**ABSTRACT**

The content in the form of reviews, ratings, and comments can be analysed.Consumers decide to buy a given product by looking at these ratings and reviews. Such content can be positive or negative reviews made by consumers who have previously used the product**.** Our data analysis and multi-agent simulations proved the feasibility of this framework. Behaviour analysis is performed on the data extracted from Amazon reviews. These comments are categorized into four category which are happy, up, down and rejected. The data is analysed to compute the mood of user’s comment. Our aims to employ data-driven marketing tools, such as data visualization, natural language processing, and machine learning models that help in understanding the demographics of an organization. The system is developed based on classification algorithms includes Naïve Bayes, Logistic Regression. For each topic, the existing problems are analysed, and then, current solutions to these problems are presented and discussed. The experimental results show that the proposed sentiment analysis method has higher precision, recall and F1 score. The method is proved to be effective with high accuracy on comments.