**Objective: -** In this project, we are going to understand what the consumers think of their products by analysing the review and understand what the consumers like or dislike about their products. How to improve the product and increase the profits of the product by keeping the customers happy. For analyzing the reviews of their products on websites such as Amazon or Snapdeal by using text mining and sentiment analysis techniques.

**Tasks to reach the objective:**

1. Extract reviews of any product from e-commerce website Amazon: Here we are going to extract the review of "Acer Aspire 7" laptops review.

**Wordcloud for Acer Aspire 7 laptop:A picture containing text

Description automatically generated**

* By the above wordcloud we can clearly say that peoples are repeatedly uses the words like laptop, excellent, heated, charger, speed, office, etc.
* So we have to search the words in the review page of amazon why the words are using repeatedly.
* By reading the reviews with particular repeated words we can examine the sentiments of the review(means positive review or negative review).
* To get the particular positive and negative words which are repeated most in the reviews we have to built positive word clouds and negative word cloud.

**Sentimental Analysis:**

**Positive Wordcloud:**

**Text

Description automatically generated**

* By the above positive wordcloud we can see the most repeated positive words are Speed, fast, great, quality, etc..
* Let’s examine the Speed word in the review page:
* The speed of the laptop is the best part of the laptop
* Great experience with the laptop.

**Negative Wordcloud:**

**Text

Description automatically generated**

* Loose word is highlighted, some reviews are saying that the due to plastic body the screen feels loose.
* Some issues like laptop get heated while watching the OOTs.

**Bigram Wordcloud:**

**Text

Description automatically generated**

**But sometime Unigram word cloud is failed to detect the word is use for positive sentiment or negative sentiment, so we are using the bigram word cloud.**

* By the bigram word cloud we are “**frame loose**” is one highlighted issues we are getting.

1. Perform sentiment analysis on this extracted data and build a unigram and bigram word cloud: In sentiment analysis we have to build a positive word cloud to get the positive key points of the product and negative word cloud to get the negative key points of the product.**Shang Chi Movie reviews**

**Unigram Wordcloud:**

**Text

Description automatically generated**

* By the above wordcloud we can clearly say that “martial art” shown in the movie is one of the highlights of the movie, customer liked it.
* Fight seen are also highlighted parts of the movie.
* “Ten rings” is the most repeated word, since the word is in the movie tittle that’s why it repeating most of the time.

**Positive Wordcloud: Negative Wordcloud:**

**Text

Description automatically generatedText

Description automatically generated**