184. EXTRACTION AND RANKING OF PRODUCT ASPECTS BASED ON PRODUCT REVIEWS

K.M.Selvi1 PG Student, V.Karthik2 Assistant Professor, Peri Institiue of Technology, Chennai, Tamilnadu.

People spent their most of the times on surfing the Web; it becomes a new source of entertainment, education, communication, shopping etc. Users not only use these websites butalso give their feedback and suggestions that will be useful for other users. Numerous consumer reviews of products are now available on the Internet. Consumer reviews contain rich and valuable knowledge for both firms and users. However, the reviews are often disorganized, leading to difficulties in information navigation and knowledge acquisition. There is a rapid growth in a world wide web from the last few years. Diversity of data is available on the web that constitutes the user data. User generated contents include customer reviews , blogs, and discussion forums which expresses customer satisfaction/dissatisfaction on the product and its features explicitly. Large numbers of products are sold and buying on the Web, websites allow their customers to express their opinion on the product that they buy. As the Internet is used by everyone the numbers of reviews that a product receives grow rapidly. This makes it very hard for a potential customer to read them and make a decision on whether to buy the product. Thus, mining this data, identifying the user opinions and classify them is an important task. Sentiment Analysis is a natural language processing task that deals with finding orientation of opinion in a piece of text with respect to a topic using Clustering algorithm.The product aspect ranking framework is used to automatically identifies the important aspects of products from online consumer reviews, aiming at improving the usability of the numerous reviews.

Keywords- Consumer Reviews, Sentimental Analysis, Clustering Algorithm, Aspect Identification, Aspect Ranking.