

From the formula, P(c) is the extracted data text and can be categorized as positive, negative or neutral while P(d) is the customer review. P(c|d) is the result of this technique. This research result is still in progress as the accuracy percentage has not been achieved.

5. Conclusion

Based on the Literature Review conducted, Naïve Bayes has been found as the most efficient text classification in Sentiment Analysis. However, regarding the experiment conducted, the accuracy of the algorithm still needs improvements to achieve the target. The next step to this research is to modify its variable and apply classifiers to enhance the model's classification.

6. Acknowledgements

This work is supported by Universiti Teknologi PETRONAS Foundation (YUTP) with Ref. No. 015LC0-290.

7. References

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