Review Rating Prediction

Nowadays recommendation systems are playing important role in e-commerce for targeted marketing, personalized recommendation etc. The aim of our system is to extract contextual information from the user reviews using NLP technique as it is used to produce review-based rating. This can be used to improve recommendations. Some of the most important steps involved in this are: 1) convert review to words i.e. tokenization 2) convert characters to lower case 3) remove punctuation, numbers, slang terms 4) word stemming 5) machine learning algorithm. The limitation of this system is, it can not understand sarcasm as well as emojis mentioned in review.

Advantage:

- This can be unique source of information for independent person (i.e. solo traveller visiting unknown places)

Disadvantage:

- It can not understand language having sarcasm or emojis
- It cannot detect and ignore fake reviews given by fake people.

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