

Using e-commerce application for sentiment analysis of product rating

[Business](#), [Industries](#)



E-Commerce or Electronic Commerce is buying or selling goods or services or bank transactions over an electronic network, primarily the Internet. These business transactions can occur between business to business, business to consumer or consumer-to-consumer. E-commerce can be conducted using variety of platforms. The main two platforms for e-commerce are the web services and mobile applications. With the rising usage of smart phones, mobile applications are proving to be a great platform for e-commerce for both business owners and app developers. With mobile traffic accounting for 70% of all Internet usages it's easy to see how mobile platform will eventually become the dominant shopping channel in the future. Although thousands of apps are getting published on the playstore every day, but very few manages to get our attentions either because of their niche concept or exceptional functionalities.

Sentiment analysis is the process of classifying texts based on the sentimental orientation of opinions that they contain. Due to the rise of social networking sites, sentiment analysis has become very popular in text mining and computational linguistics research. Sentiment analysis, also known as opinion mining, is widely used to voice of the consumer materials such as reviews and survey responses. For example sentiment analysis can be used to determine overall opinion on a particular trending topic on twitter. Sentiment analysis can also be used to determine the overall quality of a product based on the users experiences that they shared.

Electronic Commerce (e-commerce) applications act as an intermediary between different parties participating in a commerce transaction via the network, as well as the management of the data involved in the process.

Having an online presence can increase revenues for all business irrespective of their size and market. Hosting e-commerce solution in the cloud can provide the following benefits:

- E-commerce solution provides the ability to scale your platform in line with demand as your business grows or in line with seasonal peaks.
- Allows a solution to be designed across different physical locations providing resilience and protection against failures.
- Cloud hosting offers the ability to purchase a platform vastly superior to that which could be afforded when purchasing hardware directly.
- Many businesses also struggle to have the in-house skills to operate an underlying platform, skills that are expensive and add cost that could be spent elsewhere.
- Designing a cloud solution can be initially sized to meet your typical day- to-day demand and not to meet your expected peak demand.

Security is one of the main reasons why businesses and customers do not use e-commerce systems more. More people are gaining confidence in the current encryption technologies and more and more people are expected to frequently purchase items online. A good e-commerce site should present the following factors to the customers for better usability:

- Knowing when an item was saved or not saved in the shopping cart.

- Returning to different parts of the site after adding an item to the shopping cart.
- Easy scanning and selecting items in a list.
- Effective categorical organization of products.
- Simple navigation from home page to information and order links for specific products.
- Obvious shopping links or buttons.
- Minimal and effective security notifications or messages.
- Consistent layout of product information.