Decoding Customer Emotions Through Product Feedback

[1] Dr. P. Harini ,[2]Murikipudi Ramya ,[3]Neela Vijaya Lakshmi ,[4] K.Sandeep

[1]Professor & Head of Department, COMPUTER SCIENCE AND ENGINEERING, St. Ann's College of Engineering and Technology, Chirala-523187, India.

[2,3,4]B. Tech Student, Dept of Computer Science and Engineering, St. Ann's College of Engineering and Technology, Chirala-523187, India.

ABSTRACT:

Decoding customer emotions through product feedback plays a vital role in understanding user satisfaction and improving product quality. This project focuses on analyzing customer reviews to identify underlying emotions such as happiness, anger, frustration, and trust. Natural Language Processing (NLP) techniques are used to preprocess and clean textual feedback. Machine learning algorithms are then applied to classify emotions and sentiment from the reviews. The system converts unstructured customer feedback into meaningful emotional insights. These insights help businesses understand customer expectations and pain points. The proposed approach improves decision-making in product development and marketing strategies. It also enables organizations to respond proactively to customer concerns. Experimental results show effective emotion detection from large volumes of feedback data. Overall, the project demonstrates the importance of emotion-driven analytics in enhancing customer experience.

KEY WORDS:

Customer emotion analysis, sentiment analysis, natural language processing (NLP), product feedback analytics, machine learning techniques, text mining, opinion mining, emotion detection, review analytics, customer experience enhancement.

INTRODUCTION:

In today's digital marketplace, customers actively share their opinions and experiences through online reviews, ratings, and feedback platforms. These product reviews contain valuable emotional information that reflects customer satisfaction, dissatisfaction, and expectations. Decoding customer emotions from such feedback has become essential for organizations to understand consumer behavior and improve their products and services. Traditional feedback analysis methods often fail to capture the underlying emotions expressed in textual data. With the advancement of Natural Language Processing (NLP) and machine learning techniques, it is now possible to automatically analyze large volumes of customer feedback and identify emotions and sentiments accurately. This project

focuses on extracting and classifying customer emotions from product feedback to provide meaningful insights for businesses. The proposed system helps organizations enhance decision-making, improve customer experience, and build stronger relationships with their customers.

LITERATURE REVIEW:

Several studies have explored the use of sentiment analysis and emotion detection to understand customer opinions from product feedback. Pang and Lee highlighted early approaches to sentiment classification using machine learning techniques, demonstrating how textual reviews can be categorized into positive and negative sentiments. Ekman's emotion model later influenced many researchers to classify customer feedback into multiple emotion categories such as joy, anger, sadness, and fear. Recent works by Liu et al. focused on opinion mining using Natural Language Processing (NLP) techniques to extract meaningful insights from large-scale review data. Researchers have also applied deep learning models such as LSTM and CNN to improve the accuracy of emotion detection in customer reviews. These studies show that automated emotion analysis of product feedback is effective in understanding customer behavior and supporting business decision-making, forming the foundation for the proposed project.

RELATED WORK:

Many researchers and practitioners have explored techniques to analyze customer feedback, focusing on sentiment and emotion detection from textual data. Early research by Pang and Lee pioneered machine learning–based sentiment classification, demonstrating how reviews could be automatically categorized into positive and negative sentiments using algorithms such as Naive Bayes and Support Vector Machines (SVM). Building on this foundation, Mohammad and Turney introduced emotion lexicons like NRC Emotion Lexicon, which enabled systems to detect specific emotions—such as joy, anger, and sadness—beyond simple polarity in text.With advances in Natural Language Processing (NLP), deep learning approaches have gained popularity for more nuanced emotion detection.

EXISTING METHOD:

The existing methods for analyzing customer product feedback mainly rely on traditional sentiment analysis techniques. These approaches typically classify reviews into basic categories such as positive, negative, or neutral using rule-based systems or simple machine learning algorithms like Naive Bayes and Support

Vector Machines (SVM). Keyword-based and lexicon-based methods are also commonly used, where predefined sentiment dictionaries determine the overall polarity of feedback. However, these methods have limitations in understanding context, sarcasm, and mixed emotions within a single review. They also fail to capture deeper emotional states such as frustration, trust, or excitement. As a result, existing systems provide only a surface-level understanding of customer opinions, motivating the need for more advanced emotion-aware analysis techniques.

PROPOSED METHOD:

The proposed method focuses on accurately decoding customer emotions from product feedback using advanced Natural Language Processing (NLP) and machine learning techniques. Initially, customer reviews are collected from online platforms and preprocessed through steps such as tokenization, stop-word removal, lemmatization, and noise elimination. Feature extraction techniques like TF-IDF and word embeddings are then applied to represent textual data numerically. The processed data is fed into machine learning or deep learning models to classify emotions such as joy, anger, sadness, trust, and surprise. The system is designed to understand contextual meaning rather than just keyword polarity. Finally, the analyzed emotional insights are visualized in the form of reports or dashboards to support business decision-making. This approach provides a more detailed and accurate understanding of customer emotions compared to traditional methods.

ARCHITECTURE

The below block diagram shows how the system works in a detailed way.

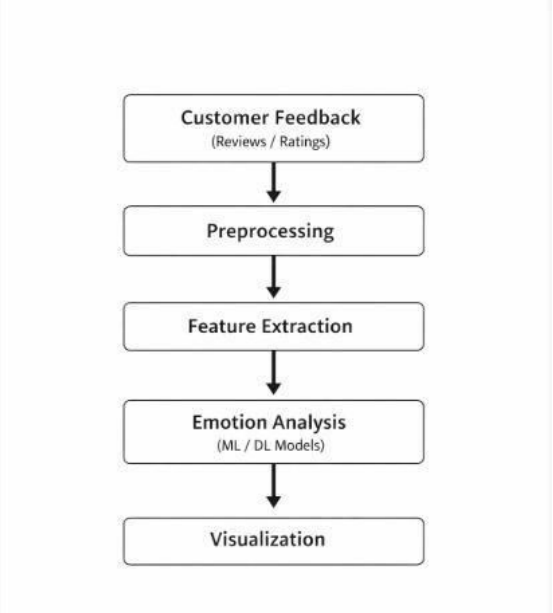

Fig 1: Architecture

METHODOLOGY DESCRIPTION:

First, customer reviews are collected from online sources or datasets and stored for analysis. The collected text data is then preprocessed by removing noise through tokenization, stop-word removal, normalization, and lemmatization to improve data quality. Next, relevant

features are extracted using techniques such as TF-IDF or word embeddings to convert text into numerical representations. These features are fed into machine learning or deep learning models to identify and classify emotions expressed in the feedback. Finally, the predicted emotional insights are analyzed and visualized through charts or reports, enabling businesses to understand customer sentiments and make informed decisions.

RESULTS :

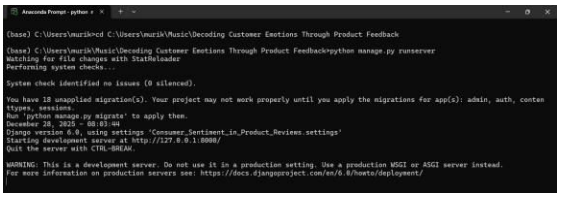

Fig 2: run commands

The above image shows the run the commands and it gives the url for website.

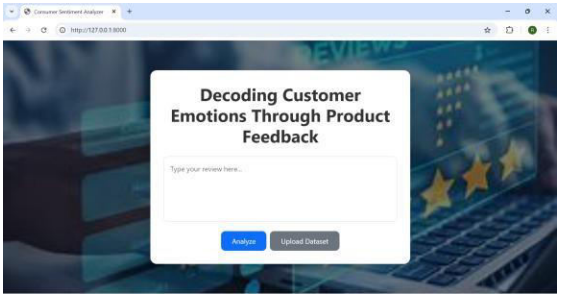

Fig 3: open the website

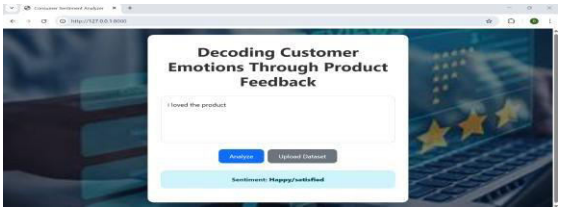

Fig 4:positive test case

The above image shows the positive test case.We enter the feedback “I loved the product.It gives the customer emotion Happy/Satisfied.

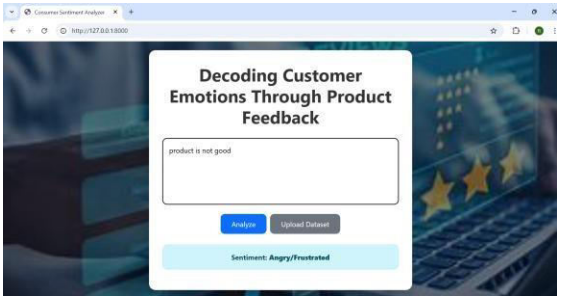

Fig 4:Negative test case

The above image shows that the negative test case.we enter the feedback “product is not good,It gives the customer emotion Angry/Frustrated.

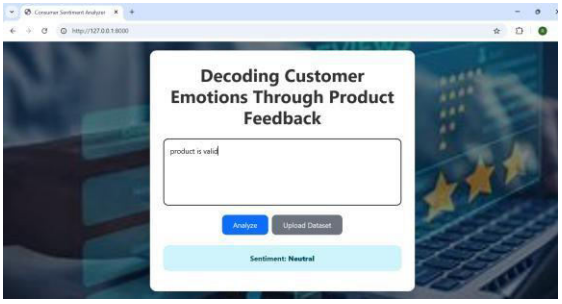

Fig 5: Neutral test case

The above image shows the neutral tesecase.we enter the feedback “product is valid”.It give the customer emotion Neutral.

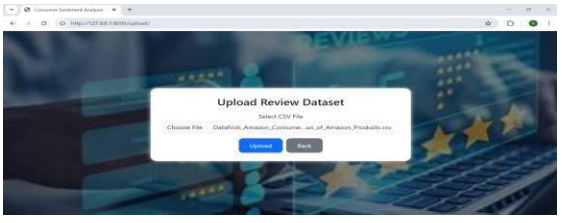

Fig 6: Upload the data set

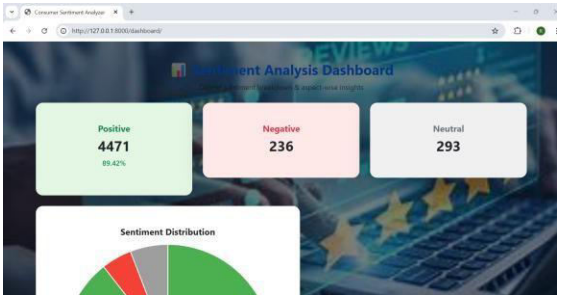

Fig 7: It shows the dataset results

CONCLUSION AND FEATURE ENHANCEMENT:

Conclusion:

In this project,Decoding customer emotions through product feedback is a powerful approach for understanding customer needs, preferences, and pain points. By leveraging data analytics and machine learning techniques, businesses can transform unstructured feedback into actionable insights, enabling more personalized products, better customer experiences, and improved brand loyalty.

Future Enhancement:

In the future, the decoding of customer emotion through product feedback can be enhanced by incorporating advanced deep learning and natural language processing techniques to improve accuracy and efficiency. The system can be extended to support multilingual feedback, allowing analysis of customer emotions from different regions and cultures. Real-time emotion detection from live customer reviews, social media platforms, and chat interactions can enable faster and more informed business decisions.

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