

Product Ranking based on Customer Reviews for a Particular Aspect

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Problem Statement

In today's time with so much technological advancements everything is being done online. As e-shops allow customers to directly purchase goods and services from a seller over the web store, people do not have to take a ride to the store to buy products which saves a lot of time. But in online shopping it becomes quite difficult for the users to buy any product from a large amount of available options. So, some shopping sites allow customers to add reviews corresponding to the product they buy. But for a particular product there exists a number of reviews which again creates confusion while choosing products. The main aim of our project is to rank the products with respect to a particular aspect based on the customer reviews.

Motivation

With increasing dependency of customers on online shopping we are trying to make the experience of the customer seamless by providing them possible products in a better manner.

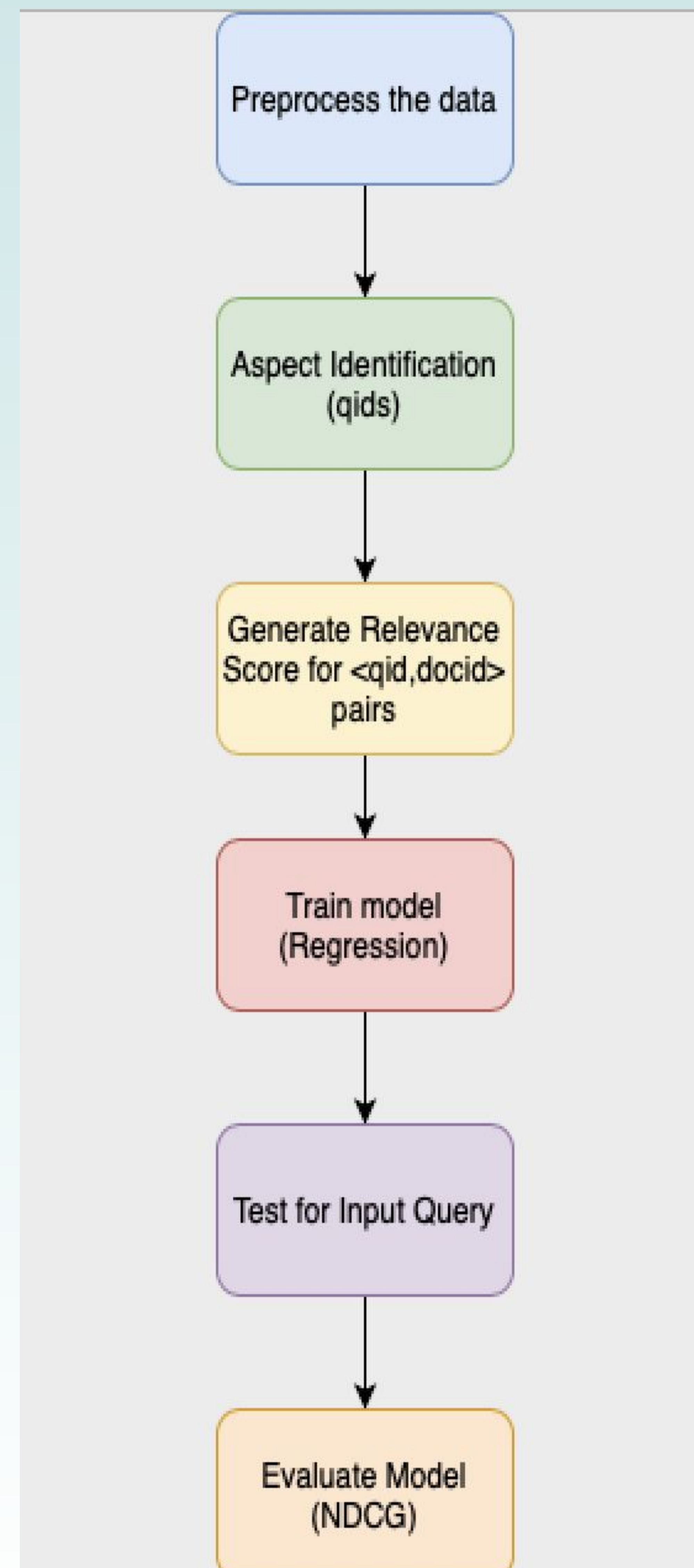
Dataset used

We have chosen the dataset containing Amazon reviews of various product categories. We have trained our model on around 6000 reviews.

<https://www.kaggle.com/grikomsn/amazon-cell-phones-reviews#20191226-reviews.csv>

The fields required by us are: Product id, name and the reviews. We have generated the ground truth based on the sentiment for a particular aspect in the review.

Methodology



Results and Outputs

Input for the model during training: Train data of the form Qid, Docid and relevance score. Input for testing: Query along with the testing data.

Output: Ranking of the products for the input query

Evaluation Metric: NDCG

