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Project Proposal

**Using NLP approach as an efficient way to analysis costumer
reviews**

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As the online marketing and prevalence of social media have been popular in recent decades, reviewing site become one of the vital and is a place for consumers to express their feelings about people, businesses, products, and services [1]. Online sellers want their purchasers to share their opinion about the quality of products or services. It has a powerful economic effect on both users and companies. These reviews and opinions are represented in two formats: structured data (numeric rating) and unstructured data (textual comments) [2]. Everyday thousands of reviews are added and make a big data that should be read and understand by decision makers. Hence opinion mining is a technique to analyzes these reviews. Trustpilot is one of the famous review sites and used daily by millions of users. But then, it still lacks functionality and capable of providing better insights if there is a better system. Here we want to focus on creating a better review system with the help of N-gram, Named Entity Recognition, Sentiment Analysis, and clustering techniques, which is implemented by using Python and its libraries. In this paper, we used web scraping to extract the Rating, Title, and Reviews from the Lufthansa and Nike pages in Truspilot.com. We used tools like Phyton, which was very easy and convenient.

[1]- Ravir, K, " A survey on opinion mining and sentiment analysis: Tasks, approaches and applications", Institute for Development & Research in Banking Technology, June 2015

[2]-Hu, G, " Sentiment Analysis of Surveys using both Numeric Ratings and Text Comments", Central Michigan University, January 2009