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A Review on Sentiment Classification of Amazon Product Review dataset using NLP technique

Rekha Bedoriya
Research Scholar, Dept. of Computer Science and Engg, Shriram College of Engineering & Management, Gwalior

Shyamol Banerjee
Asst. Prof, Dept. of Computer Science and Engg, Shriram College of Engineering & Management, Gwalior

Abstract—The objective of the review paper is to explore recent advancements in sentiment analysis of Amazon product reviews using Natural Language Processing (NLP) techniques. The paper aims to assess various methods and models used for classifying consumer sentiment as positive, negative, or neutral, emphasizing the role of deep learning algorithms and pre-trained word embedding's. The methodology section discusses several state-of-the-art models, including Convolutional Neural Networks (CNNs), Recurrent Neural Networks (RNNs), Long Short-Term Memory networks (LSTMs), and transformer-based models like BERT, which are utilized to improve sentiment classification accuracy. The paper also highlights the significance of embedding techniques such as Word2Vec, GloVe, and FastText, which capture the semantic meaning and contextual relationships in textual data. The results of various studies and experiments conducted in the field are presented, showing that deep learning models, particularly BERT and LSTMs, outperform traditional machine learning models in terms of accuracy, precision, and recall. The paper also discusses challenges in sentiment analysis, including handling noise, sarcasm, and multilingual reviews, and the importance of model refinement to address these issues. Finally, the review concludes by emphasizing the importance of NLP in understanding consumer sentiment and its practical applications for businesses in improving product offerings and customer engagement. This review offers a comprehensive overview of the techniques, challenges, and results in sentiment analysis of Amazon reviews, showcasing the transformative potential of NLP and deep learning technologies.

Keywords—Sentiment Classification, Amazon Product Reviews, NLP Techniques, Natural Language Processing, Text Classification, Machine Learning

Introduction

The exponential expansion of e-commerce in the digital age has led to an unmatched collection of user-generated information, especially in the shape of product reviews. Apart from offering useful comments for merchants, these reviews greatly affect the buying choices of possible customers. Manually examining this data becomes unrealistic with sites like Amazon hosting millions of reviews spread over a wide range of items. So, sentiment classification—the automatic identification of the sentiment polarity (positive, negative, or neutral) represented in a text—has become a vital Natural Language Processing (NLP) activity. Aiming to get significant insights from enormous amounts of unstructured text data, this research investigates the sentiment categorisation of the Amazon Product Review dataset using modern NLP

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approaches. Sentiment classification's main objective is to convert subjective textual data into an objective form that can be measured, compared, and properly read. A subset of NLP called sentiment analysis uses computers to find and classify opinions voiced in writing to assess the writer's attitude towards a certain good or service. For Amazon reviews, sentiment categorisation enables companies to assess consumer happiness, identify issue items, and enhance services depending on user input[1], [2]. By allowing the creation of more intelligent recommendation systems and filtering tools, it improves the user experience. Traditional methods of sentiment analysis depended mostly on manually created features and lexicons, using rule-based systems and basic machine learning models. Although these approaches were somewhat successful, particularly in dealing with casual language, sarcasm, and complicated phrases common in user-generated reviews, they had scalability and contextual comprehension problems. More advanced NLP technologies, such as word embeddings, recurrent neural networks (RNNs), transformers, and pre-trained language models like BERT, have transformed sentiment analysis by offering improved context awareness, greater accuracy, and the capacity to learn from large-scale datasets without human intervention. Its size, variety, and real-world relevance make the Amazon Product Review dataset a great baseline for creating and assessing sentiment categorisation models. It includes millions of consumer evaluations across several categories, including gadgets, literature, clothing, and more. Usually, each review has a text description, a star rating (from 1 to 5), and occasionally product IDs and timestamps as metadata. From binary sentiment classification (positive vs. negative) to multi-class classification tasks (e.g., predicting exact star ratings or degrees of pleasure), this richness supports a great variety of studies. This paper uses several NLP methods to preprocess and examine the dataset of Amazon Product Reviews. Preprocessing is the process of cleaning the data by removing noise including HTML elements, special characters, and stopwords, then tokenising and lemmatising to normalise the text.

Fig. 1 Sentiment Classification of Amazon Product Review [3]

Techniques such Term Frequency-Inverse Document Frequency (TF-IDF), Word2Vec, and contextual embeddings such as BERT convert the text data into numerical representations. A variety of classification models, including Logistic Regression, Naive Bayes, Support Vector Machines (SVM), as well as deep learning-based architectures, then use these representations as input features. Using conventional measures like accuracy, precision, recall, and F1-score, a comparative study of these models assesses their performance. The paper investigates how various feature extraction methods affect model performance and looks at the trade-offs between model complexity, interpretability, and computing economy[4]–[6]. We look at how adding sentiment-aware embedding and fine-tuning pre-trained models on domain-specific data can improve classification accuracy. Its practical relevance and scalability give this study value. Trained on the Amazon dataset, sentiment classification models can be used in real-time applications to track consumer sentiment, identify possibly detrimental or fraudulent reviews, and direct product development initiatives. Future research on multilingual sentiment analysis, domain adaptation, and the integration of sentiment analysis into voice assistants and conversational AI systems can be guided by the knowledge acquired from this study. Using NLP methods, sentiment categorization of the Amazon Product Review dataset reflects an interesting crossroad of computer linguistics, data science, and corporate intelligence[7], [8]. This study not only improves the accuracy and efficiency of sentiment analysis tools but also helps to further the more general aim of understanding human ideas by means of machine learning by using cutting-edge NLP techniques. Navigating the complicated terrain of digital commerce and improving human-computer interaction will always depend on strong sentiment categorisation algorithms as consumer-generated information grows[9].

Literature Review

Shaik 2024 et al. creating excellent products calls for understanding of consumer emotions. Emphasising eco-friendly items, in this attempt we created a prediction pipeline to locate parts and investigate evaluation opinions. We employed pre-trained BERT and T5 models built on synthetic and hand-labeled datasets. With corresponding accuracy of 92% and 91%, both models were adjusted for aspect detection. BERT was chosen for the last model since it outperformed T5 after assessment of accuracy, recall, F1-score, and computational efficiency. This method lets us exactly categorise feelings as good, negative, or neutral, thereby providing useful information for designing goods suitable for consumer preferences[10].

Ali 2204 et al. classifies attitudes using NLP, machine learning, ensemble, and deep learning techniques based on Amazon product reviews. Following preprocessing and feature extraction using Bag-of- Words and TF-IDF, various models including Naive Bayes, Random Forest, Logistic Regression, and Decision Tree were tested. Also looked at were complex deep learning models like CNNs, Bi-LSTM, XLNet, and BERT as well as ensemble learning using Bagging. BERT reached 89% maximum accuracy. The findings offer significant fresh viewpoints for enhancing sentiment analysis, thereby helping businesses create goods and services depending on customer feedback as well as consumers in decision-making[11].

Alroobaea 2022 et al. uses a Recurrent Neural Network (RNN) model to do sentiment analysis on Amazon product reviews. Sentiment analysis is being used more and more in social as well as business domains since it helps to understand how strongly views shape behaviour. The article classifies author views using three Amazon review datasets. The RNN exhibited competitive performance with accuracy rates of 85%, 70%, and 70% over the three datasets following preprocessing and model training. Similar to state-of-the-art models, the findings demonstrate the efficiency of RNNs in sentiment prediction and their prospective use in pragmatic applications including extensive opinion analysis[12].

Moore 2022 et al. examines Amazon product review sentiment analysis using various machine learning techniques to enhance understanding of customer feedback. Punctuation removal, stopword filtering, and tokenisation are used to preprocess the dataset; then, Bag of Words feature extraction follows. Used are models such as Gradient Boosting (GB), Logistic Regression, Naïve Bayes, and Recursive Neural Network for Multiple Sentences (RNNMS). Performance evaluations are guided by accuracy, precision, recall, and F1-score. Gradient boosting gives the best results with always 82% across all metrics. The study finds that while GB works quite well, future research might examine more complex models with higher precision[13].

Sultana 2022 et al. The proliferation of product reviews brought on by online marketplaces makes it difficult for buyers to choose purchases and for producers to effectively evaluate comments. Using machine learning, it emphasizes categorizing these reviews by sentiment—positive, negative, or neutral. An Amazon product review dataset was subjected to many supervised algorithms, including Support Vector Machine, Naive Bayes, Decision Tree, Random Forest, and Logistic Regression. Compares their precision to find the most successful model. This method seeks to simplify decision-making and enhance consumer experience in the fast expanding e-commerce sector by means of automated sentiment classification[14].

TABLE 1 LITERATURE SUMMARY

Authors/years	Methodology	Research gap	Findings
Dadhich/2021 [15]	Sentiment analysis, feature extraction, comparison.	Limited comparative studies on sentiment analysis using Random Forest, KNN.	Random Forest outperforms KNN; challenges in sentiment classification and preprocessing.
Arwa/2021 [16]	E-commerce reviews analyzed with machine learning.	Limited research on comparing multiple sentiment classification techniques for reviews.	BERT outperforms other models in sentiment classification for reviews.
Sanjay/2020 [17]	SVM vs Naive Bayes	Lack of comparison between advanced models for sentiment analysis tasks.	Naive Bayes and SVM show different effectiveness in sentiment classification.
Syamala/2020 [18]	Hybrid decision tree sentiment model.	Lack of accurate, efficient models for real-time sentiment prediction.	Proposed model outperforms traditional classifiers in sentiment prediction accuracy.

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Kumar/2020 [19]	Sentiment analysis enhances product recommendations.	Limited studies compare classifiers using sentiment polarity and ratings.	Logistic Regression outperformed others in accuracy and AUC analysis.

Importance of Customer Reviews in E-Commerce

By giving customers knowledge of product quality and performance, customer reviews are essential for e-commerce. Reviews are a reliable source in the lack of actual contact with items, allowing possible purchasers to decide wisely depending on the experiences of prior consumers[20].

A. Impact on Consumer Decision-Making

Customer reviews shape customer decision-making by providing insight into the experiences of those who have already purchased the products. Positive reviews are like strong recommendations that emphasise the quality, dependability, and performance of the product, therefore raising its appeal.

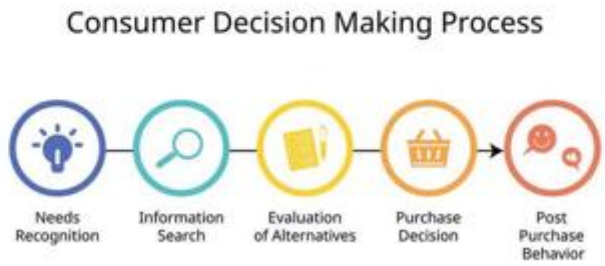

Fig. 2 Consumer Decision-Making [21]

This comments not only helps prospective consumers but also strengthens brand confidence by means of which the goods will satisfy their expectations. On the other hand, negative reviews could discourage by indicating possible problems or discontent. These reviews let consumers know about defects they would not have expected, which causes them to change their buying choice[22], [23]. The reliance on reviews shows an increasing inclination for openness in the online buying experience, in which customers wish to make informed selections depending on actual experiences. Reviews ultimately assist close the gap between the uncertainty of an online purchase and the assurance needed to buy with confidence.

B. Building Trust and Credibility

Building trust between businesses and consumers rely largely on customer feedback. Positive feedbacks increase the validity of a good or service by means of social proof. Knowing others have had wonderful experiences helps possible customers to trust the goods and feel confident in their buying choices. This kind of validation can greatly influence the transformation of potential leads into actual customers. Equally important is how a brand reacts to unfavourable reviews[24]. Reacting to these evaluations constructively reveals that, regardless of the type of the comment, the company is dedicated to consumer pleasure and values comments. Correcting negative reviews with apologies or answers will help to enhance the reputation of a brand rather than discounting or rejecting them. This proactive strategy shows that the company is ready to change, cares about the issues of its consumers, and stays committed to provide a quality experience, therefore strengthening trust and loyalty.

C. Product Feedback for Improvement

Customer reviews offer vital information that can help businesses to enhance their offerings. By attentively examining both good and negative comments, companies might identify reoccurring problems that might demand action. For instance, businesses can address issues raised by several consumers pointing out a common flaw or a feature not operating as planned in next product releases. Reviews that highlight particular features, such design, functionality, or durability, can also assist companies find what appeals to consumers and enable them to highlight and improve such attributes[25]. This kind of input helps businesses to improve consumer preferences-based adjustments, correct any defects, and hone product designs. Reviews also allow businesses to evaluate their items against rivals, thereby providing more chances for uniqueness. In the end, using consumer reviews for ongoing product development results in higher degrees of customer satisfaction, therefore promoting loyalty and raising the probability of repeat business.

D. Influence on Search Engine Rankings

Online platform and search engine ranking of products depends much on customer reviews. Higher ratings and more reviews help to improve visibility in search results increasing the likelihood of products being at the top of the search results. This more visibility is absolutely essential since initial few choices shown in search results usually determine online buyers. Higher amount of favorable reviews products not only seem more reliable but also help them to outperform rivals with less reviews or ratings[26]. They so draw greater interest from possible consumers, which can immediately result in better click-through rates and larger sales. Search engines such as Google consider consumer comments while ranking pages, so reviews are quite important for companies trying to maximize their online profile. This dynamic increases buy conversion probability and product discoverability.

E. Competitive Advantage

Positive reviews are a great instrument for acquiring a competitive edge in very competitive marketplaces. Higher ratings and positive reviews naturally draw more attention from possible consumers, therefore enticing products. When presented with several choices, shoppers often gravitate towards items that have gotten good ratings since they provide dependability and confidence. This differential greatly raises the possibility of a consumer buying[27]. Regularly favorable reviews help to develop long-term brand loyalty. Customers are more likely to return for next purchases when they regularly come across good experiences and notice that others feel the same way. Growing loyalty enhances the bond between the brand and the customer, therefore fostering repeat business. This increases client retention over time, so guaranteeing a consistent flow of income and encouraging brand advocacy—where devoted consumers suggest the product to others, so enhancing sales and brand visibility.

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Deep Learning Approaches in Sentiment Classification

Deep learning offers strong models able to grasp intricate patterns in textual data, hence transforming sentiment analysis. Deep learning, unlike conventional machine learning, learns from vast datasets using neural networks rather than mostly depending on hand feature engineering. This method lets one handle verbal subtleties as sentiment polarity, sarcasm, and context more effectively[28]. It greatly increases sentiment analysis task classification accuracy by allowing models to automatically recognize emotional tones from words and paragraphs.

A. Word Embedding's and Semantic Representation

Deep learning models process textual data more effectively depending mostly on word embeddings including Word2Vec, GloVe, and FastText. These embeddings map words into dense, continuous vector representations in which semantically comparable words are found nearer one another in the vector space. Word embeddings capture relationships and meanings depending on the usage of the words in big text corpora, unlike conventional one-hot encoding, which lacks contextual knowledge and produces sparse vectors.

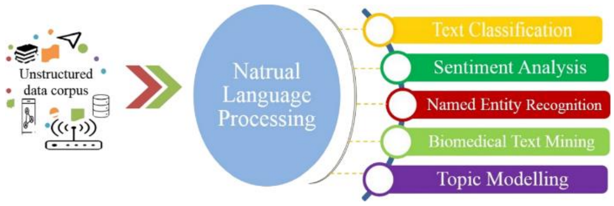

Fig. 3 Word Embedding's and Semantic Representation [29]

Words like happy and joyful, for example, could show up in related settings and hence have similar vector representations[30]. Deep learning models with this semantic awareness may more precisely understand the emotional tone of a text, even in cases of synonyms or different phrasing utilized. Word embeddings so greatly improve the capacity of the model to identify and classify sentiment in many texts, including reviews, social media posts, and conversations. Most contemporary sentiment categorisation systems in NLP build their basic input layer from them.

B. Convolutional Neural Networks (CNNs) for Text

Though they are mostly intended for image recognition tasks, Convolutional Neural Networks (CNNs) have shown great performance in text classification including sentiment analysis. CNNs are therefore suited to operate with word embeddings, viewing sequences of words as one-dimensional images in this setting. To find local patterns—such as emotionally charged phrases or sentiment-carrying n-grams—convolutions slide over the word vectors. Like feature detectors, these filters recognize important expressions supporting either positive, negative, or neutral sentiment. Pooling layers help to lower dimensionality and preserve the most significant features after convolution, hence enhancing model efficiency and performance[31]. CNNs are very helpful for short content analysis like product reviews, social media posts, or comments since they shine in catching short-range relationships in text. Their organization helps them to ignore noise or pointless sections of the text and concentrate on the most pertinent phrases. CNNs are thus a strong, quick, scalable choice for sentiment categorization.

C. Recurrent Neural Networks (RNNs) and LSTM

As they analyse input one word at a time and preserve knowledge from past stages, recurrent neural networks (RNNs) are quite good for managing sequential data including natural language text. For sentiment analysis, RNNs' capacity to preserve a recollection of past words helps them to develop a contextual understanding of a sentence or paragraph—a necessary component. Traditional RNNs find it difficult to learn long-range dependencies, though, because of the vanishing gradient problem—where the influence of past words disappears as the sequence runs forward. Development of Long Short-Term Memory (LSTM) networks helped to overcome this restriction. LSTMs allow significant signals to last over lengthy sequences and introduce specialized gating mechanisms that control information flow[32]. This helps LSTMs to recall context across long runs of reviews or sentences with complicated structure. They are therefore quite successful in sentiment classification problems, where accurate prediction depends on identifying the emotional flow and general tone over a whole text.

D. Gated Recurrent Units (GRUs)

Offering similar performance with a more efficient architecture, gated recurrent units (GRUs) are a simplified substitute for long short-term memory (LSTM) networks. By cutting the number of gates and hence removing the requirement for a separate memory cell, GRUs were intended to simplify the recurrent neural network architecture. They govern information flow using two main gates: an update gate and a reset gate. While the reset gate chooses how much of the past state to erase, the update gate defines how much past information should be carried forward. This architecture reduces computer resources while also allowing GRUs to efficiently capture dependencies in sequential data, including text[33]. GRUs are perfect for real-time sentiment analysis applications and deployment on devices with limited computing capability, such cellphones since their smaller architecture enables faster training speed and reduced memory usage. Modern NLP applications find GRUs a common choice because of their mix of accuracy and efficiency.

E. Transformer-Based Models (BERT, RoBERTa, etc.)

By providing better contextual awareness of text, transformer-based models—such as BERT (Bidirectional Encoder Representations from Transformers)—have greatly advanced the discipline of sentiment analysis. Unlike conventional models, which analyse a word depending on its surrounding context from both directions simultaneously, BERT is bidirectional—it processes input sequences either from left to right or right to left. This helps the model to understand delicate sentiment expressions and nuanced meanings depending mostly on context[34]. BERT is quite excellent at spotting sentiment even in difficult sentence patterns since it uses self-attention mechanisms to evaluate the relevance of every word in a sentence in respect to all others. BERT and its enhanced variations, RoBERTa, achieve state-of- the-art performance on large-scale review datasets when optimized for sentiment classification challenges. Particularly in situations needing great accuracy and deep text comprehension, their ability to generalise well across domains makes them much sought for in both academic research and commercial applications.

Challenges in Sentiment Classification

Sentiment classification faces several key challenges. Ambiguity in language and context complicates interpretation, especially with sarcasm and irony. Domain dependence means models trained in one field may underperform in another. Multilingual and code-mixed texts, like Hinglish, create tokenization and labeling issues. Class imbalances skew model predictions, favoring dominant sentiments[35]. User-generated content often contains noisy, unstructured text, including slang, emojis, and errors, which hinders accurate analysis. Overcoming these issues requires sophisticated models, diverse datasets, robust preprocessing, and techniques like domain adaptation and balanced training. Addressing these complexities is vital for improving sentiment classification in diverse, real-world applications.

A. Ambiguity in Language

Sentiment categorization is significantly challenged by the natural language's built-in ambiguity. The meaning of words and phrases will be defined by context, tone, or the speaker's aim. A simple comment like this thing is sick! Depending on ethnic or generational linguistic criteria, Could be seen as either positive or negative, as a compliment or as a criticism. The issue becomes more difficult when one thinks about rhetorical questions, irony, or sarcasm—where the seeming attitude can be the opposite of the exact meaning. Wonderful, another damaged charger! for instance appears well yet is clearly unfavorable[36]. Especially difficult this confusion is short text formats like tweets, reviews, or comments when little context makes it impossible to fully grasp the emotional intent. Resolving these issues requires very sophisticated sentiment analysis tools capable of understanding these subtle differences, a task yet somewhat challenging for automated systems.

B. Sarcasm and Irony Detection

Sarcasm and irony are particularly challenging for sentiment classification since they usually turn the literal meaning of words, therefore creating a dramatic contrast between what is spoken and what is meant. In many situations, the mood expressed is not directly tied to the words used, therefore models struggle to accurately infer the real emotional purpose. The line Oh great, another damaged phone charger, for instance, could seem good because of the word fantastic, but the speaker is expressing annoyance, therefore the mood is negative. This reversal of meaning can easily confuse conventional sentiment analysis tools, including sophisticated deep learning models relying on patterns and context such LSTMs or CNNs. Unless particularly trained on sarcastic examples, which are uncommon and hard to exactly define, models may not be able to recognise these distinctions[37]. The absence of thorough ironic data complicates the correct resolution of this issue in sentiment analysis.

C. Domain Dependence

As they vary significantly in many domains, sentiment expressions present a major challenge for sentiment classification. In one setting, words with good meanings could have a neutral or perhaps negative interpretation in another. For example, when talking about a movie, the term unpredictable can be viewed as an exciting and wanted feature; but, when talking about a product, especially one that relies on reliability, it might be viewed as a negative trait[38]. Models trained on a certain domain—such as movie reviews—find it more challenging to function well in another area, including electronics or fashion, because of this variation in sentiment expression. Models therefore cannot easily transfer their knowledge of sentiment between disciplines without experiencing performance decline. Overcoming this calls for major retraining or domain adaptation strategies, which can be resource-intensive and difficult the development of scalable sentiment classifiers relevant across many sectors and settings.

D. Handling Multilingual and Code-Mixed Text

Particularly common on social media, multilingual or code-mixed environments let users blend two or more languages inside one statement, as in Hinglish, which combines Hindi and English. Sentiment analysis models, especially those trained on monolingual data, find great difficulties from this code-switching or mixing of languages. Multiple languages within one text complicate tokenization—the process of separating text into meaningful units—because words from different languages must be suitably identified and handled. Language identification also gets difficult since the model has to know when a change between languages takes place[39]. Sentiment labelling gets vaguer in code-mixed texts since words from many languages could have diverse emotional meanings or implications. Dealing with this problem calls for creating models that can efficiently manage multilingual and code-switched input, which still presents continuous research difficulty. To guarantee correct sentiment classification, these models require big, varied datasets and strong cross-lingual embeddings.

E. Noisy and Unstructured Text

Reviews, social media posts, and online comments—user-generated content—are sometimes noisy and difficult for sentiment analysis models to correctly read. Usually featuring informal language including slang, abbreviations, misspellings, grammatical mistakes, and uneven punctuation, this material uses Moreover, if not properly handled, regular usage of emojis, hashtags, or exclamation marks might skew the intended sentiment. For example, users may convey strong emotions by using exclamation marks or emojis, but without appropriate normalizing, these symbols could lead a model into misinterpreting the mood as more extreme than intended[40]. Further complicating sentiment classification is context-specific slang, which might have different meanings. Developing strong preprocessing pipelines that can efficiently manage noise—including normalizing methods for slang, emojis, and punctuation—will help one to meet these problems. Real-world uses depend on sentiment analysis models being tolerant of these kinds of noisy input.

Conclusion

In conclusion, NLP method sentiment categorization of Amazon product evaluations offers insightful analysis of consumer behavior, therefore influencing decision-making, trust-building, and product development. This work uses the power of neural networks to precisely capture the sentiment expressed in product reviews by using deep learning models including Convolutional Neural Networks (CNNs), Recurrent Neural Networks (RNNs), Long Short-Term Memory (LSTM) networks, and Gated Recurrent Units (GRUs). Even when language changes in context or expression, word embedding's like Word2Vec, GloVe, and FastText provide semantic representations that enhance the ability of the model to grasp the subtle emotional tone of reviews. From good suggestions to negative evaluations, this capacity is essential for understanding consumer feedback in many different forms. Advanced NLP models provide strong solutions even with difficulties such as sarcasm detection, domain dependence, multilingual and code-mixed texts, and noisy data. Transformative models such as BERT, which offers contextual awareness via self-attention techniques, may manage complicated sentiment subtleties improving model accuracy. Sentiment classification is becoming more and more important as e-commerce grows since it helps companies to better grasp client preferences, enhance products, and properly react to customer comments. Furthermore, their relevance in the contemporary market is shown by their influence on search engine ranks, customer confidence, and competitive advantage. The discipline keeps developing by tackling the difficulties natural in sentiment classification, therefore offering more accurate and informative solutions for consumers and companies equally. This study not only extends the technique of sentiment analysis but also offers a better knowledge of how sentiment shapes e-commerce dynamics.

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