

REVIEWER'S REPORT

Manuscript No.: IJAR-54888

Title: Comparing Sentiment Analysis Methods Flipkart Reviews

Recommendation:

Accept as it is

Accept after minor revision.....

Accept after major revision

Do not accept (*Reasons below*).....

Rating	Excel.	Good	Fair	Poor
Originality				
Techn. Quality				
Clarity				
Significance				

Reviewer Name: Dr Gulnawaz

Detailed Reviewer's Report

The manuscript offers a meaningful comparative evaluation of sentiment analysis techniques by analyzing Flipkart product reviews using machine learning algorithms, lexicon-based models, and large language models (LLMs). The study is highly relevant to current developments in NLP and e-commerce analytics, and the use of real consumer review data enhances its practical significance. The results clearly highlight performance differences between traditional models and LLM approaches, particularly the impact of fine-tuning on outcome quality. The structure of the paper is generally sound, supported by appropriate figures and tables, and the research provides useful insights for both academic and industry applications.

However, certain areas require refinement to strengthen scientific rigor. The methodology section would benefit from additional explanation regarding the rationale for TextBlob-generated labels, handling of dataset imbalance, and detailed hyperparameter settings to improve reproducibility. Formatting inconsistencies in figures and references should be addressed, and minor grammatical and stylistic corrections are needed to enhance clarity. Including recent literature (2022–2024) and statistical significance testing would increase the academic value. Overall, the paper is technically strong and well-presented, and with these minor improvements, it is suitable for publication. **Recommendation: Accept with Minor Revisions.**