# ABSTRACT

In today's digital age, online reviews play a pivotal role in shaping public perception of organizations. However, the authenticity and reliability of these reviews have become increasingly susceptible to manipulation, especially with the emergence of fake negative reviews. This project proposes the utilization of technology to analyze reviews and effectively manage them. By employing sentiment analysis tools to classify reviews as positive, negative, or neutral, the system can discern authentic grievances from fabricated ones. Legitimate complaints are promptly addressed to demonstrate responsiveness to customer concerns, while counterfeit reviews are identified and mitigated to prevent reputational damage. This system contributes to maintaining a positive and reliable online image for the organization by actively monitoring feedback and swiftly resolving issues. By leveraging advanced sentiment analysis tools, the system sifts through a diverse array of online feedback, distinguishing genuine concerns from potentially damaging falsehoods. Through proactive reputation management, the organization fosters greater trust and credibility among its audience, enabling it to navigate the digital realm with confidence while safeguarding its reputation and reinforcing positive perceptions.