CS306 Project Proposal
Sentiment Analysis of Customer Reviews

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1   Abstract

Sentiment Analysis is a field that has attracted a lot of attention in the recent years due to increasing focus on customer satisfaction. Companies rely on these reviews to gauge customer's response to a new product. Since the response can vary based on various factors like age group, gender etc., sentiment analysis can also be used to find the ideal target group for a given product.

2   Objective

Through this project, I intend to analyze the relation between the kind of review submitted and the various factors associated with it (e.g. age, gender, presence of certain keywords etc.). All the reviews in this dataset can be classified into *happy*, *angry* and *neutral*. At the end of the project, I aim to analyze the trends present in the reviews based on factors such as age, gender, and length of the review.

3   Dataset

I shall use the following dataset(s):

- Amazon Fine Food Reviews
  The dataset contains reviews spanning a period of more than 10 years, including all 500,000 reviews up to October 2012. Reviews include product and user information, ratings, and a plain text review.