**ABSTRACT**

Nowadays most of the E-Commerce websites are using opinion mining to understand the trends and problems with their products. Opinion mining is performed to analyze the natural language and to identify the emotions expressed by the users. It is useful in product recommendations. The idea behind the opinion mining uses text mining techniques such as NLP (Natural Language Processing) and the polarity of the reviews given for a particular product is predicted using a Lexicon-Based Dictionary approach. The achieved polarity will be used to predict whether the users will recommend the product or not to new users using Naïve Bayes classifier in machine learning.