals.

❑ Compare products or services from different sellers on Flipkart to understand which ones are preferred by customers and why which means Identify strengths and weakness of competitors.

- ❑ Track sentiment changes over time to identify whether customer sentiment is improving or declining, and correlate these changes with product updates or marketing efforts.

- ❑ Gather actionable feedback from negative reviews to identify specific areas for product or service improvement. This can inform the development or enhancement of offerings.

- ❑ Use positive sentiment and feedback in marketing materials to attract potential customers.

LIBRARY/ALGORITHM USED

❑ Pandas

❑ Seaborn

❑ Matplotlib

❑ NLTK

❑ WordCloud

❑ Plotly

DATA COLLECTION

- ❑ The dataset Iam using here for Flipkart Review Sentiment analysis using python is the secondary data downloaded from Kaggle.

- ❑ The dataset for Flipkart contains 3 columns.

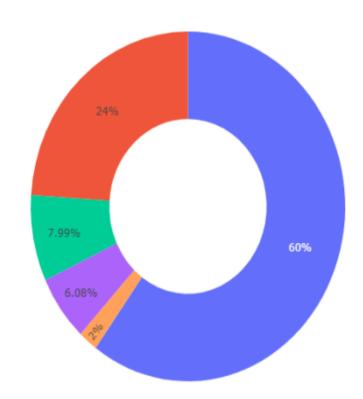- ❑ **Product Name**: the name of the product with little details about it.

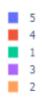 **Review**: review what the customer gives about that product.

  Rating: ranges from 1 to 5 stars given by the customer.
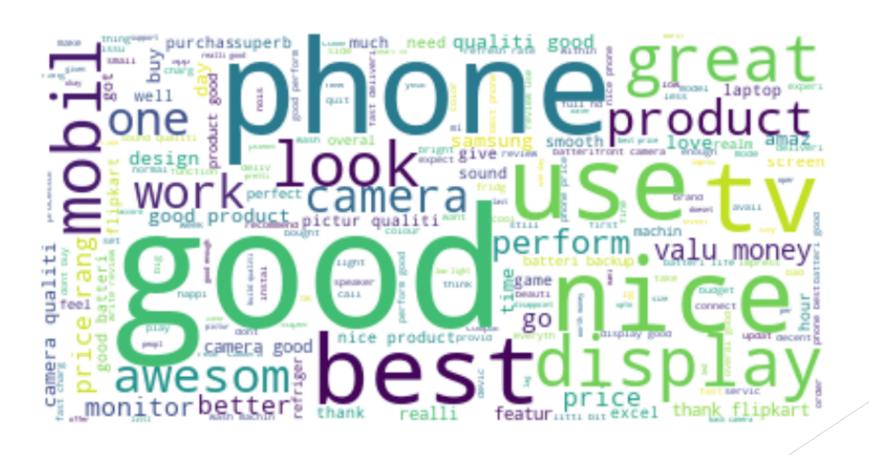
METHODS & TECHNIQUES USED

- ❑ Machine Learning
- ❑ Python
- ❑ Natural Language Processing
- ❑ Naïve Bayes
- ❑ Sentiment Analysis

Data Visualization using WordCloud

KEY FINDINS

❑ One of the primary finding is that the overall increase is neutral statements.

❑ Positive: 923.552999999985

Negative: 96.77500000000013

Neutral: 1283.6880000000006

❑ So it is found that most of the people give neutral reviews and a small proportion of people give negative reviews.

CONCLUSION

So, by the above output, there are 923.55 Positive reviews, 96.77 Negative reviews, and 1283.68 Neutral reviews. With the final output of the entire implementation, the key takeaways can be stated as follows:

❑ Most of the reviews are in favor of Neutral.

❑ The Negative review score has a small proportion, and Positive reviews are midway.

❑ So with the help of the above sentiment analysis implementation, we can conclude that most people are satisfied with the products and services they received from Flipkart.

- This states that sentiment analysis is a good process to gather insights into each product, which ultimately benefit present and future customers and e-commerce companies.

- Sentiment analysis is important because, based on bad reviews, the e-commerce company makes those products better or replaces those products with better and newer ones, which ultimately improves the overall customer service too.

REFERANCE

❏ Sentiment Analysis Explained, Available at: https://www.lexalytics.com/technology/sentiment-analysis.

❏ Sentiment Analysis, Avalable at: https://insightsatlas.com/sentiment-analysis.

❏ Mika V. Mantyla, Daniel Graziotin and Miikka Kuutila, "The Evolution of Sentiment Analysis-A Review of Research Topics", Computer Science Review, Vol. 27, No. 1, pp. 16-32, 2018.

❏ Social media.

THANK YOU