

# **PREDICTIVE ANALYSIS ON CONSUMER REVIEWS IN AUTOMOBILE INDUSTRY BASED ON LINGUISTIC ALGORITHMS**

**A PROJECT REPORT**

*Submitted by*

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*in partial fulfillment for the award of the degree*

*of*

**BACHELOR OF TECHNOLOGY**

*in*

**INFORMATION TECHNOLOGY**



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**AUGUST 2016**

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## BONAFIDE CERTIFICATE

Certified that this project report “**PREDICTIVE ANALYSIS ON CONSUMER REVIEWS IN AUTOMOBILE INDUSTRY BASED ON LINGUISTIC ALGORITHMS**” is the bona fide work of **SHRIRAM.B (312313205100)** and **TANAY PARDESHI (312313205115)** who carried out the project work under my supervision, for the partial fulfillment of the requirements for the award of the degree of Bachelor of Technology in Information Technology.

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## ACKNOWLEDGEMENT

The contentment and elation that accompany the successful completion of any work would be incomplete without mentioning the people who made it possible.

We are extremely happy to express our gratitude in thanking our beloved Chairman late **Col Dr.Jeppiaar M.A., B.L., Ph.D.**, who had been a pillar of strength to this college.

Words are inadequate in offering our sincere thanks and gratitude to our respected Managing Director **Dr. B. Babu Manoharan M.A., M.B.A., Ph.D.**, our respected Director **Mr. B. Jaikumar Christhu Rajan M.E., M.B.A.**, and our beloved Principal **Dr. Vaddi Seshagiri Rao M.E., M.B.A., Ph.D.**, for having encouraged us to do our under graduation in Information Technology in this esteemed college.

We also express our sincere thanks and most heartfelt sense of gratitude to our eminent Head of the Department **Dr. V. Muthulakshmi M.E., Ph.D.**, for having extended her helping hand at all times.

It is with deep sense of gratitude that we acknowledge our indebtedness to our beloved supervisor **Dr. Lily Raamesh M.E., Ph.D.**, a perfectionist for her expert guidance and connoisseur suggestion.

Last but not the least; we thank our family members and friends who have been the greatest source of support to us.

## **ABSTRACT**

To improve the efficiency of existing sentimental analysis systems by implementing supervised learning techniques that reduce the need of domain specific polarity based lexicon systems and to analyze consumer reviews for automobile industries and predict the flaws or areas of improvement in the various sectors of the industry. A basic task in sentiment analysis is classifying the polarity of a given text at the document, sentence, or feature/aspect level—whether the expressed opinion in a document, a sentence or an entity feature/aspect is positive, negative, or neutral. To improve the efficiency of identifying sarcastic comments that have conflicting meanings to a sentence which makes it arduous to determine the polarity of the comment.

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## **LIST OF ABBREVIATIONS**

API	Application Programming Interface
REST	Representational State Transfer
HDFS	Hadoop File System
ASP	Active Server Page
OS	Operating System
JDK	Java Development Kit
JSON	JavaScript Object Notation