

SentiLens



Uncover review's hidden sentiment

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

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



Datasets - Preprocessing

TEXT:

<String>

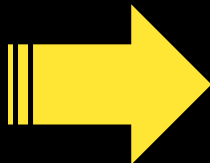
I charge it at night and skip taking
the cord with me because of the
good battery life.

ASPECTS:

<Array of dict>

[{'term': 'cord', 'polarity': 'neutral',
'from': '41', 'to': '45'},

{'term': 'battery life', 'polarity':
'positive', 'from': '74', 'to': '86'}]



WORD TOKENS:

<Array of str>

[I, charge, it, at, night, and, skip, taking,
the, cord, with, me, because, of, the, good,
battery, life, .]

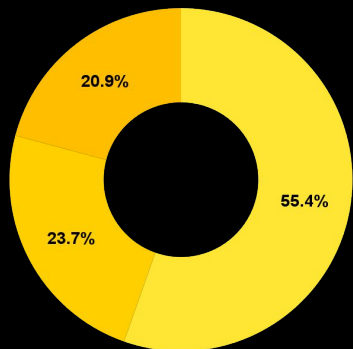
ASPECTS UNIFIED BIO TAGS:

<Array of str>

[O, O, O, O, O, O, O, O, O, B-POS, O, O, O, O,
O, O, B-POS, I-POS, O]



Datasets - EDA



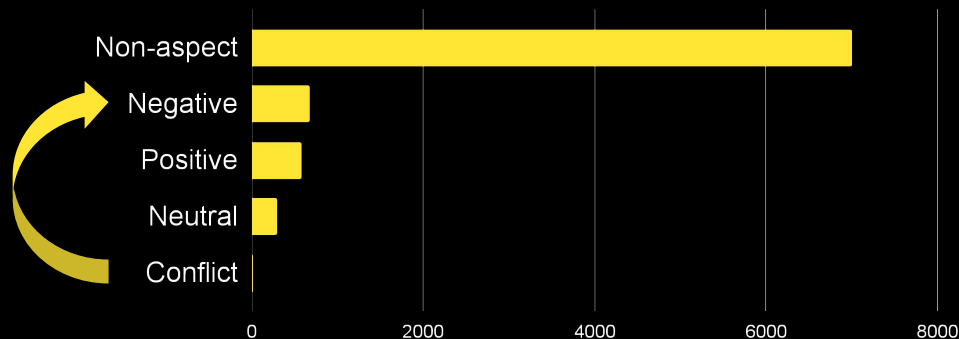
● Train ● Validation ● Test

3,836 records

1:20

aspect : non-aspect

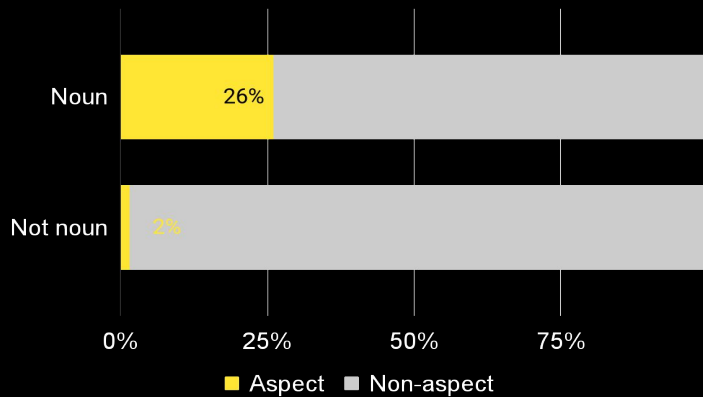
Word count distributions



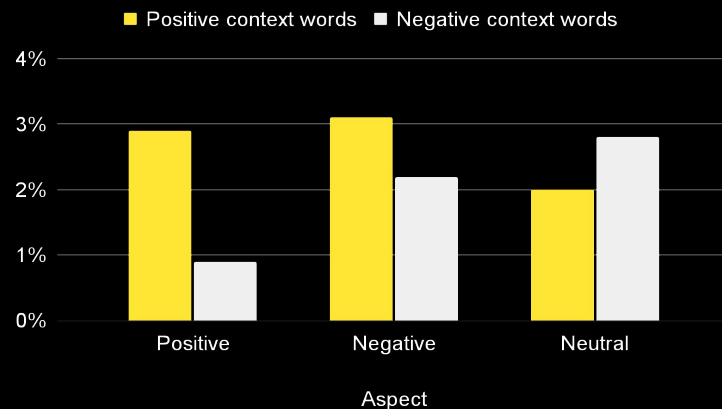


Datasets - EDA

Word's part of speech



Aspects & context words' sentiment



Model performance - CORNELL F1

Actuals

Mac version of Microsoft (Positive)

Predictions

Mac
version
of
Microsoft - POS



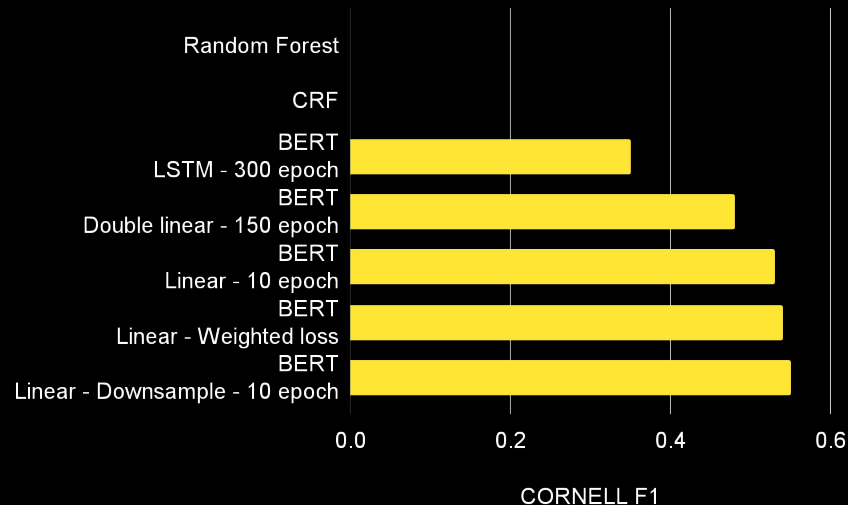
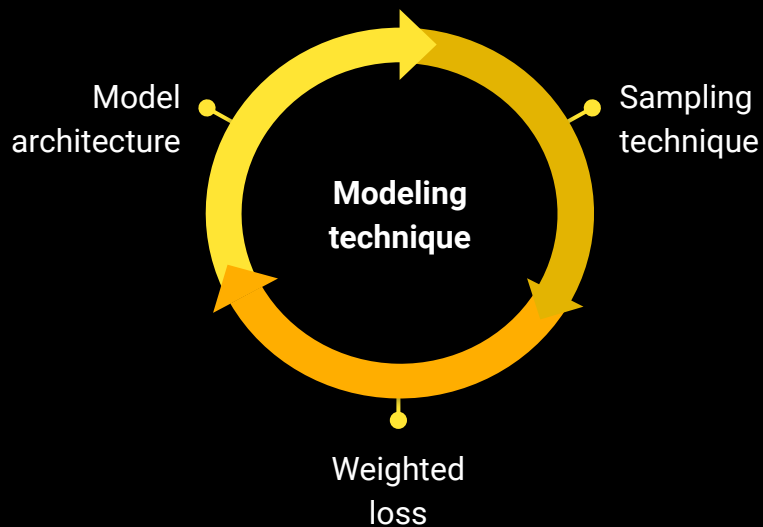
Mac - POS
version
of
Microsoft - NEG



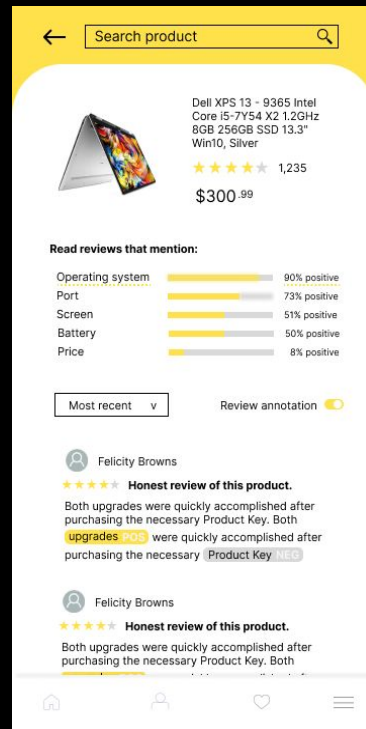
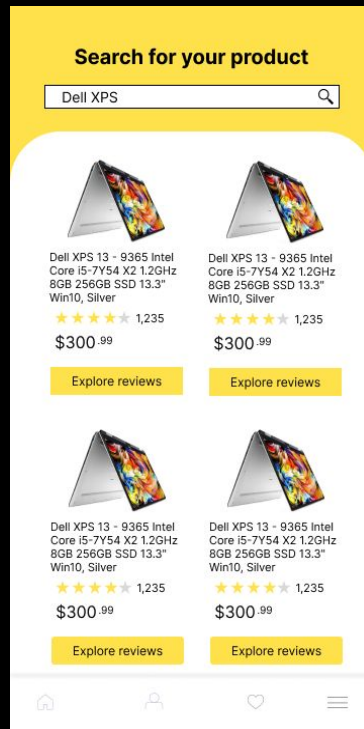
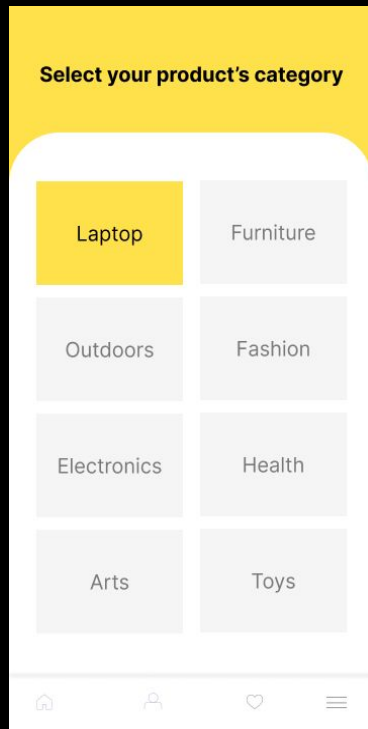
Mac
version
of
Microsoft - POS



Model comparison

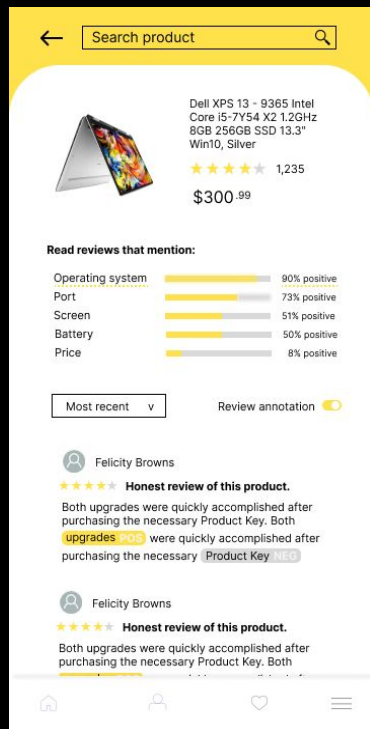


Demo - End-users



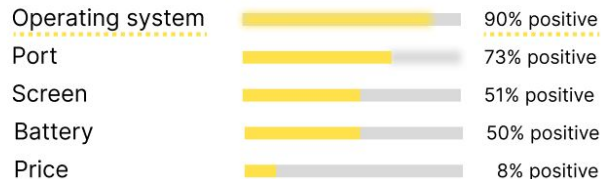


Demo - End-users



ASPECTS SUMMARY

Read reviews that mention:



ASPECTS HIGHLIGHT

Felicity Browns

★★★★★ Honest review of this product.

Both upgrades were quickly accomplished after purchasing the necessary Product Key. Both **upgrades POS** were quickly accomplished after purchasing the necessary **Product Key NEG**