

UNIVERSITI TEKNOLOGI MARA

**SENTIMENT ANALYSIS FOR ONLINE
FASHION CLOTHING REVIEW USING
SUPPORT VECTOR MACHINE (SVM)
ALGORITHM**

MUHAMMAD HAKAM MUSAWI BIN MOHD HAMDI

BACHELOR OF COMPUTER SCIENCE (Hons.)

JANUARY 2025

ACKNOWLEDGEMENT

Alhamdulillah, praises and thanks to Allah because of His Almighty and His utmost blessings, I was able to finish this research within the time duration given. Firstly, my special thanks goes to my supervisor, Madam Ummu Fatimah Binti Mohd Bahrin because of her guidance. Special appreciation also goes to my beloved parents that always support me in my studying. Last but not least, I would like to give my gratitude to myself for believing in myself and manage to finish this proposal.

ABSTRACT

Online fashion shopping has become increasingly popular, with customer reviews playing a crucial role in influencing purchasing decisions. However, sentiment analysis of these reviews presents challenges due to noisy data, subjective language, and class imbalance. This study proposes a Support Vector Machine (SVM)-based sentiment analysis model to classify customer opinions on fashion clothing reviews efficiently. The methodology involves data preprocessing, feature extraction using Term Frequency-Inverse Document Frequency (TF-IDF), and classification using SVM. A dataset of 23,000 online fashion product reviews from Kaggle was used, and Synthetic Minority Over-sampling Technique (SMOTE) was applied to address class imbalance. The model's performance was evaluated using accuracy, precision, recall, and F1-score to ensure robust sentiment classification. The results demonstrate that the SVM model achieved an accuracy of 85.7%, an F1-score of 83.2%, and a precision of 84.5%, outperforming traditional sentiment classification methods such as Naïve Bayes and Logistic Regression. However, the model faced challenges in detecting negative sentiment, primarily due to ambiguous and mixed-review expressions. This study provides a scalable and effective sentiment analysis framework that enables fashion retailers to extract valuable customer insights and improve their product offerings. Future work should explore advanced deep learning models such as Bidirectional Encoder Representations from Transformers (BERT) and hybrid SVM-deep learning approaches to enhance classification performance and contextual sentiment understanding.

TABLE OF CONTENTS

CONTENT	PAGE
SUPERVISOR APPROVAL	ii
STUDENT DECLARATION	iii
ACKNOWLEDGEMENT	iv
ABSTRACT	v
TABLE OF CONTENTS	vi
LIST OF FIGURES	ix
LIST OF TABLES	xi
LIST OF ABBREVIATIONS	xii
CHAPTER 1	1
1.1 Background of Study	1
1.2 Problem Statement	2
1.3 Objective	4
1.4 Project Scope	4
1.5 Project Significant	6
1.6 Overview of Research Framework	8
1.7 Conclusion	9
CHAPTER 2	10
2.1 Introduction	10
2.2 Sentiment Analysis	11
2.3 Support Vector Machine (SVM)	12
2.3.1 Overview of Support Vector Machine	12
2.3.2 Advantage and Disadvantage of SVM	16
2.4 Implementation SVM Algorithm in Various Problem	17

2.5	Implementation SVM Algorithm in Similar Work	22
2.7	The Implications of Literature Review	27
2.8	Comparative Analysis	28
2.9	Conclusion	29
CHAPTER 3		30
3.1	Overview of Research Methodology	30
3.1.1	Detailed of Research Framework	30
3.2	Preliminary Phase	32
3.2.1	Literature Study	32
3.2.2	Data Pre-Processing	34
3.3	Design Phase	37
3.3.1	System Architecture	37
3.3.2	System Flowchart	39
3.3.3	User Interface Design	41
3.3.4	Pseudocode of Selected Algorithm	42
3.3.5	Application of Smote	44
3.4	Performance Evaluation	45
3.4.1	Accuracy	46
3.4.2	Precision	46
3.4.3	Recall	47
3.4.4	F1-Score	47
3.4.5	Receiver Operating Characteristic (ROC)	47
3.5	Gantt Chart	48
3.6	Conclusion	48
CHAPTER 4		49
4.1	System Logical Design	49
4.2	Program Code	51