

# **CUSTOMER REVIEW SENTIMENT ANALYSIS THROUGH DEEP LEARNING**

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## **ABSTRACT**

Sentiment analysis, positioned at the forefront of customer feedback interpretation, represents a sophisticated methodology integrating natural language processing and machine learning algorithms. This approach enables businesses to delve deep into the sentiments expressed in customer reviews, distinguishing between positive, negative, and neutral sentiments with an impressive degree of accuracy. By dissecting these sentiments, companies gain nuanced insights into various aspects of their products, services, and customer interactions.

One of the primary benefits of sentiment analysis lies in its ability to unveil underlying patterns within customer feedback. By identifying recurring themes or issues, businesses can pinpoint areas requiring improvement and prioritize strategic initiatives accordingly. For instance, if a particular product receives consistently positive feedback for its user-friendly interface but negative

comments regarding its durability, a company can focus its efforts on enhancing product durability while maintaining its intuitive design.

Furthermore, sentiment analysis empowers businesses to tailor their strategies to better align with customer expectations. By understanding the emotions and opinions expressed by customers, organizations can fine-tune their marketing messages, product features, and service offerings to resonate more effectively with their target audience.