A FRAMEWORK FOR FLIPKART SENTIMENT ANALYSIS

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In the contemporary era, the internet has emerged as an invaluable resource for learning, obtaining insights, and accessing reviews of various products. Sentiment analysis, also referred to as opinion mining, is a data mining technique that utilizes natural language processing (NLP) to assess user opinions. This analytical technique uses data mining techniques to gather and extract information for the assessment of subjective opinions found in documents or document collections, including social media posts, reviews, and e-commerce sites. Sentiment analysis uses a range of techniques to address natural language processing problems. One of the main objectives is to discern between favorable and unfavorable user evaluations for things that are sold online. The information used in this study comes from product reviews that were found online at Flipkart.com and Amazon.com.

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