

# Feature-Level Rating System Using Customer Reviews and Review Vote

S. Vimalathithan, Associate Professor, Indra Ganesan College of Engineering

R.Naveen , Ug Student, Indra Ganesan College of Engineering

R.Panner selvam, Ug Student, Indra Ganesan College of Engineering

## Abstract

Our Ratings and Reviews lets your customers share their feedback on your site. Increasing conversion rates with engaging ratings and reviews, drive more traffic, while maintaining total control and ownership. Customer feedback improves the consumer decision making process to drive sales and decrease product returns. Add customer ratings and reviews to your website quickly and easily, without expensive software or custom programming. Their voting behavior can be influenced by reviews and existing review votes. Online reviews are a category of product information created by the users based on personal handling experience. Online shopping websites endow with platforms for consumers to review products and carve up opinions. Sentiment analysis or opinion mining is nothing but classification of emotions in the reviews text into positive, negative and neutral. Opinion mining is a method of information extraction from text processing to improve or develop the business work by review analysis. To explore the influence mechanism of the reviewer, the review, and the existing votes on review helpfulness. For classification, we use stateof-the-art classifiers, such as SVM, random forest, Naive Bayes –based on to classify the data..But a novel customer reviews collected on an online shopping site about various mobile products and the review votes. Explicitly, they carry out a feature-focused sentiment analysis for this purpose. Experiments for both sentence-level categorization and review-level categorization are performed with promising outcomes. At last, they also give insight into our work on sentiment analysis.