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SENTIMENT ANALYSIS OF FEEDBACK

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Abstract— *As a result of immense innovations, the measure of information is expanding day by day. This information is utilized by web clients who likewise give their input. They describe the product in detail and calculate the sentiment of the product. It is essential to explore and analyze their reviews for a better decision making. For this, we use sentiment analysis process. Sentiment classification is a special task of text classification whose objective is to classify a text according to the sentimental polarities of opinions it contains e.g., favorable or unfavorable, positive or negative. A Senti-Universe Method, which relatively automatic "machine learning" method, which calculates the sentiment results on the time of feedback posting time itself. In other words, contrasted with the intricacy of the investigation, generally little information is needed from the expert. This Senti-Universe Method provides clear feedback analysis for customers and vendors. Sentiment analysis tends to these issues with new techniques for characterization. Its goal can be to perform a simple binary classification (positive or negative), or to perform a multi-class classification. Reviews contain people opinions on a variety of subjects thus opinion mining must be adapted to the extract subject specific reviews. Sentiment analysis can be performed on a global level topic or on a more specific topic.*
Key words: Sentiment analysis, Machine learning, Sentiment classification, Web data, Text mining

I. INTRODUCTION

Sentiment analysis is also called as "opinion mining" or "emotion Artificial Intelligence" and to the utilization of natural language processing (NLP), text mining, computational linguistics, and bio measurements to methodically perceive, remove, assess, and analyze passionate states and abstract data. Opinion investigation is for the most part worried about the voice in customer materials For instance, studies and audits on the Web and electronic interpersonal organizations. When in doubt, assessment examination endeavors to decide the manner of a speaker, writer, or different subjects as far as topic through extraordinary enthusiastic or energetic reactions to a document, correspondence, or event. The manner may be a judgment or evaluation, brimming with feeling (at the end of the day, the energetic state of the maker or speaker) or an assumption for excited reactions (all in all, the effect planned by the maker or purchaser). Immense quantities of customer reviews or suggestions on all themes are accessible on the Web nowadays and reviews may contain overviews on things, for example, on customers or deficiency discoveries of movies, etc. Studies are growing quickly, on the premise that people like to give their perspectives on the Web. Enormous amounts of overviews are open for singular things which make it hazardous for customers as they should examine every one to settle on a decision. Therefore, mining this data, recognizing customer evaluations and arranging them is a fundamental endeavor. Assessment mining is an assignment that exploits NLP and data extraction (IE) ways to deal with break down a broad number of chronicles to assemble the notions of remarks presented by various creators . This interaction joins different systems, including computational derivation and data recovery (IR) . The

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fundamental thought of conclusion examination is to recognize the extremity of text records or short sentences and characterize them on this reason. Assessment extremity is classified as "positive", "negative" or "unbiased" (nonpartisan). It is critical to feature the way that assessment mining can be performed on three levels as follows:

- Document-level sentiment classification: At this level, a document can be grouped completely as "positive", "negative",or "impartial"
- Sentence-level sentiment classification: At this level, each sentence is classified as “positive”, “negative” or unbiased.
- Aspect and feature level sentiment classification: At this level, sentences/reports can be arranged as "positive", "negative" or "non-sectarian" considering certain parts of sentences/files and usually known as known as “perspective-level assessment grouping”.

II. METHODOLODY

A. Technology to be used

The different technologies that we have used for the solution are listed below.

- **Java** (For processing the customers feedback and result as analysis results)
- **JSP** (For Server-Side Processing, getting input from customers, Storing It &View Sentiment Results)
- **HTML & CSS** (For Web Application Structure & Design)
- **Apache Web Server** (For Serving Web Application)
- **MySQL Server** (Database for customer information and feedback information)
- **SqlYog** (GUI for MySQL)

B. Description of solution

Senti-Universe application is generated as same as social network for posting only the text contents. For UserInterface Design, web application is used, which have the registration and login for the user who entering into the social network. When a user first uses the Senti-Universe system, s (he) is required to complete his/her social profile such as contact, professional background and so on. A registration server is responsible for user registration. Every client has an interest ID, which addresses his/her advantage. When the user wants to post a content in Senti-Universe system, they must login to the system. User post their own information or status in our designed social network. The system continuously monitors a user post and analyses the sentiment.

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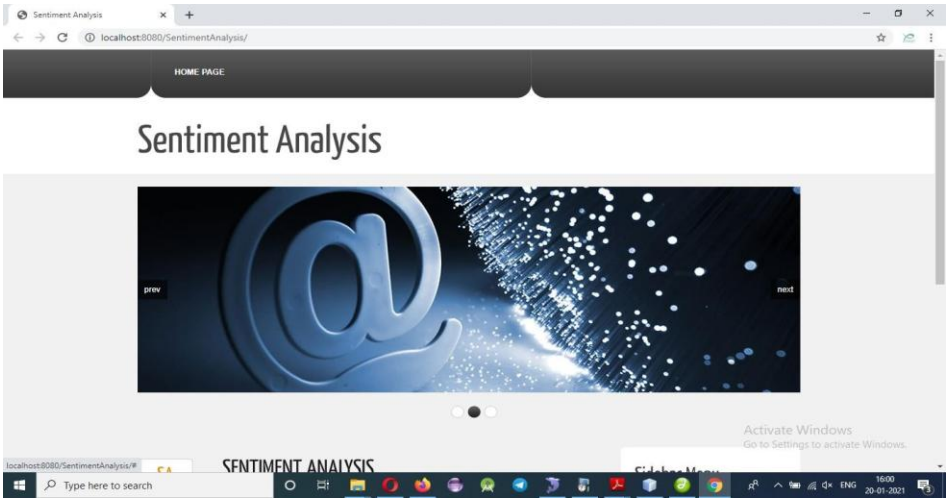
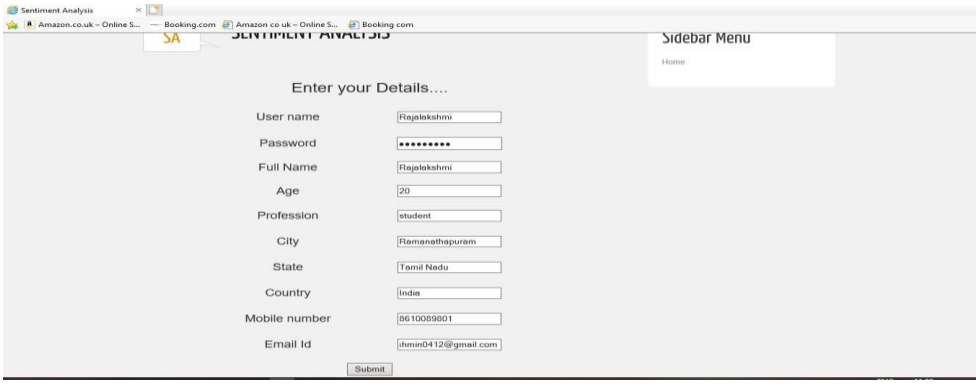
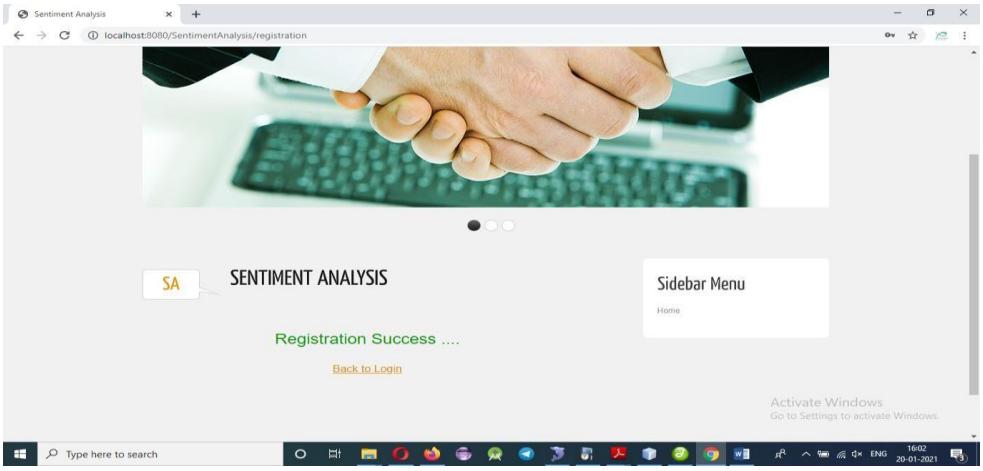
HOME PAGE



REGISTRATION PAGE



REGISTRATION SUCCESS PAGE



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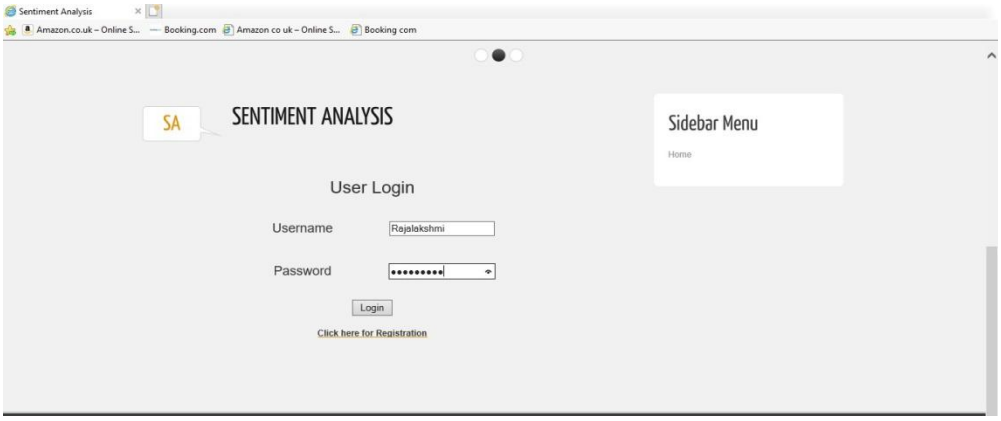
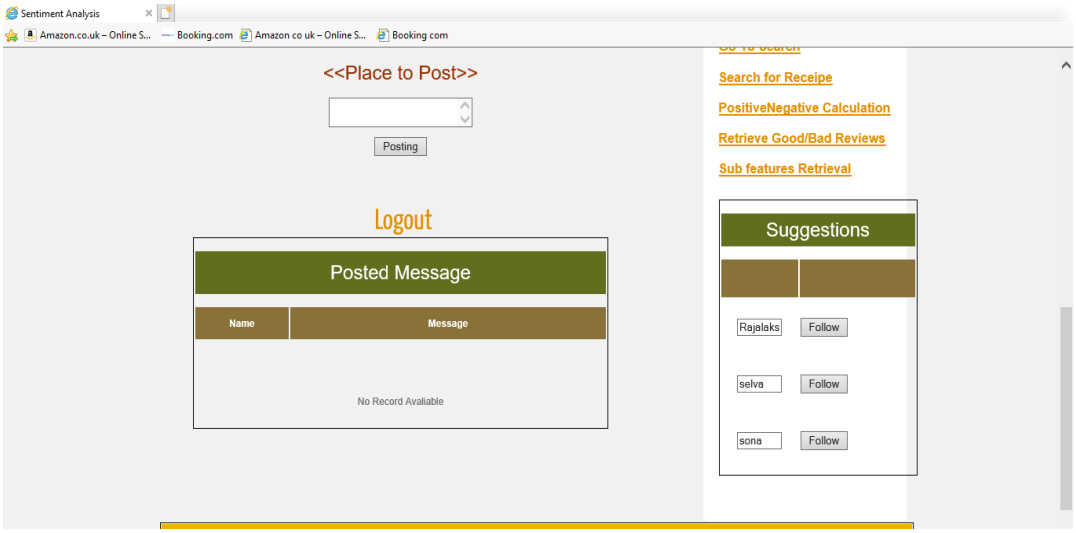
LOGIN PAGE



USER PAGE



Follow Friends

Friend suggestions is given at the right side menu, Now I am going to click follow the username "sona, selva", If you register more users details, it will show more friend suggestions. After I give follow, the below screenshot is displayed. If A user follow B user, then B user posts can be viewed by A user.

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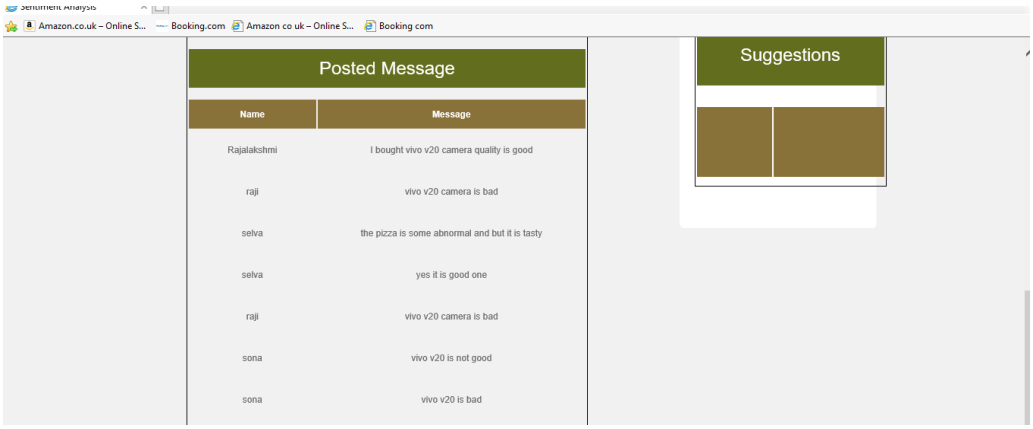
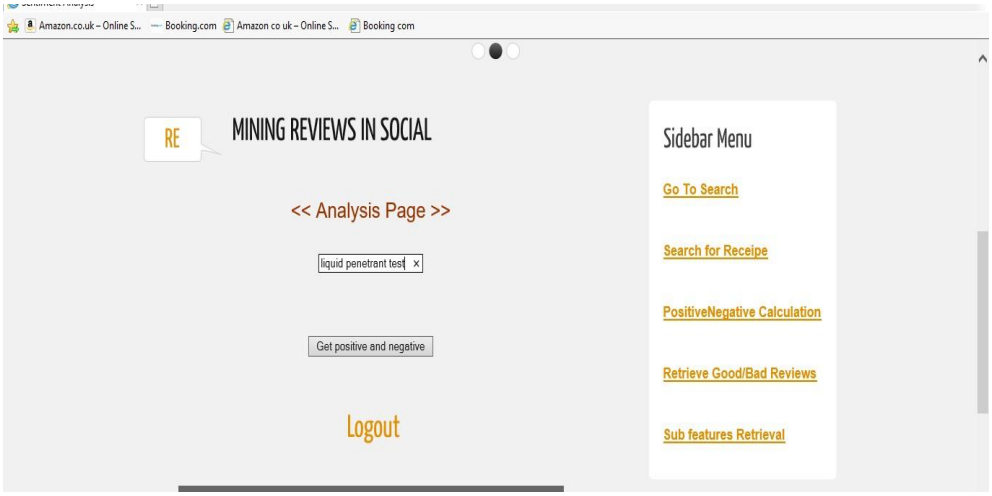


POSTING COMMENT PAGE

Here you can give the post like what we give in social network, that is normal message, birthday wishes, congratulation message, feedback about buyed products, about elections, etc.



TO SEARCH

Here the customer or vendor, anyone can give the product name or party name or any in this search box and getresults for their query.

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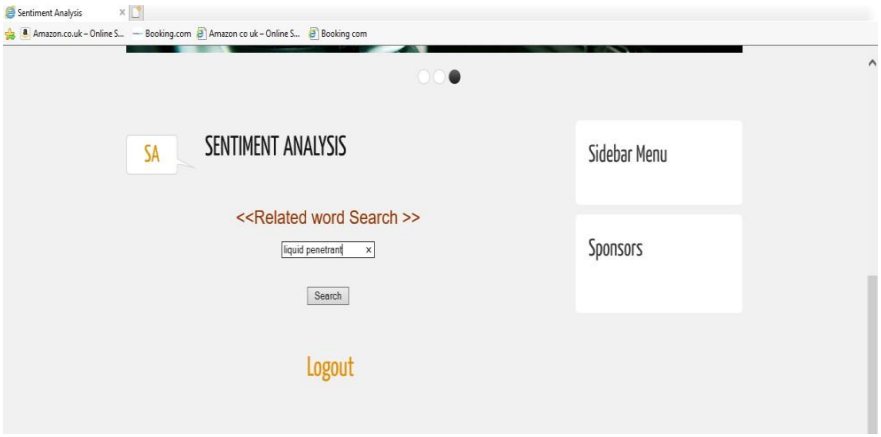
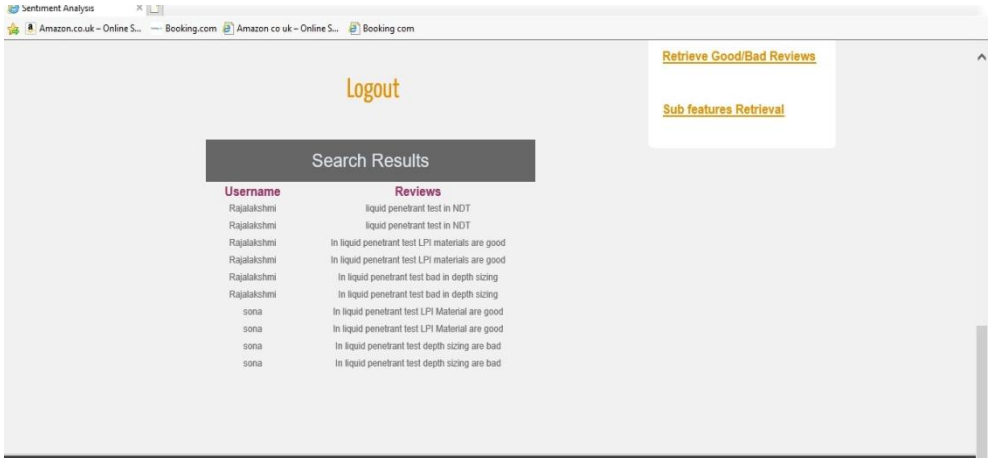


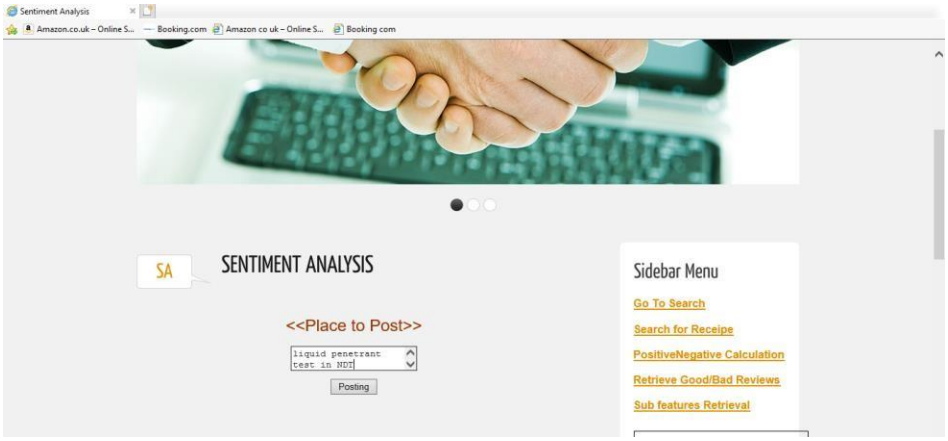
SEARCH RESULT

It displays the reviews what are available related the input query “liquid penetrant test in NDT”



POSTIVE AND NEGATIVE CALCULATION

Here the customer or vendor, anyone can give the product name or party name or any in this search box andget results for their query.



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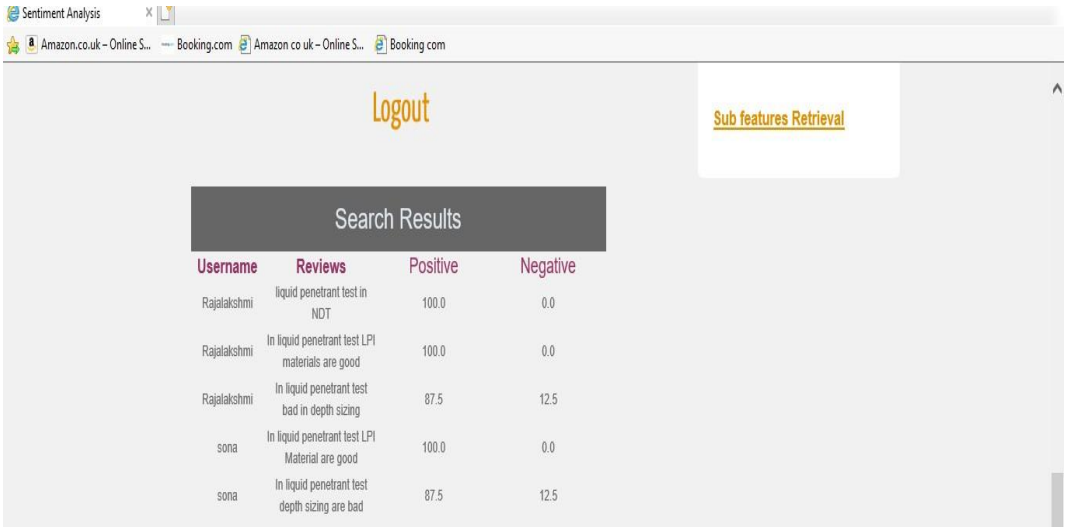
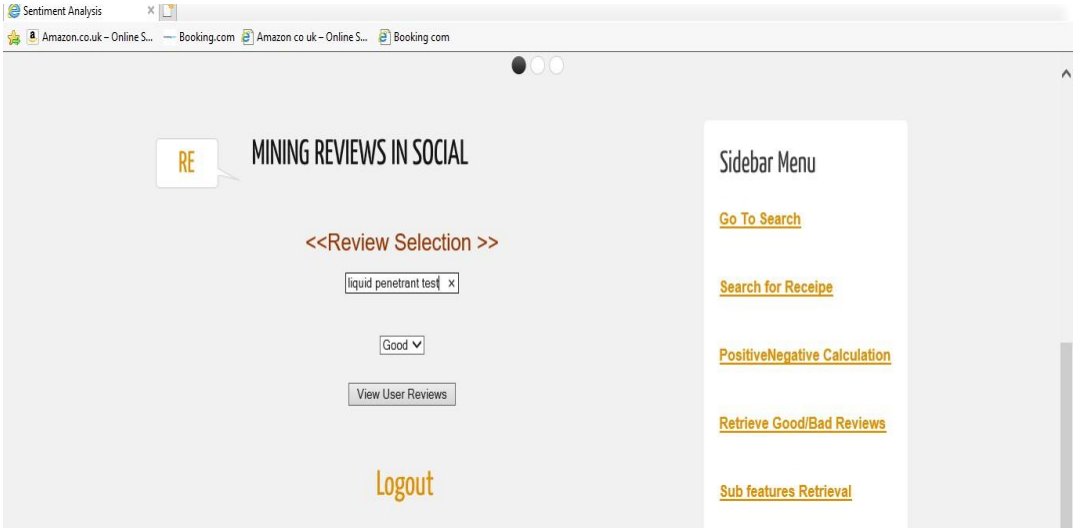
POSITIVE AND NEGATIVE RESULT

It displays the negative and positive percentage what are available related the input query liquid penetrant test in NDT"



GOOD AND BAD CALCULATION

Here the customer or vendor, anyone can give the product name or any in this search box and getresults for their query. And can choose good/bad, using this the system will retrieve good and bad reviews for given product



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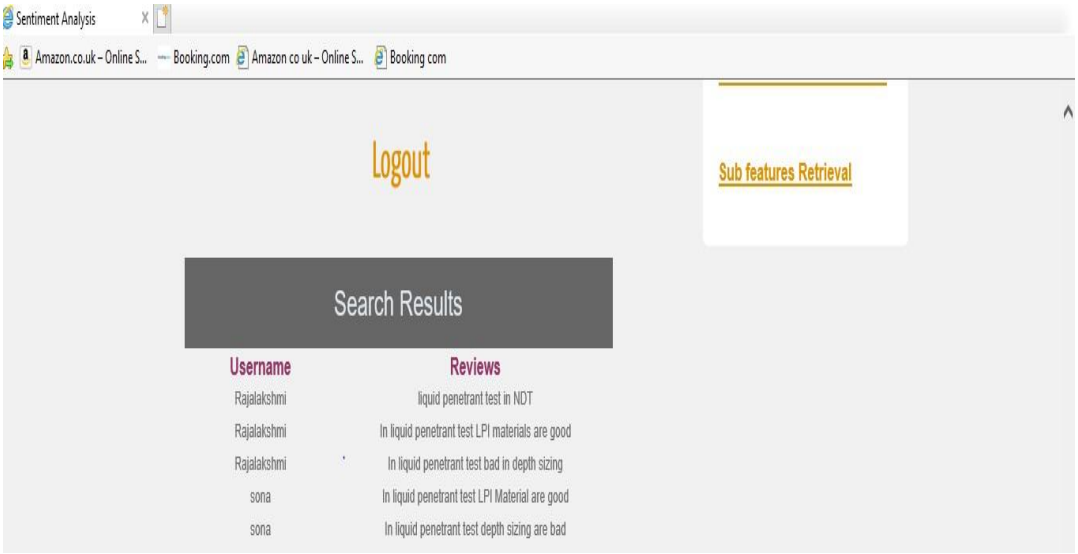
GOOD AND BAD RESULT

It displays the good and bad reviews what are available related the input query "liquid penetrant test in NDT".



III. SCOPE OF AUTOMATION

This application is well valuable for the clients and merchants, the sellers can remember the client necessities for their next model. Additionally they can address or remanufacture their item with the estimation investigation. With the type development of online media and internet business sites like flipkart.com, amazon.com and so on Individuals can readyto share their encounters about different items through audits, remarks or evaluations. Item notoriety depends on its combined assessment of the online clients. Assumption examination or computational investigation of assessment has pulled in a lot of consideration because of different possible uses of estimation examination in online business space, online conversation discussions and audit destinations. Retail organizations, for example, Amazon and Bol have various surveys of the items they sell, which give an abundance of data, and destinations like Yelp offer itemized customer surveys of nearby restaurant, hotels, and different organizations.

IV. CONCLUSION

In this paper it is seen that assumption examination/opinion mining assumes indispensable part to settle on choice about item/administrations. Opinion mining not just includes ideas of text mining yet in addition the ideas of data recovery. Significant difficulties in assessment mining incorporates include weighting which assumes a urgent part for great characterization. Likewise, it is seen that delicate processing procedures have not been broadly utilized in the writing. Without opinion, life resembles a vacant vessel.

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