

## MINING AND POLARITY PREDICTION OF PRODUCT REVIEWS

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E-commerce applications are growing day by day so analyzing the reviews posted by the customers regarding products and making informed decision is very important. Sentiment analysis comes into picture. Sentiment analysis is a task in which you identify the polarity of given text using text processing and classification. The goal is to develop a classifier that performs sentiment analysis, by labeling the customers reviews to positive, negative or neutral . From which it is easy to classify text into classes of interest. In this paper, various classifiers to sentiment analysis such as multinomial naive bayes, decision tree, svm and K-nearest neighbour are used. Use of particular algorithms depends on the type of input given. Analyzing and understanding when to use which algorithm is an important aspect and can help in improving accuracy of results.

