

Research and application of the PhoBERT model in sentiment analysis and summarization of customer reviews for phone products on e-commerce platforms

Nguyen Van Bong

Abstract: In the context of increasingly advanced digitalization, collecting and analyzing customer reviews plays a crucial role in improving service and product quality. This study aims to address the problem of sentiment analysis and summarization of customer reviews about phone products on e-commerce platforms through the application of the PhoBERT model. The research method combines theory with experimentation to build an automatic analysis system, helping businesses quickly grasp customer sentiment trends and improve products. Thereby, the study not only contributes to the field of machine learning applied in business but also supports enterprises in optimizing marketing and service operations.

Keywords: PhoBERT, sentiment analysis, customer review summarization, e-commerce platform