



FINAL YEAR PROJECT REPORT

**TOP PRODUCT HUNTING FOR E-
COMMERCE WEBSITE THROUGH
CONSUMER COMMENT SENTIMENT
ANALYSIS**

**In fulfillment of the requirement
For degree of
BS (COMPUTER SCIENCES)**

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TOP PRODUCT HUNTING FOR E-COMMERCE WEBSITE THROUGH CONSUMER COMMENT SENTIMENT ANALYSIS

ABSTRACT

The internet and social media platforms have made huge amounts of information available to consumers all over the world. There are several internet sources available on categorical opinions of activities, commodities and services, beliefs, or the mood produced by online users. Various sectors, particularly e-commerce, heavily rely on sentiment analysis to boost productivity and make better business decisions in today's competitive business environment. Sentiment Analysis is an associate degree in the field of analytics that has shown to be one of the most useful tools for uncovering actionable insights from large text datasets across a variety of disciplines. The major goal or objective of our project is to compare different items and determine which one is the finest among them. We all know that finding the right or perfect product may be tough, thus our project would help the user in the best manner possible by giving a list of items ranked from best to worst based on comment sentiment analysis. The relevance of comment analysis in identifying the top best products is critical since the remark highlights the customer's perspective on that product. Second, this can assist the business owner in determining whether or not the items on their website are genuine. Additionally, this research may assist businesses in determining the return on investment of their marketing initiatives and improving customer service. Because sentiment analysis allows businesses to get a sneak glimpse into their customers' emotions, they can anticipate and control any crises ahead of time.

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