

Abstract

In today's competitive marketplace, grasping customer sentiment is essential. "Muhtm | مهتم" steps up to this challenge as a pioneering web-solution that uses Aspect-Based Sentiment Analysis (ABSA) to measure how customers feel about different parts of a product. Specifically designed for Saudi business leaders, Muhtm turns raw feedback into insightful charts via category-specialized machine learning models that employ advanced feature extraction techniques.

Objective

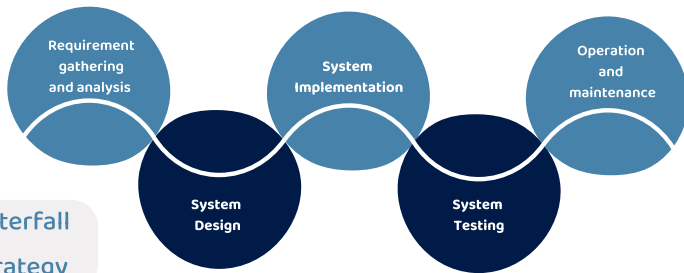


Developing a Web-based solution for aspect-based sentiment analysis to improve customer satisfaction.

Assisting business owners in accelerating their business growth through rapid analysis of customer reviews.



Methodology



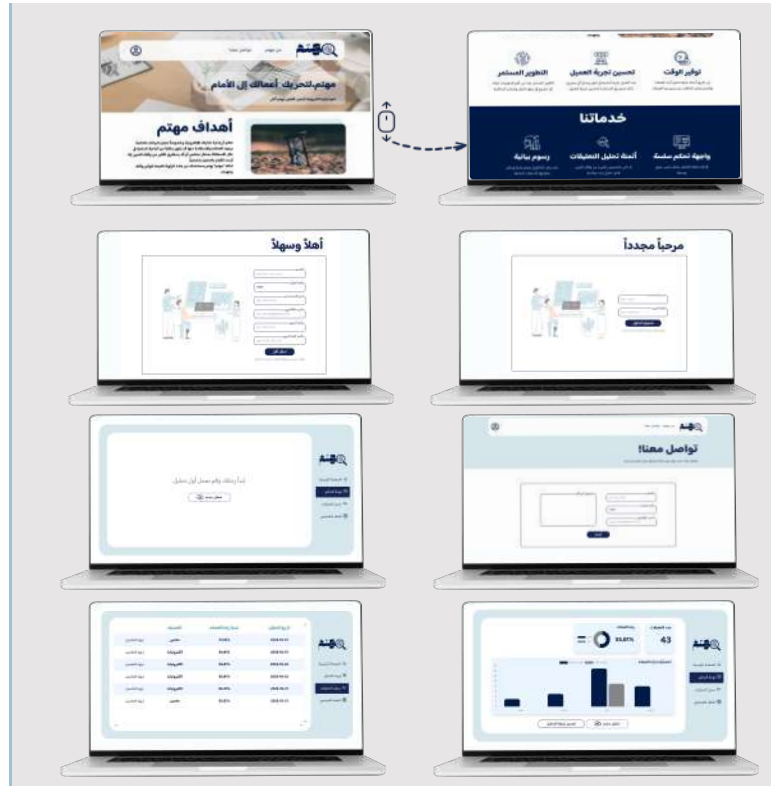
Tools



Contact



Interfaces



Future Work



Cumulative Analysis



More Detailed Aspects



Additional Domains



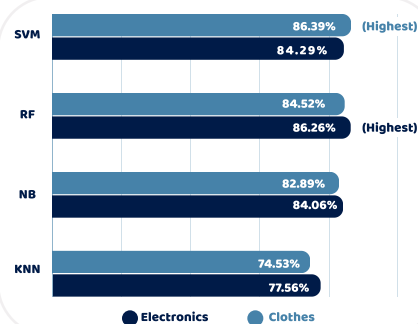
Deep Learning



Conclusion



4,000 reviews manually collected and annotated for clothes and electronics sectors.



Classifiers results



48 combinations of feature extraction techniques tested for optimal accuracy.

2,000 reviews analyzed in 3.63 seconds only.