

Extracting Opinion Relations from Online Reviews Using Machine Learning

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Abstract: *Online shopping is an everyday practise nowadays for purchasing requirements. These online retailers provide multiple benefits, including doorstep delivery. We don't need to worry about where to discover the goods because they also offer reviews and ratings of the product, which are quite helpful for getting product information. Usually, systems of rating co-extract opinion targets (OT) and words (OW) from an extensive amount of product reviews. The system's accuracy is difficult; thus, a partial supervised word alignment model has been implemented to enhance the accuracy and identify connections among opinions. But because consumers have different opinions and reviewers write their reviews based on their areas of interest, we cannot tell whether a product is good or bad by reading just one or two customer reviews. As a result, we recommended utilising Nave Bayes and Neural Network (NN) for classification and sentiment analysis in online product evaluations. Opinion analysis is often employed for extracting views from large amounts of text. We contrast naive bayes and NN machine learning approaches for evaluating assessments that are neutral, good, and negative.*

Keywords: Opinion mining, Opinion target extraction, Opinion word extraction, Naïve bayes, Neural network.

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