

OPINION MINING OF REVIEWS DISTRIBUTED OVER E-COMMERCE SITES

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ABSTRACT

An enormous growth in web technology allow customers to post reviews about products they bought. These reviews helps customers as well as manufacturer. But there are thousaands of reviews of customers related to one product. Moreover these reviews are in a unstructured or semistructured form. So it is difficult for the customers as well as manufacturer to have an idea about the product from these large reviews. In this paper system analyse the existing opinion mining technique and then see the implementation of enhanced feature based opinion mining technique which analyse the customer reviews distributed over different e-commerce sites. For summerising and analysing reviews two statistical techniques are used namely bayesian probability and frequency distribution. Frequency distribution represent the result in graphical form, sofrequency based results can be easily understood by all customers. And bayesian probability verify the results of frequency.

KEYWORDS: Opinion Mining, Review Analysis, Frequency Distribution