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A Sentiment Polarity Categorization Technique for Online Product Review

Hina Vitthal Bandewar[1], Pranjali Vijay Dhakne[2], Sakshi Sadanand Hiradeve[3], Pushpa Tejlal Tandekar[4], Ashish Baban Deharkar [5]
Students, Shri Sai College of Engineering and Technology, Bhadrawati, India[1-3]
Assistant Professor, Shri Sai College Of Engineering and Technology, Bhadrawati, India[4]
Assistant Professor, Somayya Institute of Technology, Chandrapur, India [5]

Abstract: *Product reviews online have become an important source of information for consumers looking for in-depth details and informed decisions. Automatically extracting the opinion or sentiment from online reviews depends significantly on sentiment analysis, a Natural Language Processing (NLP) branch. Sentiment classification in online product reviews has been the focus of this research article, where new methods for mining consumer opinions are employed. The project seeks to create a strong sentiment analysis framework capable of correctly classifying emotions expressed in such reviews. The system being proposed uses sophisticated deep learning and machine learning techniques to improve data classification and develop an in-depth sentiment information extraction. The work deals with the particular challenges of sentiment analysis in the case of web-based product reviews, such as polarity shift, sarcasm, and domain-specific expression of sentiment, that tend to create important challenges to accurate sentiment classification. The method integrates feature engineering and deep learning methods, drawing lexical, syntactic, and semantic features like part-of-speech tags, n-grams, sentiment lexicons, and word embeddings from the review text. Convolutional neural networks (CNNs) and recurrent neural networks (RNNs) are utilized as advanced neural network structures to take advantage of such features, producing robust representations and extracting context information. The proposed architecture is thoroughly tested on a huge corpus of online product reviews and shows better performance in sentiment classification than state-of-the-art methods. The assessment involves multiple sentiment classes, quantifying metrics such as accuracy, recall, and F1-score, and evaluating the adaptability of the framework to other product domains. The work demonstrates the capability of advanced machine learning and deep learning algorithms in sentiment categorization, further enhancing the discipline of sentiment analysis for online product reviews. Businesses can gain valuable insights into customer sentiment and make well-informed decisions regarding product enhancements and marketing strategies by leveraging the proposed framework..*

Keywords: Sentiment analysis, N-grams, Neural network architectures, Convolutional neural networks (CNNs), Recurrent neural networks (RNNs), F1-score

I. INTRODUCTION

This research paper focuses on sentiment analysis in online product reviews and aims to develop a robust framework that can effectively categorize the sentiment expressed in these reviews. The objective is to address the specific challenges encountered in sentiment analysis within this context by leveraging advanced techniques such as feature engineering and deep learning. To achieve accurate sentiment classification, the proposed framework adopts a two-fold approach. The first step involves feature engineering, where various lexical, syntactic, and semantic features are extracted from the review texts. These features include n-grams, sentiment lexicons, part-of-speech tags, and word embeddings. N-grams allow for the identification of word combinations and phrases that contribute to the overall sentiment expressed in the reviews. Sentiment lexicons provide insights into the sentiment polarity associated with individual words, enabling a more nuanced understanding of sentiment.

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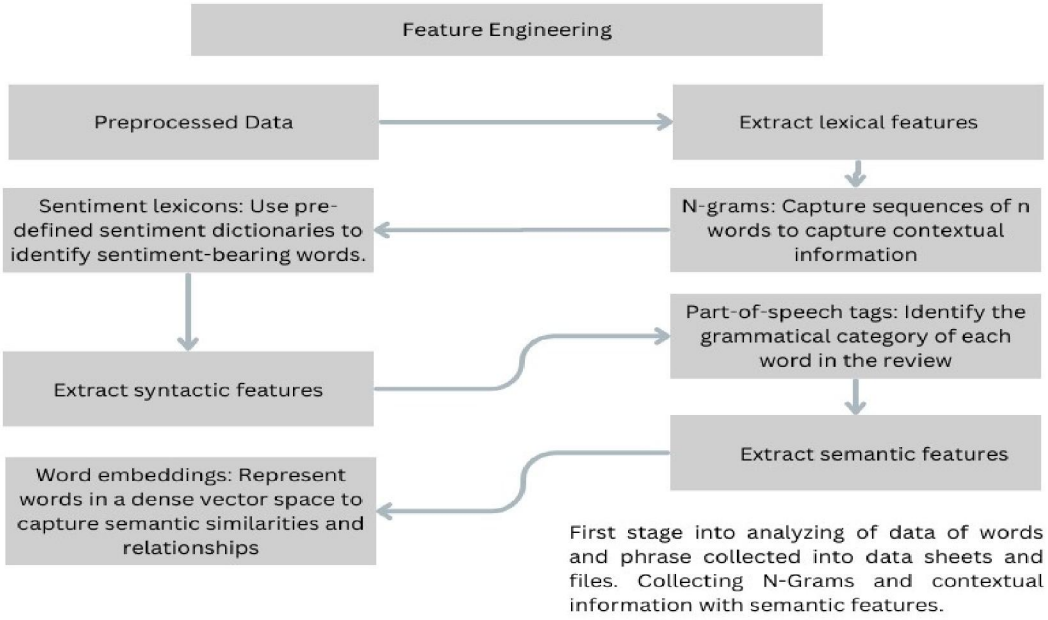
II. METHODOLOGY

The sentiment analysis system presented in this research paper is designed to leverage advanced methods for extracting customer opinions from online product reviews. By combining feature engineering and deep learning techniques, the system achieves remarkable results in accurately categorizing sentiment expressed in these reviews. This comprehensive framework offers businesses valuable insights into customer sentiments and enables them to make informed decisions to enhance their products, marketing strategies, and overall customer satisfaction The system's effectiveness lies in its utilization of feature engineering, which involves extracting various lexical, syntactic, and semantic features from the review texts. These features are carefully designed to capture both local and contextual information, enabling a comprehensive understanding of the sentiment expressions within the reviews.



N-grams, for instance, help identify word combinations and phrases that contribute to the overall sentiment. Sentiment lexicons provide insights into the polarity associated with individual words, allowing for a more nuanced understanding of sentiment. Part-of-speech tags offer information about the grammatical structure of sentences, which is crucial in capturing sentiment nuances. Word embeddings further contribute by providing a semantic understanding of the review texts.

Sentiment Analysis in Online Product Reviews
Mining Customer Opinions for Sentiment Classification

The sentiment analysis system presented utilizes advanced methods to extract customer opinions from online product reviews. By employing feature engineering and deep learning techniques, it achieves outstanding results in categorizing sentiment. This system's capacity to capture nuanced sentiment details and its practical applications make it an invaluable resource for businesses aiming to comprehend and utilize customer sentiments in the online marketplace.

Fig I. Sentiment Analysis in Online Product Reviews

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IV. CONCLUSION

The proposed sentiment analysis system represents a significant advancement in accurately classifying sentiment in online product reviews. With the exponential growth of user-generated content on various online platforms, extracting sentiment and opinion from these reviews has become increasingly challenging. However, this system offers a professional and efficient solution to address this challenge. One of the key strengths of the system lies in its utilization of advanced techniques in feature engineering and deep learning. Feature engineering plays a crucial role in capturing the nuances of sentiment expressions present in the reviews. The system extracts various lexical, syntactic, and semantic features, including n-grams, sentiment lexicons, part-of-speech tags, and word embeddings. These features are carefully designed to capture both local and contextual information, enabling a comprehensive understanding of sentiment.