

Review Summarization

Summarizing product reviews through Data scraping

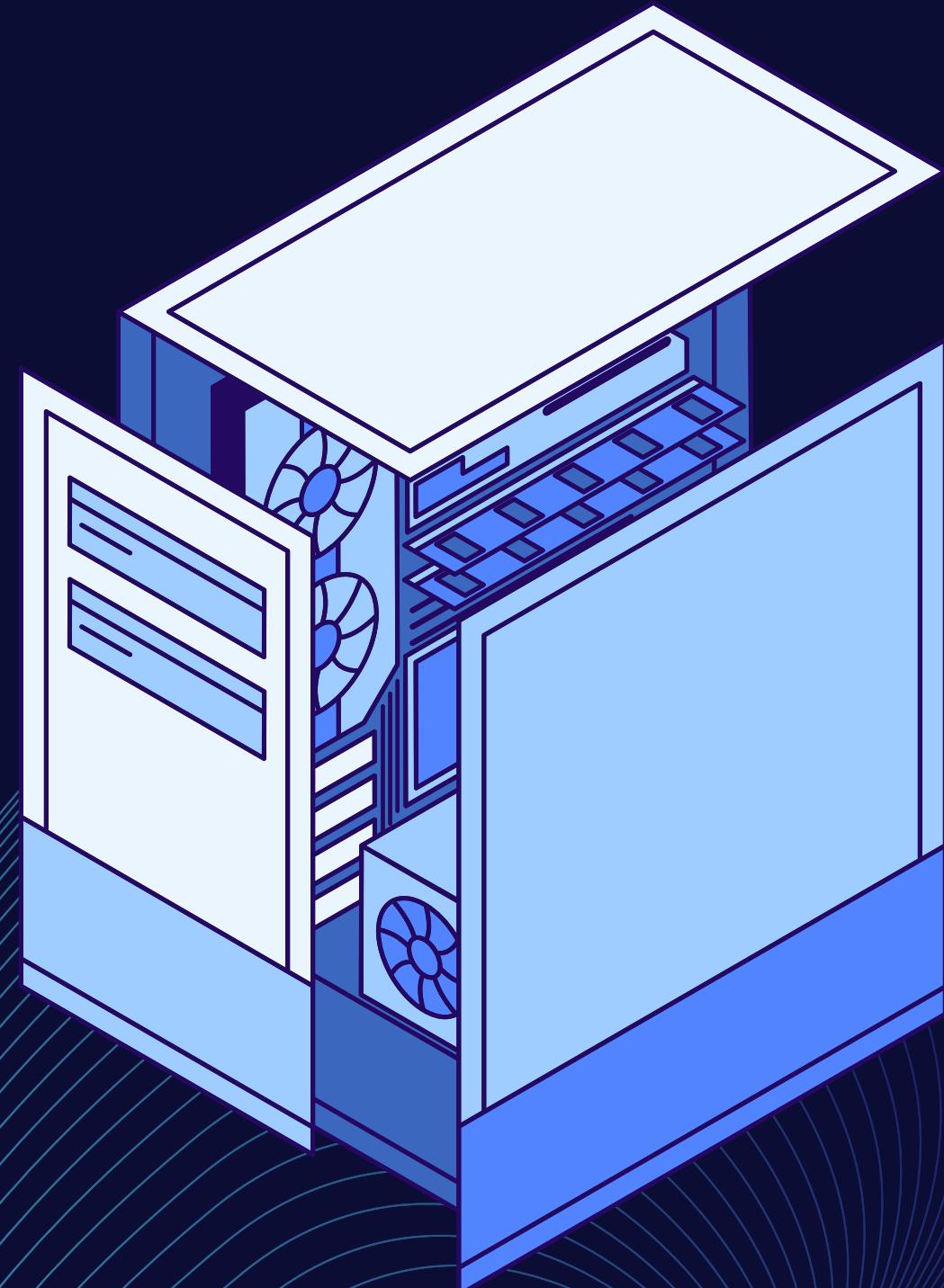
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What is it?

- Takes user input: brand and product name
- Web scraper scrapes data from Reddit
- Filters relevant reviews pertaining to a specific brand and product.
- Performs sentiment analysis
- Summarization of positive and negative reviews



Why is it needed?

- Tedious to process reviews manually
- Finding brand-specific customer reviews is time consuming
- Summarizing customer opinions across multiple sources is challenging
- Automates the scraping, analyzing, and summarizing reviews.



How does it work?

Data Collection

- Web scraper collects data from reddit based on user input using PRAW.
- Comments are fetched concurrently for faster performance

```
# Function to scrape data from Reddit
def fetch_comments(submission, keyword):
    comments = []
    submission.comments.replace_more(limit=None) # Fetch all comments at once
    for top_level_comment in submission.comments:
        if isinstance(top_level_comment, MoreComments):
            continue
        comments.append({
            'product_name': keyword,
            'review_content': top_level_comment.body,
            'rating': None, # You can manually add ratings if needed
            'review_title': submission.title,
            'category': submission.subreddit.display_name # Get the subreddit name
        })
    return comments

def scrape_reddit(keyword, subreddit='BuyItForLife', post_limit=100):
    posts = []

    # Search across the specified subreddit or all of Reddit
    submissions = reddit.subreddit(subreddit).search(keyword, limit=post_limit)

    # Use ThreadPoolExecutor for concurrent fetching of comments
    with ThreadPoolExecutor() as executor:
        # Map the fetch_comments function to each submission
        results = list(executor.map(lambda submission: fetch_comments(submission, keyword), submissions))

    # Flatten the list of results
    return [comment for result in results for comment in result]
```

How does it work?

Preprocessing

- Collected data is processed converted to lowercase, followed by removal of stop words and punctuation
- Data structured into CSV format for easy processing.

```
def regex_match(input_text, entity_list):
    # Create a pattern that allows for optional words between product terms
    pattern = re.sub(r"\s+", r".*", input_text.lower()) # "boat headphones" becomes "boat.*headphones"
    for entity in entity_list:
        if re.search(pattern, entity.lower()):
            return entity
    return None

matched_rows = []
for idx, row in df.iterrows():
    product_name = row['productName']
    entity_list = [product_name] # Use productName as the entity list
    # Apply regex matching
    match = regex_match(user_input, entity_list)
    if match:
        matched_rows.append(row)

filtered_df = pd.DataFrame(matched_rows) # Convert matched rows to a DataFrame
if filtered_df.empty:
    print(f"No reviews found for {user_input} using regex matching.")
else:
    print(f"Found {len(filtered_df)} reviews for {user_input} using regex matching.")
return filtered_df

else: # single word input received
    filtered_df = df[(df['productName'].str.contains(user_input, case=False, na=False)) |
                     (df['productCategory'].str.contains(user_input, case=False, na=False))]
    if filtered_df.empty:
        print(f"No reviews found for {user_input}.")
    else:
        print(f"Found {len(filtered_df)} reviews for {user_input}.")
    return filtered_df
```

How does it work?

Sentiment Analysis and Summarization

- Matches the input product or category using regex matching for single or multi-word input.
- TextBlob classifies reviews into Positive, Negative, or Neutral.
- Gemini API used for summarizing positive and negative reviews, with adjustable length.

```
# SENTIMENT ANALYSIS
def classify_sentiment(text):
    from textblob import TextBlob
    blob = TextBlob(text)
    polarity = blob.sentiment.polarity
    # Classify the sentiment
    if polarity > 0:
        return 'Positive'
    elif polarity < 0:
        return 'Negative'
    else:
        return 'Neutral'

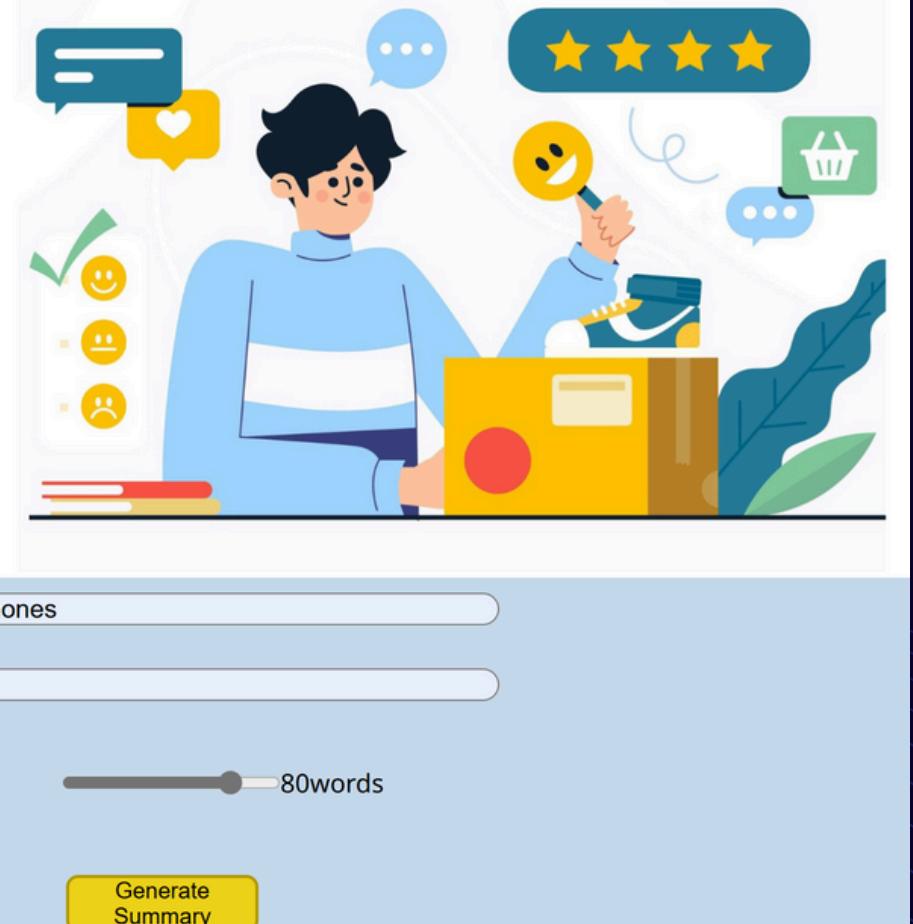
# CORPUS SUMMARIZATION BASED ON INPUT LENGTH
def summarize_corpus(corpus_text, length):
    prompt = f"Summarize these reviews concisely in {length} words in a paragraph: {corpus_text}."
    response = model.generate_content(prompt)
    return response.text
```

User Interface

- User inputs: Product and brand name (required) and subreddit name (optional).
- Sliding bar to adjust the lengths of output summaries.
- The positive and negative reviews are summarized

Summarize product reviews

Shorten the tedious task of surfing the internet for finding reviews of a product as this site provides insight into pros and cons of product



Positive Reviews

The reviews are mixed, with some praising the picture quality, features, and value for money of the products. However, many highlight drawbacks like slow performance, sound quality issues, and unreliable connectivity. Some users also express disappointment with the installation service and customer support. Despite some issues, most reviewers seem satisfied with their purchase overall, particularly for the price point.

Negative Reviews

The TV's picture quality is decent, and its smart features are okay, but the sound is overwhelming. Installation was a nightmare, with the service provider refusing to install the TV. Samsung's customer service was also frustrating, requiring multiple calls. The TV came with a stand for wall mounting, but the picture quality was poor and the floor stand needed to be bought separately, despite Amazon's unclear description. The installation technician ultimately bought a floor mount. The TV functions, but the battery life is terrible, making this a poor overall product.

Future Work

- Implement keyword extraction to highlight top concerns and benefits
- Optimize scraping speed
- Implement more advanced models for sentiment analysis

Thank You