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Opinions on Product Detection Using SVM Algorithm Using Machine Learning

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ABSTRACT: As most of the people require review about a product before spending their money on the product. So, people come across various reviews in the website but these reviews are genuine or fake is not identified by the user. In some review websites some good reviews are added by the product company people itself in order to make in order to produce false positive product reviews. They give good reviews for many different products manufactured by their own firm. User will not be able to find out whether the review is genuine or fake. This system will find out fake reviews made by posting fake comments about a product by identifying the MAC address along with review posting patterns. User will login to the system using his user id and password and will view various products and will give review about the product. To find out the review is fake or genuine, system will find out the MAC address of the user if the system observes fake review send by the same MAC Address many a times it will inform the admin to remove that review from the system. This system helps the user to find out correct review of the product.

KEYWORDS: Support Vector Machine, Media Access Control.

I. INTERODUCTION

A review is an evaluation of a publication, service, or company such as a movie (a movie review), video game (video game review), musical composition (music review of a composition or recording), book (book review); a piece of hardware like a car, home appliance, or computer; or an event or performance, such as a live music concert, play, musical theater show, dance show, or art exhibition. In addition to a critical evaluation, the review's author may assign the work a rating to indicate its relative merit. More loosely, an author may review current events, trends, or items in the news. A user review refers to a review written by a user or consumer for a product or a service based on her experience as a user of the reviewed product. Popular sources for consumer reviews are e-commerce sites like Amazon or Zippos, and social media sites like TripAdvisor and Yelp. E-commerce sites often have consumer reviews for products and sellers separately. Usually, consumer reviews are in the form of several lines of texts accompanied by a numerical rating. This text is meant to aid in shopping decision of a prospective buyer. A consumer review of a product usually comments on how well the product measures up to expectations based on the specifications provided by the manufacturer or seller. It talks about performance, reliability, quality defects, if any, and value for money. Consumer review, also called 'word of mouth' and 'user generated content' differs from 'marketer generated content' in its evaluation from consumer or user point of view. Often it includes comparative evaluations against competing products. Observations are factual as well as subjective in nature. Consumer review of sellers usually comments on service experienced, and dependability or trustworthiness of the seller. Usually, it comments on factors such as timeliness of delivery, packaging and correctness of delivered items, shipping charges, return services against promises made, and so on. Consumer reviews online have become a major factor in business reputation and brand image due to the popularity of Trip Advisor, Yelp and online review websites. A negative review can damage the reputation of a business and this has created a new industry of reputation management where 2 companies attempt to remove or hide bad reviews so that more favorable content is found when potential customers do research. An expert review usually refers to a review written by someone who has tested several peer products or services to identify which offers the best value for money or the best set of features. A bought review is the system where the creator (usually a company) of a new product pays a reviewer to review his new product. It is used to find the fake review and it's to eliminate.

II. RELATED WORK

License Plate Recognition License plate Recognition as proposed by Prashengit Dhar¹, Sunanda Guha², Tony Biswas¹, Md. Zainal Abedin³. Intelligent Transport System (ITS) shows significant contributions in smart system applications. Automatic License Plate Recognition (LPR) system is a fascinating component of ITS, that can be used in many real life applications such as surveillance, traffic flow monitoring, tracking stolen car, parking lot maintenance. This paper focuses a system design for LPR implementation of Bangladeshi License Plate. To detect the plate from the car image is the first stage of the system. The detection consists of the preprocessing, edge detection, morphological dilation and filtering region properties of the input image. Secondly, shape of the plate is verified by using robust distance to borders (DtBs) method. Thirdly, extreme points are used to correct horizontal tilt. Then, to extract the plates object, character segmentation is executed based on region properties and morphological operation. Finally, the extracted characters are recognized through automatic feature extraction with Convolution Neural Networks. The simulation results illustrate that the accuracy is quite remarkable.

Novel Recommendation Model Regularized

Novel recommendation model regularized for proposed by Guibing Guo, Jie Zhang, and Neil Yorke-Smith. Trust SVD, a trust-based matrix factorization technique for recommendations. Trust SVD integrates multiple information sources into the recommendation model in order to reduce the data sparsity and cold start problems and their degradation of recommendation performance. An analysis of social trust data from four real-world data sets suggests that not only the explicit but also the implicit influence of both ratings and trust should be taken into consideration in a recommendation model. Trust SVD therefore builds on top of a state-of-the-art recommendation algorithm, SVD++ (which uses the explicit and implicit influence of rated items), by further 4 incorporating both the explicit and implicit influence of trusted and trusting users on the prediction of items for an active user. The proposed technique is the first to extend SVD++ with social trust information. Experimental results on the four data sets demonstrate that Trust SVD achieves better accuracy than other ten counterparts recommendation techniques.

As most of the people require review about a product before spending their money on the product. So people come across various reviews in the website but these reviews are genuine or fake is not identified by the user. In some review websites some good reviews are added by the product company people itself in order to make in order to produce false positive product reviews. They give good reviews for many different products manufactured by their own firm. User will not be able to find out whether the review is genuine or fake. The user are not identified to the product is a duplicate or not. KNN algorithm is used to separate reviews.

Disadvantages of existing system

- The system cannot give the proper review to the user.
- KNN algorithm is that it is a lazy learner.
- User not satisfied to the product.
- User purchase to the duplicate product.

III. METHODOLOGY

Now a day's all users are using to the online product purchase but the users are not to find out the product review is a fake or genuine. The proposed system of this "DETECTING PRODUCT REVIEW BASED ON COMPLAINTS USING SVM CLASSIFICATION" system is introduced. This system will find out fake reviews made by posting fake comments about a product by identifying the IP address along with review posting patterns. User will login to the system using his user id and password and will view various products and will give review about the product. To find out the review is fake or genuine, system will find out the IP address of the user if the system observes fake review send by the same IP Address many a times it will inform the admin to remove that review from the system. If IP address may fake using user product order id to find the fake review. This system helps the user to find out correct review of the product.

Advantages of proposed system

- User gets genuine reviews about the product.
- SVM is more effective in high dimensional.



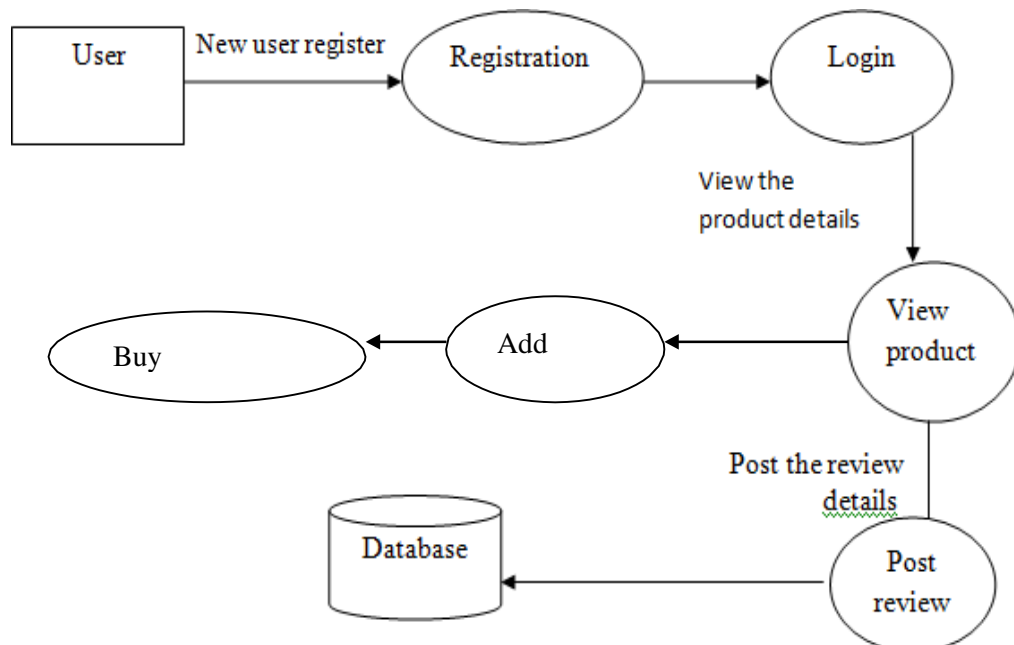
- User can post to own review about the product.
- User can spend money on valuable products

IV. EXPERIMENTAL RESULTS

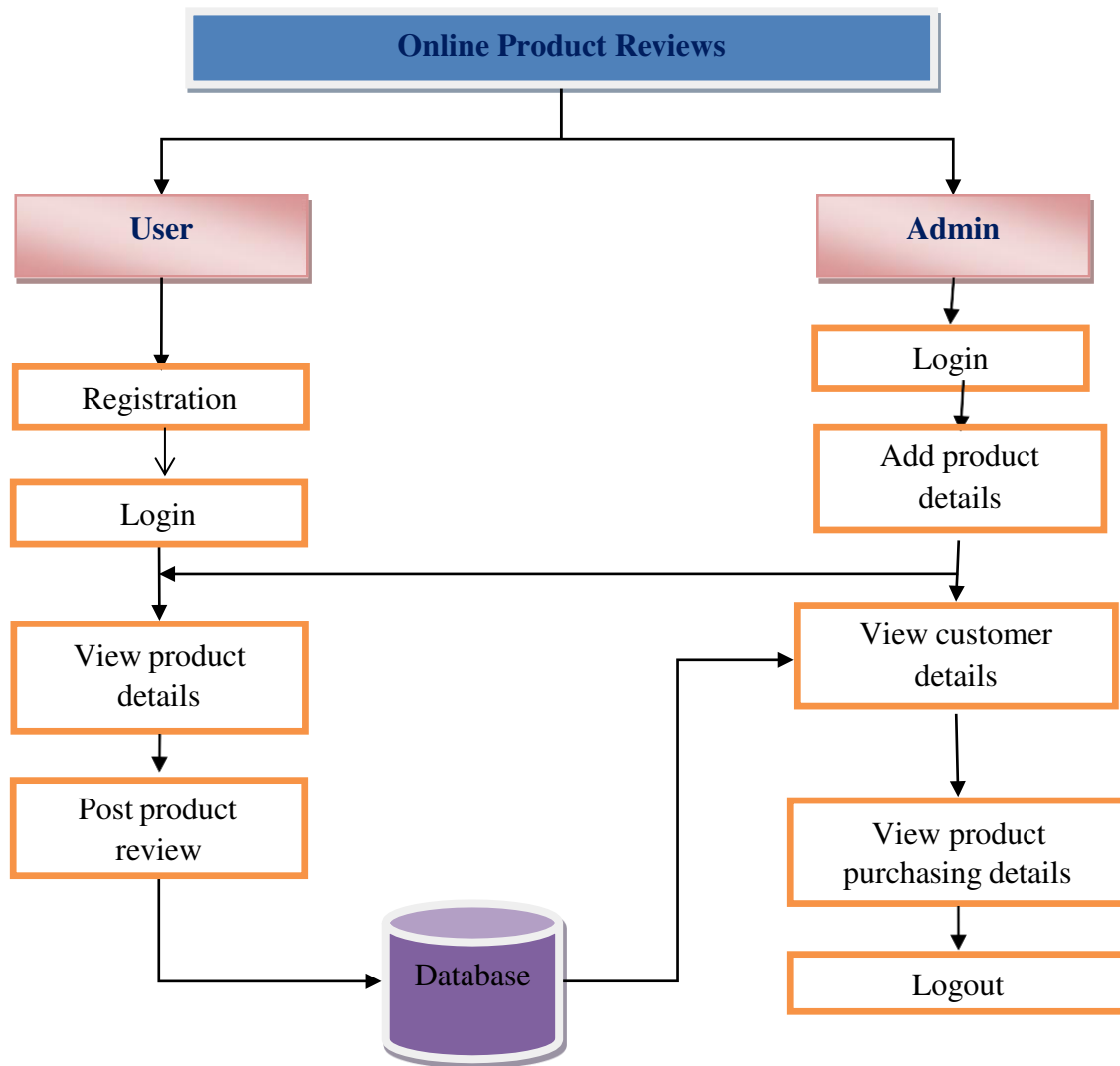
System architecture or systems architecture is the conceptual model that defines the structure, behavior, and more views of a system. An architecture description is a formal description and representation of a system, organized in a way that supports reasoning about the structures and behaviors of the system. System architecture can comprise system components, the externally visible properties of those components, the relationships (e.g. the behavior) between them. It can provide a plan from which products can be procured, and systems developed, that will work together to implement the overall system. There have been efforts to formalize languages to describe system architecture; collectively these are called architecture description languages (ADLs).

Various organizations define systems architecture in different ways, including:

- An allocated arrangement of physical elements which provides the design solution for a consumer product or life-cycle process intended to satisfy the requirements of the functional architecture and the requirements baseline.
- Architecture comprises the most important, pervasive, top-level, strategic inventions, decisions, and their associated rationales about the overall structure (i.e., essential elements and their relationships) and associated characteristics and behavior.
- If documented, it may include information such as a detailed inventory of current hardware, software and networking capabilities; a description of long-range plans and priorities for future purchases, and a plan for upgrading and/or replacing dated equipment and software.
- The composite of the design architectures for products and their life-cycle processes.



V.SYSTEM DESIGN



VI. CONCLUSION

In this system “DETECTING PRODUCT REVIEW BASED ON COMPLAINTS USING SVM CLASSIFICATION” system is used to find out fake reviews made by posting fake comments about a product by identifying the MAC address along with review posting patterns. User will login to the system using his user id and password and will view various products and will give review about the product. To find out the review is fake or genuine, system will find out the MAC address of the user if the system observes fake review send by the same MAC Address many a times it will inform the admin to remove that review from the system. If MAC address may fake using user product order id to find the fake review. This system helps the user to find out correct review of the product.

FUTURE ENHANCEMENT

In future work, efforts would be done to make some enhancements in this technique in such a way that it can identify the repeated reviews and classify those reviews only one It would deal with sentences contain relative clauses like not only but also and the sentences contain clauses neither-nor,etc



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