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Project Title: Fake Product Review Monitoring system

Category: Computer Software

GitHub Repository:

Description :

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 product famous this people belong to Social Media Optimization team. 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.

To find out fake review in the website this “Fake Product Review Monitoring and Removal for Genuine Online Product Reviews Using Opinion Mining” system is introduced. This system will find out fake reviews made by the social media optimization team by identifying the IP address. 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 observe fake review send by the same IP Address many a times it will inform the admin to remove that review from the system. This system uses data mining methodology. This system helps the user to find out correct review of the product.

Proposed system:

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Advantage of Proposed System

- User gets genuine reviews about the product.
- User can post their own review about the product.
- User can spend money on valuable products.

Modules:

- Online Shopping
- Admin
- Users
- Fake Review Monitoring

- **Online Shopping:**

Online Shopping is a form of e-commerce which allows consumers to directly buy goods from a seller over the internet using a web browser. Consumers find a product of interest by visiting the retailer directly or by searching among alternative vendors using a shopping search engine. Online stores typically enable shoppers to use “search” features to find specific models, brands or items. Online customers must have access to the Internet and a valid method of payment in order to complete a transaction, such as a credit card, an Interac-enabled debit card, or a service such as PayPal.

- **Admin:**

In this Module, Admin can manage their website such as add/remove the products from their Website. They can also check the Orders have been ordered by Consumers and also checks whether the products are added with right specifications. The important feature of the Admin is to monitor the Fake Reviews Posted on the Website about Product.

- **Users:**

In terms of Users, they can view the various products of their desired one on the shopping website and also they can search for particular brands. Users can check the specifications of the product and Order it if the product is suitable for them. Rating and reviews are posted by the pre-ordered consumers.

- **Fake Review Monitoring:**

By the Continuous monitoring of the system, the system will categorize the reviews by their IP Addresses of the consumers from the existing rating and reviews. If the consumer has posted more reviews for the same product from the same IP, then the reviews has been declared as the Fake reviews.

Future

Finding the opinion spam from huge amount of unstructured data has become an important research problem. Now business organizations, specialists and academics are putting forward their efforts and ideas to find the best system for opinion spam analysis. Although, some of the algorithms have been used in opinion spam analysis gives good results, but still no algorithm can resolve all the challenges and difficulties faced by today's generation. More future work and knowledge is needed on further improving the performance of the opinion spam analysis. In the future we will do further investigate different kinds of features to make more accurate predictions.

