

# Sentiment Analysis of E-Commerce Website Based on Review Mining

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**Abstract:** *Sentiment analysis has become an increasingly popular technique for analyzing customer feedback and product reviews on e-commerce websites. In this study, we explore the application of sentiment analysis to an e-commerce website in order to identify customer sentiment and opinion towards various products and aspects of the shopping experience. Using a machine learning approach and natural language processing techniques, we analyze a dataset of customer reviews to classify them as positive, negative, or neutral. We also examine the most commonly occurring words and phrases within each sentiment category to gain further insights into customer sentiment. Our results show that sentiment analysis can provide valuable insights into customer sentiment and opinion towards various products and aspects of the shopping experience. We demonstrate the potential for e-commerce websites to use sentiment analysis to make data-driven decisions about product development, marketing strategies, and customer service initiatives, ultimately leading to increased customer satisfaction and success in the highly competitive online marketplace.*

**Keywords:** Sentiment analysis, Mining, Natural Language Processing

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