**Literature Survey**

The main focus of previous researches on Amazon fine food review has been on tuning the accuracy of the prediction of review helpfulness to manage the problems relating to the huge amount of uneven online customer reviews. Many researches has been done in the past for betterment of review helpfulness and text-based features with the use of NLP and statistical modelling approaches.

In the current world of cut-throat competition, it is very important to understand the needs of the customer. But, manual surveys and analysis sometimes do not provide the effective information required, which leads to extra expenditure on marketing, and losing the trust and loyalty of the customer. A study conducted by Touhidul Islam M. el at. (2021) focuses on extracting information from available data regarding customer’s opinion and understanding their needs and demands. Their study is conducted on a large, imbalanced and multi-classed dataset, which provides an accuracy of 77%.

Twitter is a very popular social platform for people to tweet their opinions and views, expressing their emotions on the topic concerned. A study of Chong W.Y. el at. (2014) is performed to detect the sentiment of those tweets. They have used Natural Language Processing techniques and have achieved an accuracy of 64.95% on pre-processed tweets.

Due to media technology, a lot of information on relevant data is available on the internet. But the classification procedures used provide poor efficiency and is unable to identify multiple languages. A study of Li H. and Li Z. (2022) aims to improve text classification method by using Machine Learning, and produced an accuracy above 95%.

In another study of text classification using Machine Learning conducted by Luo X. (2021), Support Vector Machines model is implemented on English documents. In their analysis, the classification rate exceeded 90% when more than 4000 features are used.

Deep learning provides huge benefits for text classification. To implement proper text categorization, correct treatment of textual data is very important. A study of Alqahtani A. el at. (2022) focuses on cleaning the data, delete redundant data and generate missing values. They implemented logistic regression and deep learning and achieved an accuracy of 92%.

When reading or looking for news online, it is very important to verify whether the news is real or fake. A study by Kim H. (2020) uses deep learning algorithms to check the genuineness of the news. The highest accuracy achieved by this study was 85%.

The dataset of Amazon Fine Food Review contains large and versatile data which provides wide range of information on ratings, range of products available on Amazon and their user information. A research conducted by Thakkar K. el at. (2020) aims to build a prediction model to identify the sentiment of the review. Emphasis is given on understanding the score as well as the positive or negative sentiment commented in the review, and achieved an accuracy of 92.1%.

E-commerce is the place where customers can buy products from anywhere in the world. Thus, the importance of online reviews on products becomes very high. But, in this busy world, people do not have time to go through many reviews. A study conducted by Yarkareddy S. (2022) takes the dataset of Amazon Fine Food Review and uses Machine Learning algorithm to analyse and identify whether the review is positive or negative.

The literature denotes that various researches have been done on sentiment analysis and text classification using various algorithms and approaches. As far as study on Amazon Fine Food Review is concerned, the focus has been on exploring reviews and making an effort to predict review helpfulness.

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