**Introduction**

Sentiment analysis can be interpreted as the study of the human emotions or sentiment towards entities such as products, issues ,services and their attributes.It can help us in determining the positive or negative emotions of the particularly targeted party (i.e., customers) in order to help create an actionable knowledge .

As for its part in the e-commerce domain, sentiment analysis has an important role in enabling the business owners to work and improve on their strategy by gaining vital unsolicited feedback about their products from customers in today's customer dominated business culture. One of the most prominent examples of e-commerce giants using it is Amazon which is popular in the whole world due to its wide range of product selection and the amount of product evaluation resources it provides for even a new user/customer to be able to trim down their options to help choose the best suited product . The reviews come from all around the world from people of different background, experience with the product and knowledge they have about the product which results in every review varying from person-to-person. The overall data extracted from all the reviews on the other hand is used by the sellers to improve their services and make the required changes in their products or services . In general a person is bound to ask for opinions and views from other people before coming to a conclusion because every opinion has an influence on our beliefs , behaviour and perception of the product . In the recent few years with the advancement in technology the customers depending on their age have very different ways of writing their views and opinions .For the current most used review system of commenting and rating some of the users might use emoji's , some may cut it very short, some might have no idea how to use both of the features together and some might write a whole full fledged detailed passage of text describing their experience with the product . In this paper in order to bridge the gap between these kinds of reviews we will be comparing both the written review and star/digit rating data using our machine generated according to our own rating system. We will be using various embedding techniques such as TF-IDF , BoW and GloVe. The computed data will then be fed into the different kinds of Machine Learning Algorithms such as Naive Bayes Algorithm, K-Nearest Neighbour Algorithm and Logistic Regression .The algorithm amongst all these algorithm providing the most accurate results will be chosen which hopefully in the later years will be helping those who choose to work on sentiment analysis .