SentiLens

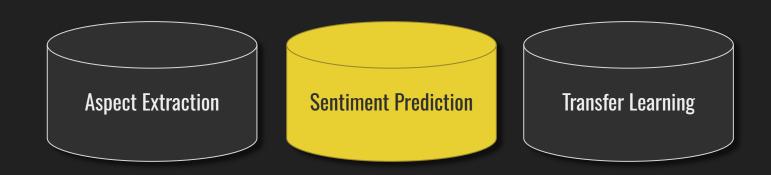


Uncover review's hidden sentiment

Understand thousands reviews at a glance Know what reviews are about More informative than simple star ratings



Aspect based sentiment analysis (ABSA) with attention mechanism transformer





Impact

Quickly find the preferred products Fewer unexpected surprises More satisfied consumers

Reduce wastage Reduction in returns More effective sales Fewer out-dated stocks

Understand competitor's advantage Identify strength & weaknesses in demand & supply

Better informed providers

Higher profitability

Higher conversion rate Larger basket size



Dataset

50% records

do not contain terms

Un-shared

terms - majority of terms are unique to each individual text

80% terms

consist of 1 or 2 words

predictable polarity

words from text are pretty aligned with term's polarity identified



Research and implement contextual text encoding

- Establish baseline for aspect extraction using BERT and sklearn
- Perform non-supervised aspect extraction

Next step