**Analysis of customer reviews using Big Data**

**A Project Report**

**Submitted by**

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**1. Introduction**

* Motivation examples of this project

What is the one factor that helps us choose one thing over another when we go shopping? Isn’t it the reviews of that product or service, which represent the brand value? Almost every product or service has an indirect or direct digital presence in this era of digital development and e-commence. Consumers of these products and services provide feedback via numerous means, resulting in a strong long-term momentum for the company. Hence it is of utmost importance for businesses to understand the customer impression as early as possible and do the necessary course correction if any. An automated software can go through all the reviews and analyze them for you, giving you a snapshot of the overall “sentiments” people feel about the product/service. This type of software applies machine learning to gain insights that can help executives make decisions on real users’ feedback.

* Real applications

**2. Project Description**

* Brief descriptions of your project
* Challenges and technical contributions (new problems or new solutions?) in your project
* The workload distribution for each member in your team

**3. Background**

* Related papers (or surveys for graduate teams)
* Software tools (DBMS, GUI, IDE, existing library, …)
* Required hardware
* Related programming skills (functions, Internet programming, object-oriented programming, distributed environment, etc.)

**4. Problem Definition**

* Formal (mathematical) definitions of problems
* Challenges of tackling the problems
* A brief summary of general solutions in your project

**5. The Proposed Techniques**

* Framework (problem settings)
* Details of major techniques (e.g., pruning methods in lemmas/theorems; illustrated with toy examples)
* Encoding or indexing of data
* Query processing algorithms (pseudo code) and query optimizations
* This section can be split into multiple sections if you have many contents to present

**6. Visual Applications**

* GUI design
* Design modules (with descriptions, figures, and/or flowcharts)

**7. Experimental Evaluation**

* Experimental settings
  + Descriptions of real/synthetic data sets
  + Competitors (baseline method, or existing techniques to compare with)
  + Parameter settings
  + Evaluation measures
* The performance report (pruning power, recall/precision/f-measure, CPU time, I/O cost, communication cost, index construction time/space, etc.)
* Screen captures

**8. Future Work**

* Possible project extensions

**9. References**

[1] FirstName1 LastName1, FirstName2 LastName2, and FirstName3 LastName3. Conference paper title. In *XXX*, pages XXX-XXX, 20XX.

[2] FirstName1 LastName1, FirstName2 LastName2, and FirstName3 LastName3. Journal paper title. In *XXX*, Vol. X, No. X, pages XXX-XXX, 19XX.