

UNMASKING REVIEWS

Quick User Guide

The Unmasking Reviews is a web-based sentiment analysis system that allows users to view summarized customer feedback on various Levoit air purifier models. It helps consumers understand overall customer satisfaction and product performance through visualized sentiment data. Moreover, they can try to test their own text to discover its sentiment quickly.



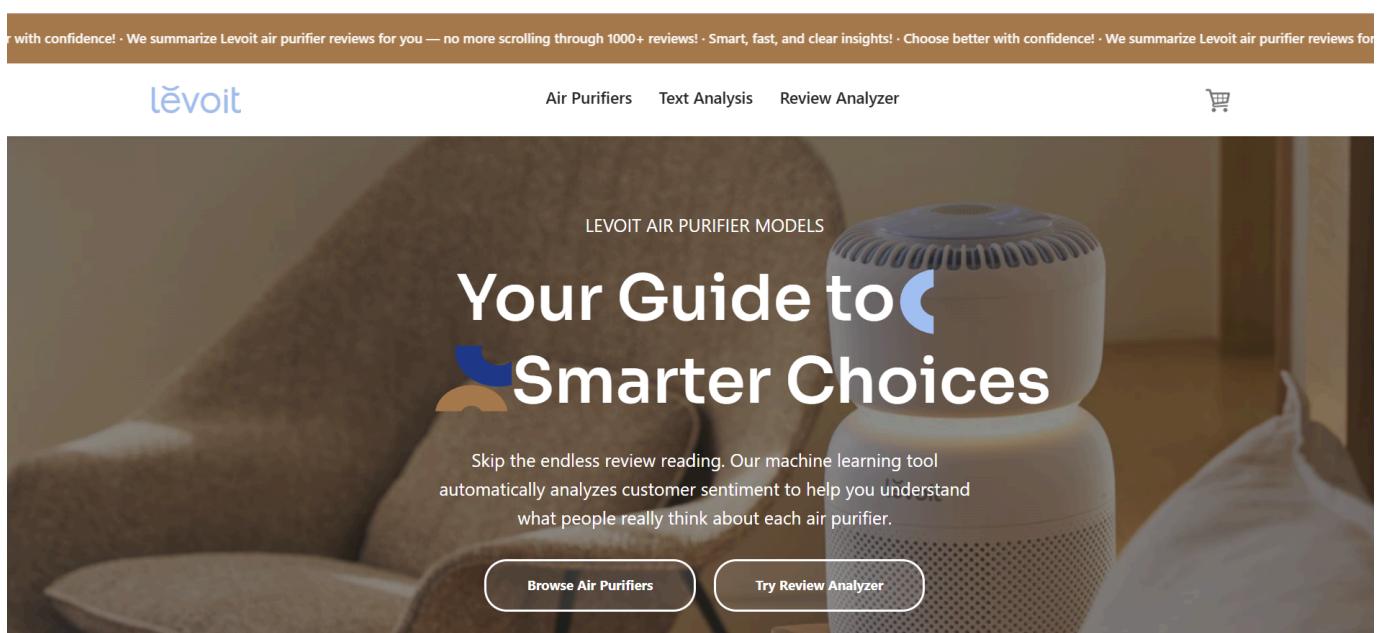
<https://unmaskingreviews.vercel.app>

System Requirements

- **Browser:** Google Chrome, Brave, or Microsoft Edge
- **Internet Connection:** Stable connection required for API requests
- **Device:** Works on desktop, tablet, and mobile

Accessing the System

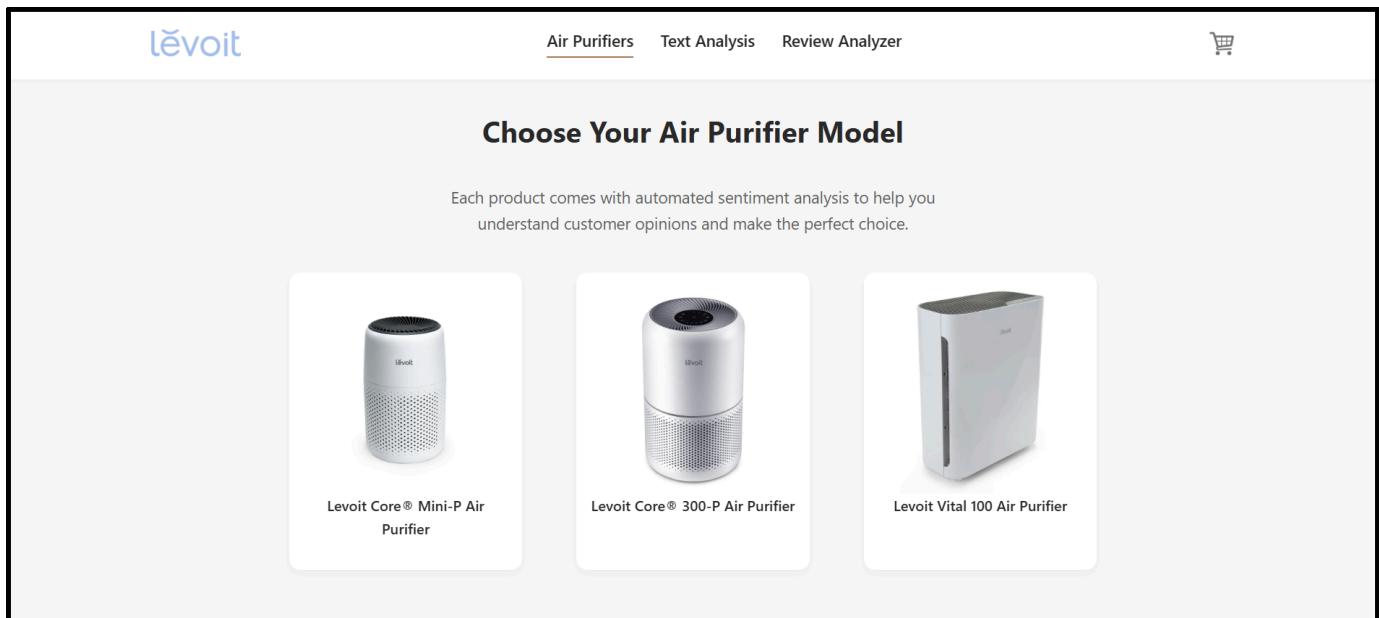
1. Open your web browser.
2. Go to the system link <https://unmaskingreviews.vercel.app>
3. The landing page will appear with the welcoming text and feature buttons.



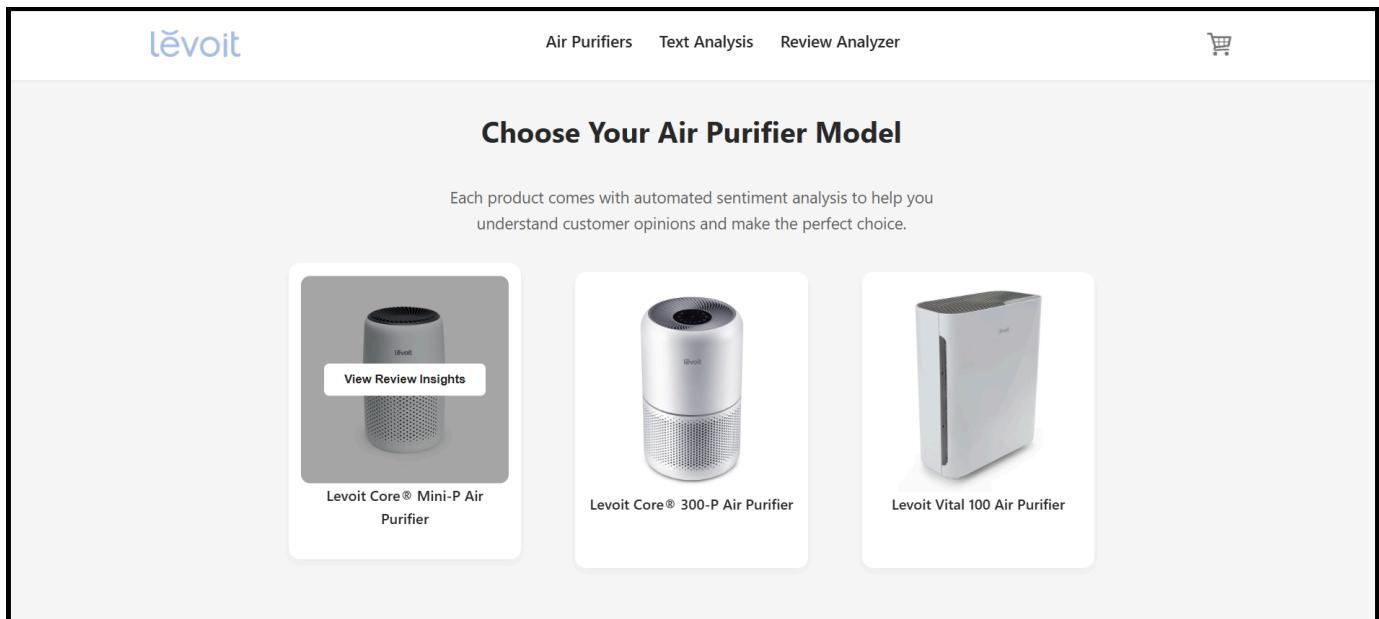
Using the System

A. Selecting a product

On the homepage, you can see several Levoit air purifier models with images.

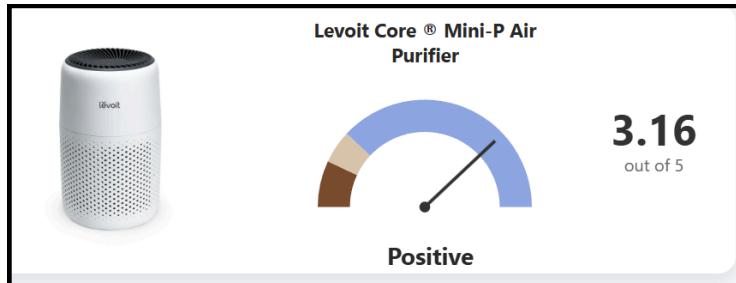


Hover your cursor on the product image to see its button going to the dashboard

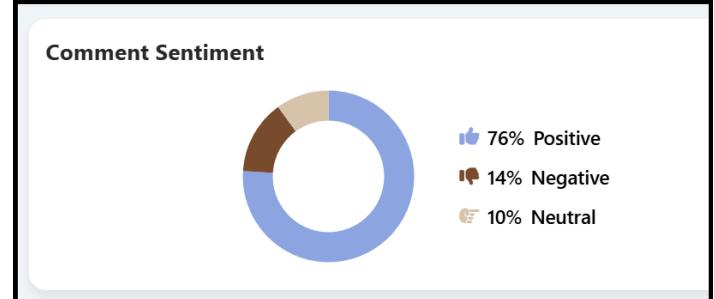
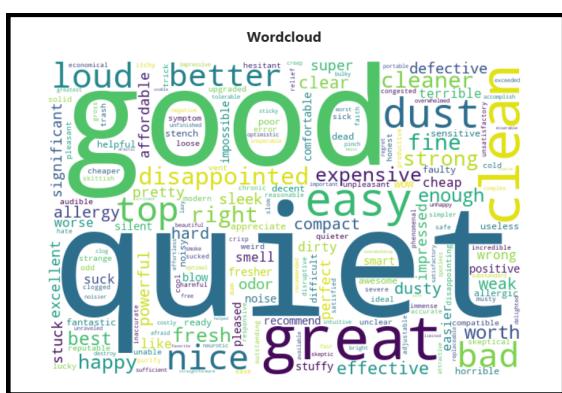
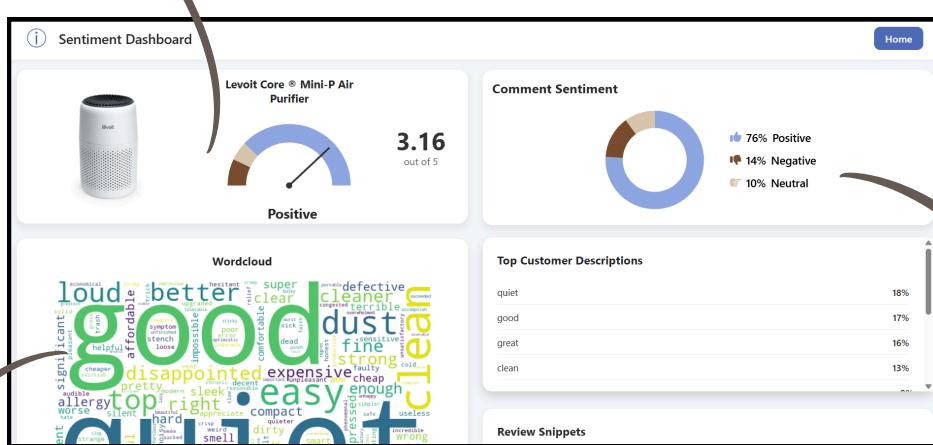


B. Viewing the Sentiment Dashboard

After selecting a product, the system displays:



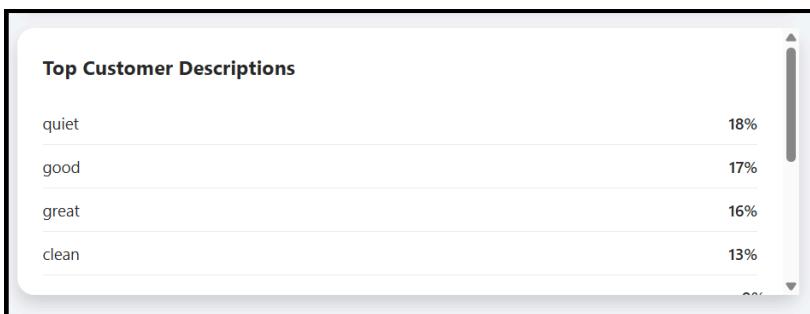
Displays detailed **product information**, including the **product photo** and **model name**, along with a **gauge chart** representing the **overall sentiment score** and the **average customer rating** derived from collected reviews.



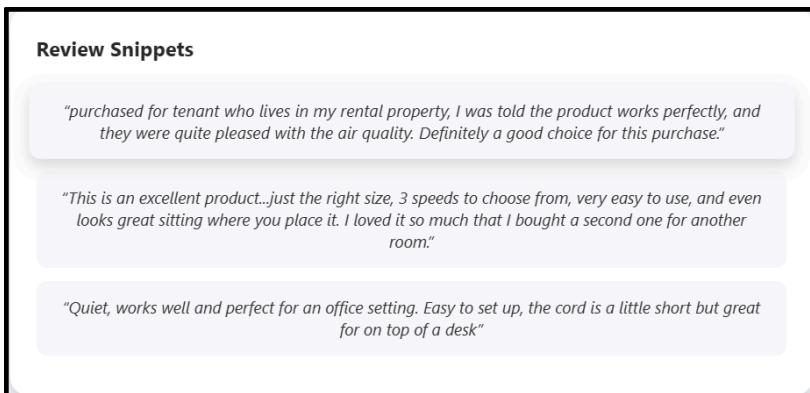
Generates a **word cloud** highlighting the **most frequently used words** in customer reviews, visually emphasizing common topics and sentiments.

Displays comment sentiments using a **donut chart** that shows the **percentage breakdown** of each sentiment category (positive, negative, and neutral).

B. Viewing the Sentiment Dashboard



Displays the **top customer descriptions** or keywords from reviews, along with their corresponding **percentage frequencies**.



Displays short random **review snippets** that highlight actual customer opinions **extracted from the dataset**.

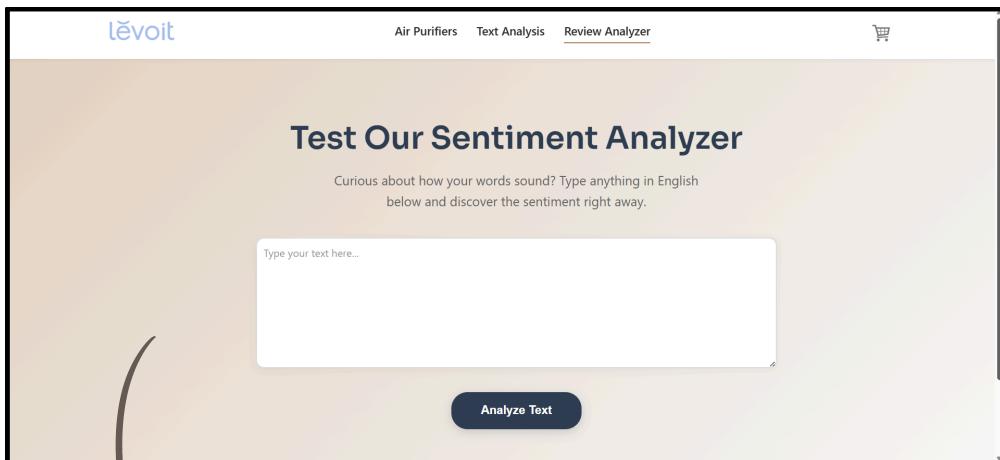
The main dashboard displays the following information:

- PRODUCT DETAILS:** Model: Core Mini-P, Color: White, Brand: LEVOIT, Dimensions: 6.5"D x 6.5"W x 10.4"H, Floor Area: 255 sq. ft, Specification Met: ETL Certified, Power Source: AC, Weight: 2.2 lbs, Control Method: Touch control, Filter Type: 3-in-1 Filter.
- Levoit Core ® Mini-P Air Purifier:** A gauge showing a score of 3.16 out of 5, labeled as "Positive".
- Comment Sentiment:** A donut chart showing sentiment distribution: 76% Positive, 14% Negative, 10% Neutral.
- Wordcloud:** A cloud of words representing common customer descriptions, including words like "quiet", "good", "great", "clean", "dust", "easy", "clean", etc.
- Top Customer Descriptions:** A list of top customer descriptions with their percentages: quiet (18%), good (17%), great (16%), clean (13%).
- Review Snippets:** A list of three short review snippets.

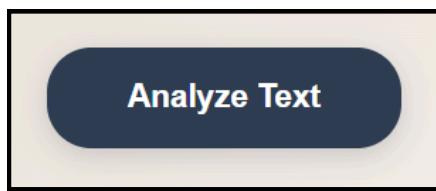
A sidebar panel is open on the left, titled "Sentiment Dashboard", showing detailed product information for the "Core Mini-P" model.

Clicking the information icon opens a sidebar panel that displays **detailed product information**, including its **specifications and key features**. This allows users to learn more about the selected air purifier model without leaving the main dashboard view.

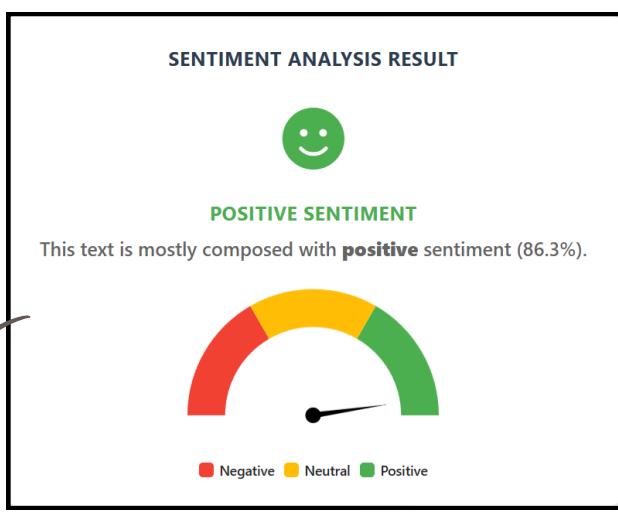
C. Real-Time Review Analyzer



Users can type any review text in English into the input box.



Click “Analyze Text” to see the predicted sentiment (Positive / Negative / Neutral).



The **result box** presents the output of the sentiment analysis, showing the **sentiment label** (Positive, Negative, or Neutral), the **confidence percentage**, an **emoji** that visually represents the sentiment, and a **gauge chart** illustrating the sentiment intensity.