



# MALLA REDDY UNIVERSITY

(As per Telangana Private Universities Act No. 13 of 2020 & G.O.Ms.No. 14, Higher Education (UE) Department)

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## SCHOOL OF ENGINEERING

### DEPARTMENT OF AI & ML (III<sup>rd</sup> Year II Semester)

### Application Development- web application with Natural Language Processing & IOT Explore (MR22-1CS0264)

Date:

<b>Name of the Guide</b>	Dr. Poornima	
<b>Project Title</b>	Real-Time Sentiment Analysis for E-Commerce platform using NLP	
<b>Project Title (Any Change)</b>		
<b>Section Name &amp; Batch Number</b>	Theta (TT-01)	
<b>Batch Student Details</b>	<b>Roll No</b>	<b>Student Name</b>
	2211CS020367	N. Yuvaraj
	2211CS020370	N. Raghu Vardhan
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	2211CS020396	P. Jashwanth Reddy
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<b>Abstract Work</b>	<p>This project introduces a novel sentiment analysis system for e-commerce platforms, combining text-based feedback with expression-based inputs. Utilizing Natural Language Processing (NLP) techniques, the system analyzes textual data, while advanced computer vision models interpret customer facial expressions like smiles, anger, or satisfaction in real-time. This dual-modal feedback mechanism enhances sentiment analysis accuracy, providing a comprehensive understanding of customer emotions and enabling a more intuitive, user-friendly feedback experience.</p> <p>The unique aspect of this solution lies in its ability to respond dynamically to customer sentiments through emotion-driven personalization across the shopping journey. By integrating text and facial expression analysis, the system fosters a more emotionally connected and interactive shopping experience. The insights derived from this approach empower e-commerce platforms to improve customer satisfaction, personalize recommendations, and strengthen brand loyalty, setting a new benchmark for sentiment analysis in the e-commerce domain.</p>	

**GUIDE**

**AD MENTOR**

**AD COORDINATOR**

**DEAN**