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ONLINE PRODUCT REVIEW ANALYSIS USING POWER BI

Prof. Amisha Naik[1], Namita Kadam[2]

[1]Faculty, Computer Engineering
VPS College of Engineering and Technology, Lonavala

[2]Student, Computer Engineering
VPS College of Engineering and Technology, Lonavala

Abstract

In the era of digital commerce, customer reviews have become a significant factor influencing purchasing decisions. These reviews serve as a rich source of information that reflects user experience, satisfaction levels, and product performance. The objective of this study is to analyze online product reviews using basic sentiment analysis techniques and present the findings through interactive visualizations. The process involves data collection, preprocessing, sentiment classification, and dashboard creation using Power BI. The results help in understanding customer opinions and identifying trends that can assist businesses in improving their products and services.

Keywords

Sentiment Analysis, Data Visualization, Power BI, Customer Feedback, Text Mining, E-commerce Analytics

1. Introduction

The rapid expansion of e-commerce platforms has transformed the way consumers interact with products and services. Before making a purchase, customers often rely on online reviews to evaluate the quality and reliability of a product. These reviews provide detailed insights into user experiences, making them a valuable resource for both consumers and businesses.However, the large volume of unstructured textual data makes it difficult to manually analyze and extract meaningful information. This is where sentiment analysis plays a crucial role. By applying computational techniques, it becomes possible to classify customer opinions and identify patterns in feedback.This project focuses on analyzing online product reviews and converting raw textual data into meaningful insights using visualization tools. The study highlights how businesses can leverage customer feedback to improve decision-making and enhance user satisfaction.

2. Problem Statement

With the increasing number of online reviews, it becomes challenging for organizations to manually interpret customer feedback. There is a need for an automated approach that can:Process large volumes of textual data Classify customer opinions effectivelyPresent insights in a clear and understandable format This project addresses the challenge by implementing a structured approach to analyze and visualize customer sentiments.

3. Objectives

The primary objectives of this project are:

To collect and analyze online product review data

To preprocess and clean textual data for analysis

To classify reviews based on sentiment (positive, negative, neutral)

To create interactive dashboards for better visualization

To derive meaningful insights from customer feedback

4. Literature Overview

Previous studies have shown that sentiment analysis is widely used in domains such as marketing, product development, and customer relationship management. Researchers have applied various techniques ranging from rule-based methods to machine learning algorithms to analyze textual data.Basic sentiment analysis methods rely on predefined dictionaries of positive and negative words, while advanced approaches use machine learning and natural language processing techniques. Visualization tools such as Power BI and Tableau are often used to present findings in an interactive manner.This project adopts a simple yet effective approach suitable for academic purposes, focusing on clarity and usability rather than complex modeling.

5. Methodology

5.1 Data Collection

The dataset used in this project is obtained from online sources such as e-commerce platforms or publicly available datasets like Kaggle. The dataset typically includes:

Review text

Product ratings

Date of review

User information (if available)

5.2 Data Cleaning and Preprocessing

Raw data often contains inconsistencies and noise that must be addressed before analysis. The preprocessing steps include:

Removing duplicate records to ensure data accuracy

Handling missing or null values

Eliminating special characters and unnecessary symbols

Converting text into lowercase for uniformity

Removing stopwords (e.g., “the”, “is”, “and”)

Tokenization for easier analysis

These steps improve the quality of data and make it suitable for sentiment classification.

5.3 Sentiment Analysis Technique

In this project, sentiment classification is performed using a basic approach:

Identification of keywords associated with positive and negative sentiments

Use of sentiment libraries or scoring mechanisms

Assignment of sentiment labels based on polarity

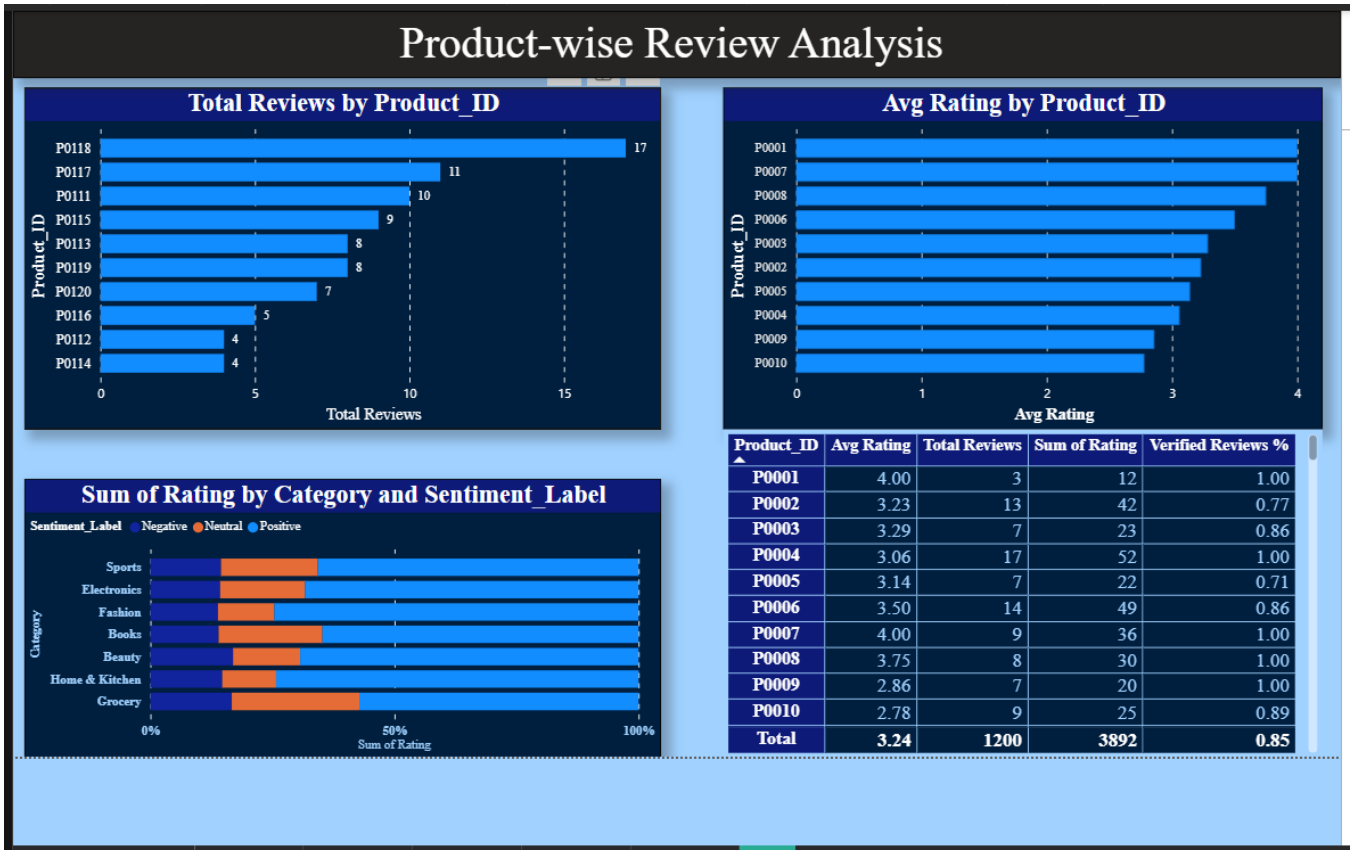
Each review is categorized into:

Positive: Indicates satisfaction or appreciation
Negative: Reflects dissatisfaction or issues
Neutral: Represents balanced or unclear opinions

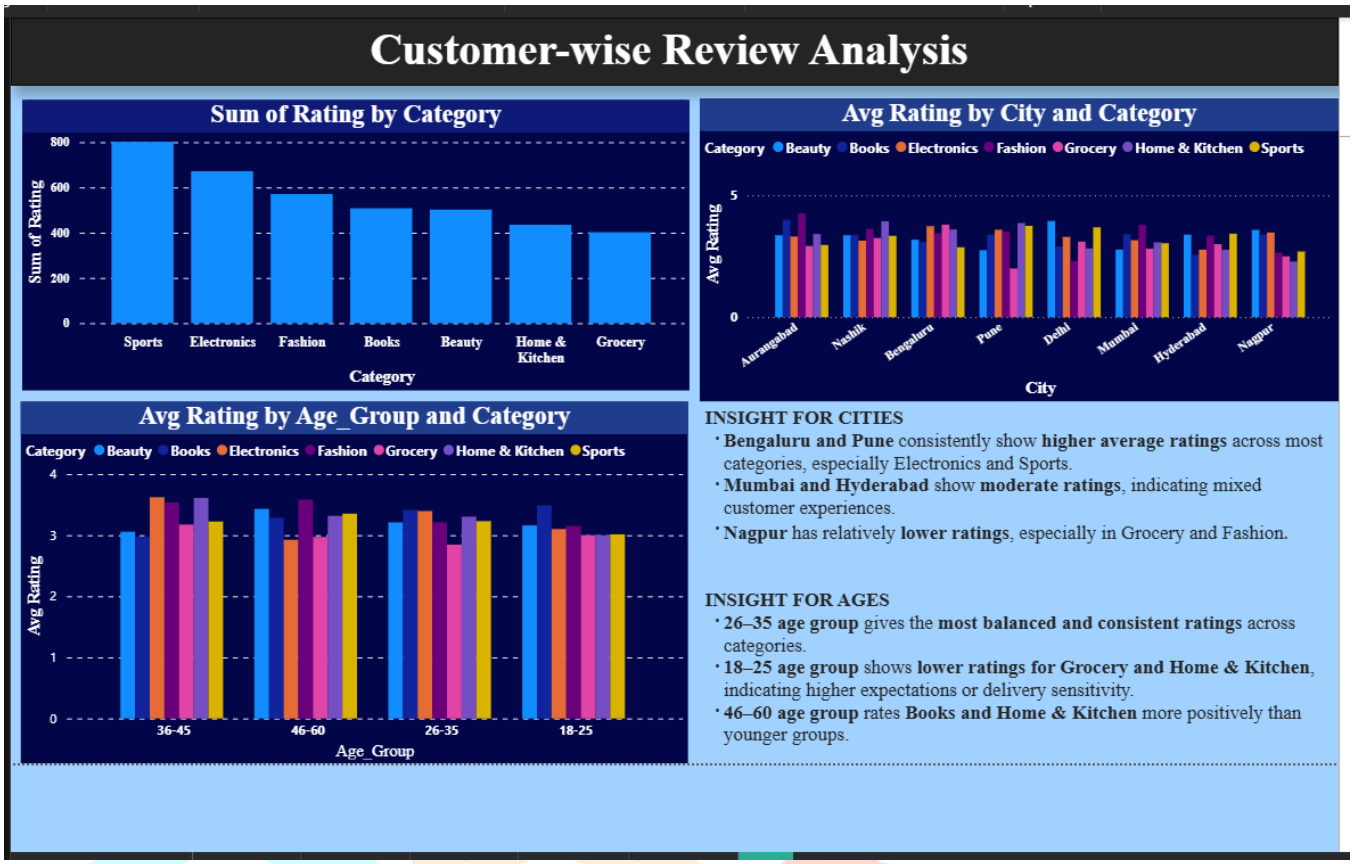
5.4 Data Visualization Using Power BI
Power BI is used to transform analyzed data into interactive dashboards. The visualizations include:

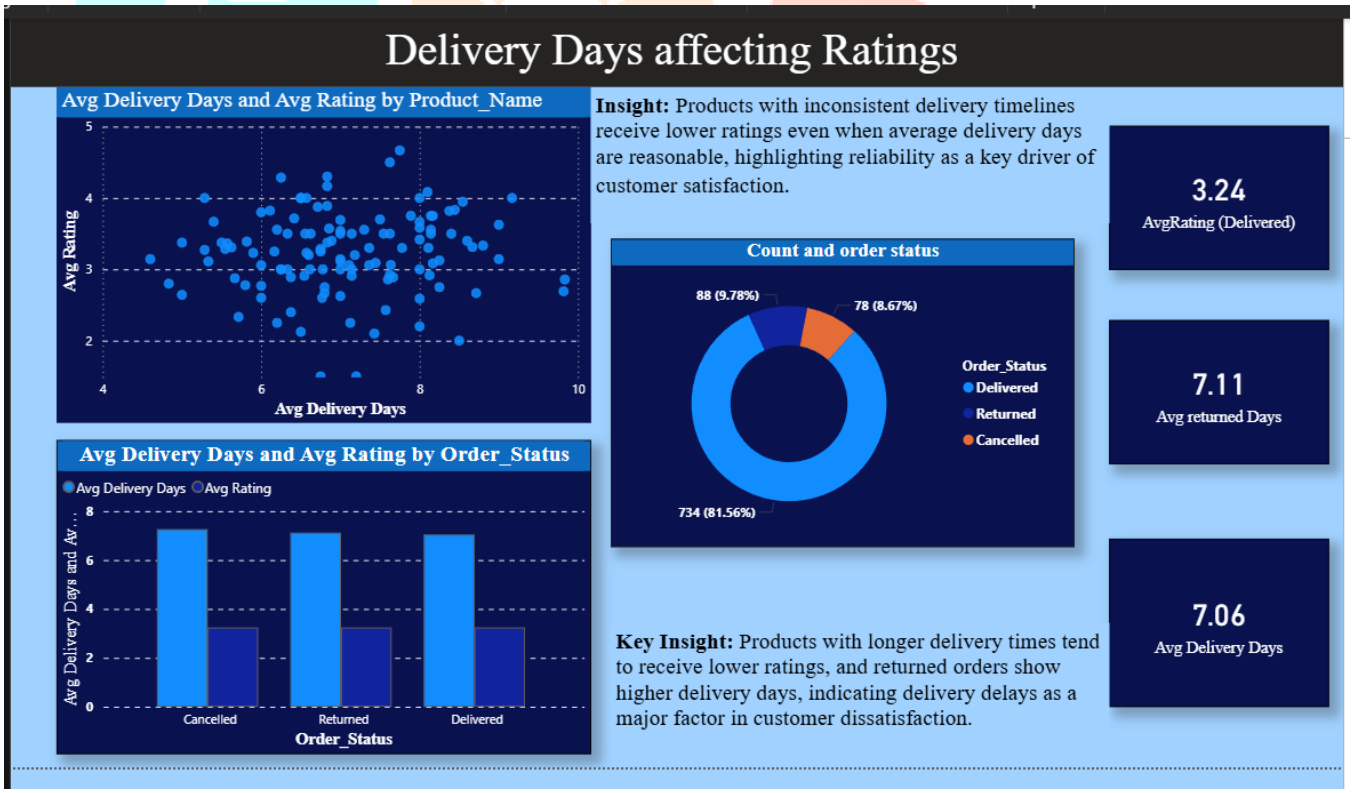
Pie charts showing sentiment distribution
Bar graphs representing rating trends
Word clouds highlighting frequently used terms
Time-based analysis of reviews

6. Dashboard Screenshots



Product_ID	Avg Rating	Total Reviews	Sum of Rating	Verified Reviews %
P0001	4.00	3	12	1.00
P0002	3.23	13	42	0.77
P0003	3.29	7	23	0.86
P0004	3.06	17	52	1.00
P0005	3.14	7	22	0.71
P0006	3.50	14	49	0.86
P0007	4.00	9	36	1.00
P0008	3.75	8	30	1.00
P0009	2.86	7	20	1.00
P0010	2.78	9	25	0.89
Total	3.24	1200	3892	0.85





7. Results and Analysis

The analysis of online product reviews provides significant insights into customer behavior and product performance. After applying sentiment classification techniques, the dataset reveals a clear distribution of customer opinions across positive, negative, and neutral categories.A large proportion of reviews fall under the positive category, indicating that most customers are satisfied with the product quality, usability, and overall experience. These reviews often include words such as “good,” “excellent,” “value for money,” and “satisfied,” which reflect favorable user perception. On the other hand, negative reviews highlight specific issues such as poor product quality, delayed delivery, misleading descriptions, or lack of durability. These reviews are extremely valuable as they help businesses identify problem areas and improve their offerings. Words such as “bad,” “worst,” “delay,” and “defective” frequently appear in such feedback.Neutral reviews

generally provide balanced opinions or lack strong emotional tone. These reviews often include factual statements or mixed experiences, making them important for understanding moderate user expectations.

8. Applications

The outcomes of this project have practical applications across multiple domains, especially in the field of e-commerce and business analytics.

1. Business Strategy Development

Organizations can use sentiment insights to improve product quality and customer satisfaction. By identifying common complaints, companies can take corrective actions and enhance their offerings.

2. Marketing and Branding

Understanding customer sentiment helps businesses design targeted marketing campaigns. Positive reviews can be highlighted in promotions, while negative feedback can guide improvements in branding strategies.

3. Customer Relationship Management

Companies can monitor customer feedback in real-time and respond to issues more effectively. This improves customer trust and loyalty.

4. Product Improvement

Manufacturers can analyze recurring issues mentioned in reviews and work on product enhancements. This leads to better product design and innovation.

5. Competitive Analysis

Businesses can compare their product reviews with competitors to identify strengths and weaknesses in the market.

6. Decision Support Systems

The dashboards created in Power BI serve as decision-support tools for managers, enabling data-driven decision-making.

7. Consumer Awareness

Customers can benefit from sentiment analysis by making informed purchasing decisions based on aggregated review insights.

9. Limitations

Despite its effectiveness, the project has several limitations that must be considered:

Limited Accuracy of Basic Techniques:

The use of simple sentiment analysis methods may not accurately detect sarcasm, irony, or complex emotions.

Dependence on Data Quality:

The accuracy of results heavily depends on the quality and size of the dataset. Noisy or incomplete data can affect outcomes.

Lack of Context Understanding:

Basic models may fail to understand context, leading to incorrect sentiment classification.

Language Constraints:

The system may not perform well with multilingual reviews or regional language variations.

Static Analysis:

The project does not include real-time data processing, limiting its applicability for live systems.

Limited Use of Advanced Techniques:

Machine learning and deep learning models are not implemented, which could otherwise improve accuracy.

9. Future Scope

The project has significant potential for future enhancements and improvements. Some of the key areas for future development include:

1. Integration of Machine Learning Models

Advanced machine learning algorithms such as Naïve Bayes, Support Vector Machines (SVM), and Random Forest can be used to improve sentiment classification accuracy.

2. Use of Deep Learning Techniques

Deep learning models like LSTM (Long Short-Term Memory) and transformer-based models can capture complex patterns and context in textual data.

3. Natural Language Processing (NLP) Enhancements

Incorporating advanced NLP techniques such as named entity recognition, part-of-speech tagging, and semantic analysis can improve understanding of customer feedback.

4. Real-Time Data Processing

Future systems can integrate APIs to collect live data from e-commerce platforms and perform real-time sentiment analysis.

5. Multilingual Support

Extending the system to support multiple languages will make it more versatile and applicable in global markets.

6. Advanced Visualization

More interactive and dynamic dashboards can be developed using advanced Power BI features or other tools like Tableau.

7. Recommendation Systems

The project can be extended to include product recommendation systems based on customer sentiment and preferences.

8. Fake Review Detection

Implementing algorithms to detect spam or fake reviews can improve the reliability of analysis.

9. Integration with Business Systems

The system can be integrated with CRM and ERP tools for automated decision-making.

10. Mobile and Web Application Development

A user-friendly interface can be developed to allow businesses and customers to access insights easily.

10. Conclusion

In conclusion, the project “Online Product Review Analysis Using Sentiment Techniques and Data Visualization” demonstrates the importance of analyzing customer feedback in the digital age. With the rapid growth of e-commerce platforms, understanding customer opinions has become essential for business success.This project successfully transforms unstructured textual data into meaningful insights using sentiment analysis and Power BI dashboards. The results highlight key trends in customer satisfaction, product performance, and market behavior.Although the project uses basic techniques, it provides a strong foundation for further research and development. By incorporating advanced technologies such as machine learning and natural language processing, the system can be enhanced to deliver more accurate and real-time insights.

Overall, this project emphasizes the value of data-driven decision-making and showcases how businesses can leverage customer feedback to improve products, services, and overall user experience.

11. References

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Tutorials on Data Visualization and Text Mining