**CONCLUSION**

An evolutionary shift from offline markets to digital markets has increased the dependency of customers on online reviews to a great extent. Online reviews have become a platform for building trust and influencing consumer buying patterns. With such dependency there is a need to handle such large volume of reviews and present credible reviews before the consumer. Our research is aiming to achieve this by conducting sentiment analysis of mobile phone reviews and classifying the reviews into positive and negative sentiment. After balancing the data with almost equal ratio of positive and negative reviews, three classification models have been used to classify reviews. Out of the three classifiers, i.e., Naïve Bayes, SVM and Decision Tree, predictive accuracy of SVM is found to be the best. The accuracy results have been cross validated and the highest value of accuracy achieved was 81.75% for SVM among the three models.