

Sentiment Analysis and Opinion Mining on E-commerce Sites

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Abstract: *The exponential growth of e-commerce has made online customer reviews a vital source of information for both consumers and businesses. Sentiment analysis and opinion mining have emerged as essential tools to analyze and interpret customer sentiments expressed in these reviews. This study explores various techniques, including machine learning, deep learning, and natural language processing (NLP), to classify sentiments and extract opinions from user-generated content on e-commerce platforms. It also addresses key challenges such as sarcasm detection, fake review identification, and multilingual sentiment analysis. By leveraging sentiment analysis, businesses can gain actionable insights into consumer preferences, enhance product development, and improve customer satisfaction. The findings underscore the importance of sentiment analysis in shaping business strategies and enabling data-driven decision-making in the e-commerce landscape.*

Keywords: E-commerce, Sentiment Analysis, Opinion Mining, Machine Learning, NLP