

# **Research on aspect development in sentiment analysis on e-commerce data domain**

**Nguyen Huy Vuong**

**Abstract:** In the current era of strong digitalization, sentiment analysis on e-commerce data has become an important tool for businesses to grasp customer trends and needs. This topic focuses on developing new aspects of sentiment analysis to enhance system performance and accuracy. Through theoretical and experimental research, the goal is to build a robust sentiment analysis system while exploring its application in online business. This work not only contributes to the field of information technology but also brings significant practical value in improving customer experience.

**Keywords:** Sentiment analysis, e-commerce, analysis system, high performance, business application