

ABSTRACT

People nowadays tend to use social media as a platform to share their reviews, emotions, and opinions. Thus, a lot of data is available on the web. Therefore, a rapid response is needed to analyse and interpret the data. Compared to other conventional datasets such as company survey and questionnaire, decision-makers could make decision effectively and efficiently by using the interpreted data. This may be done with the help of sentiment analysis method.

In this research, we classify the feedback based on its category first, then each of the classified feedback is labelled based on its sentiment. Several classification algorithms are used in opinion mining, one of them is Naive Bayes Classifier. This paper aims to classify feedback based on sentiments using Naive Bayes Classifier.

Keywords—*Text Mining, Sentiment Analysis, Data Classification, Naive Bayes Classifier, Big Data*