Embedded Technosolutions

Venture of IIT Bombay & VJTI Alumni

Dual S1entimental Analysis for Product Review on E-Commerce Sites

ABSTRACT

Social media websites have emerged as one of the platforms to raise users' opinions and influence the way any business is commercialized. Opinion of people matters a lot to analyse how the propagation of information impacts the lives in a large-scale network like Twitter. Sentiment analysis of the tweets determine the polarity and inclination of vast population towards specific topic, item or entity. These days, the applications of such analysis can be easily observed during public elections, movie promotions, brand endorsements and many other fields. In this project, we exploited the fast and in memory computation framework 'Apache Spark' to extract live tweets and perform sentiment analysis. The primary aim is to provide a method for analysing sentiment score in noisy twitter streams. This paper reports on the design of a sentiment analysis, extracting vast number of tweets. Results classify user's perception via tweets into positive and negative. Secondly, we discuss various techniques to carryout sentimental data analysis on twitter data in details.