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# Review on Brand Related Sentiment Analysis in Commercial Field

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*Abstract: We present an approach to brand-related amazon book review as dataset sentiment analysis using feature. The approach add associated with the unique characteristics of the R language, and the recall of mild sentiment expressions that are of interest to brand management practitioners. We demonstrate the effectiveness of the approach on an Amazon brand-related review dataset. The feature engineering produced a final review feature representation consisting of only seven dimensions, with greater feature density. Two sets of experiments were conducted in three-class and five class review sentiment classification. We compare the proposed approach to the performances of two stateof- the-art review sentiment analysis systems from the academic and commercial domains. The results indicate that the approach outperforms these state-ofthe-art systems in both three-class and five-class tweet sentiment classification by wide margins.*

*Keywords: Feature engineering, n-gram analysis, Machine learning, SVM, amazon*

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## Introduction

Sentiment analysis, also called *opinion mining*, is the field of study that analyzes people's opinions, sentiments, evaluations, appraisals, attitudes, and emotions towards entities such as products, services, organizations, individuals, issues, events, topics, and their attributes. It represents a large problem space. There are also many names and slightly different tasks, e.g., *sentiment analysis, opinion mining, opinion extraction, sentiment mining, subjectivity analysis, affect analysis, emotion analysis, review mining*, etc. However, they are now all under the umbrella of sentiment analysis or opinion mining. While in industry, the term *sentiment analysis* is more commonly used, but in academia both *sentiment analysis* and *opinion mining*.

We have gather amazon book review dataset.i applying applying naive bias aglorithem review classify into positive negative and neutral .then feature will identified using feature engineering or other feature techniques.Action taken on preprocessing task of I have remove comma,"", <span>, hash tag, space, missing column.

Business lending is a significant part of the commercial banking. When receiving loan requests,the loan officers usually assess the credit risk of the firm in order to control the quality of the loans and also to maximize the expected profit of the bank. Therefore, a good credit risk evaluation method becomes crucial to these financial institutions while credit scoring is proved to be the primary method to develop tools for credit risk assessment.At the inception, the assessment of credit risk.

### Related Work

1. Paper on deterring stock prediction using is sentiment analysis and machine learning principles to find the correlation between "public sentiment" "market sentiment". Dataset is twitter data to predict public mood and use the predicted mood and pre-vius days' DJIA values to predict the stock market movements. In order to test our results, we propose a new cross validation method for financial data and obtain 75.56% accu-racy using Self Organizing Fuzzy Neural Networks (SOFNN) on the Twitter feeds and DJIA values . We also implement a naive protfo-lio management strategy based on our predicted values.

2. NILC USP: A Hybrid System for Sentiment Analysis in Twitter Messages Pedro P. Balage Filho and Thiago A. S. Pardo

Interinstitutional Center for Computational Linguistics (NILC) paper describes the NILC USP system that participated in SemEval-2013 Task 2:Sentiment Analysis in Twitter. System adopts a hybrid classification process that uses three classification approaches: rulebased, lexicon-based and machine learning approaches. They suggest a pipeline architecture that extracts the best characteristics from each classifier. System achieved an Fscore of 56.31% in the Twitter message-level subtask

2Determining the Sentiment of Opinions **Soo-Min Kim** Information Sciences Institute University of Southern California 4676 Admiralty Way Marina del Rey, CA 90292-6695

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A 90292-6695 [hovy@isi.edu](mailto:hovy@isi.edu) this paper finds problem Identifying sentiments (the affective parts of opinions) is a challenging problem.they present a system that, given a topic,automatically finds the people who hold opinions about that topic and the sentiment of each opinion. The system contains a module for determining word sentiment and another for combining sentiments within a sentence. they experiment with various models of classifying and combining sentiment at word and sentence levels, with promising results.

3. *The Role of Media in the Stock Market* Professor Paul Tetlock *News and Finance Conference March 2016*

4. DATA TREATMENT WHITE PAPER Preparing data for analysis using R Nina Zumel, Win-Vector LLC March 2016 Win-

## Methodology

We have gather amazon book review dataset.i applying applying naive bias aglorithem review classify into positive negative and neutral .then feature will identified using feature engineering or other feature techniques.Action:preprocessing task of I have remove comma,"",<span>m,hash tag,space,missing column .feature will be done.then postaging will apply.

**Conclusion:** This paper makes several contributions to Twitter sentiment analysis, demonstrated through application on a corpus of review related to the amazon brand. Earlier research on Twitter classification classified factual sounding tweets as a neutral review. Using this approach, they state that “more than 80%” of his review contain no sentiment. Our approach to sentiment analysis has increased sensitivity, accounting for review with mild sentiment (positive and negative), resulting in a more accurate identification of the neutral category.

## References:

- [1] Determing stock prediction using is sentiment analysis by Mittal
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