

A Framework on Online Reviews Ranking Based on Set Theory for Mining Using Automated Pipeline

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Abstract: *With the rapid rise of e-commerce, a big number of things are being sold online, and a growing number of people are making purchases online. Users can get valuable information from online reviews before purchasing a product or making a purchase. We investigate the peculiarities of their behaviour based on their early reviews. In this study, customer feedback linked with various products is collected from several online shopping websites in order to forecast product ratings based on user feedback utilising opinion mining. We classified the product's lifespan into three segments at first (Early, majority and laggards). A person who posts a review at an early stage is considered to be an early responder to the product. The product reviews are analysed using machine learning techniques. They give comments, and products are subsequently recommended for purchase and sale based on that factor. Users can provide product reviews on popular e-commerce platforms like Flipkart, Myntra, Amazon, and many others. To purchase a product, the consumer will investigate to gain a deeper grasp of the product and how it works. The interpretation will be a very straightforward product with inferior, superior, and neutral product checks. This experiment is carried out using machine learning techniques. Sentiment Analysis is a type of market research in which customers are aware of their reaction to a product. Individual decision-makers, businesses, and governments can all benefit from the awareness of feeling.*

Keywords: Machine Learning, Classification, Linear Regression, Naïve Bayes, Random Forest, etc.

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