

Abstract

The increasing online activities, excessive use of Social Media and E-COMMERCE sites has become a serious matter of concern now that may not only affect greatly the quality of life but can also help to achieve betterment. Keeping in view the concerned problem, words said on social media need to be analyzed and process in order to study the actual opinion of the world about different aspects and matters being discussed for many purposes as its involvement in real-life scenarios for various real life activities has made it an important topic for the field of research. All of this is done in the very domain of Natural Language Processing, using Opinion Mining Techniques by which we perform different analysis on the data acquired through social media platforms. A lot of work has been done already in different languages and social media platforms for different purposes. This research is conducted to perform Sentiment Analysis on the Customer's reviews about different products on a very popular E-Commerce site in Pakistan named Daraz.pk. Deep Learning Neural Networks are implemented to classify the data into the five different classes and the accuracy of 80.43% is successfully achieved.