





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

Aspect Extraction

Sentiment Prediction

Transfer Learning



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