ABSTRACT

Negative feedback collection and analysis module

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In this thesis basic concepts of machine learning algorithms, ways to normalize the input text were investigated, existing software products which provide sentiment analysis were reviewed and their main advantages and disadvantages were shown.

A comparative analysis of classification algorithms is provided. Methods to improve these algorithms were presented. A software module that loads specified product reviews and reflects negative ones was designed and developed.

It was found that preliminary feedback analysis of some helps users to choose the appropriate one.

The work aims to investigate the further improvement of the quality of the feedbacks classification and increase the number of reviews to provide better user experience.