

A Machine Learning Approach for Opinion Mining Online Customer Reviews

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Abstract: *This study was conducted to apply supervised machine learning methods in opinion mining online customer reviews. First the machine collects reviews as a input then train machine learning models to find out which model is most compatible with the training dataset and then apply this model to forecast opinions for the collected dataset. The results showed that Logistic Regression (LR), Support Vector Machines (SVM), Neural Network, NaviaBayes, Random forest and decision tree methods have the best performance in opinion mining. This study is valuable for applications of opinion mining in the field of business and organizations. it helps customers to find best products.*

Keywords: Navie Bayes, Support Vector Machine, Logical Regression, Neural Network, Decision Tree, Random Forest

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