**EXISTING SYSTEM:**

Number of reviews associated with a product or a brand is increasing at an alarming rate, which is no less than handling the big data. Classifying the reviews on the basis of sentiment of customers into positive and negative sentiment provides sentiment orientation of the review, hence results in better judgement.

**PROPOSED SYSTEM:**

Sentiment analysis is not only confined to the English language but has been implemented for various languages. Sentiment analysis of Chinese text by implementing four feature selection methods and five classifiers viz. Centroid classifier, K-nearest neighbor, Window classifier, Naïve Bayes and SVM has been done [11]. Through this learning paradigm it was concluded that SVM outperforms all the other learning methods in terms of sentiment classification. Sentiment analysis on travel reviews using three machine learning models namely, Naïve Bayes, SVM and character based N-gram model has been performed in which SVM and N-gram approaches have better performance than Naïve Bayes [12]. It has been observed that in maximum number of cases SVM showcases best performance in comparison to other classification models.