CHARACTERIZING AND PREDICTING EARLY REVIEWERS FOR EFFECTIVE PRODUCT MARKETING ON E-COMMERCE WEBSITES

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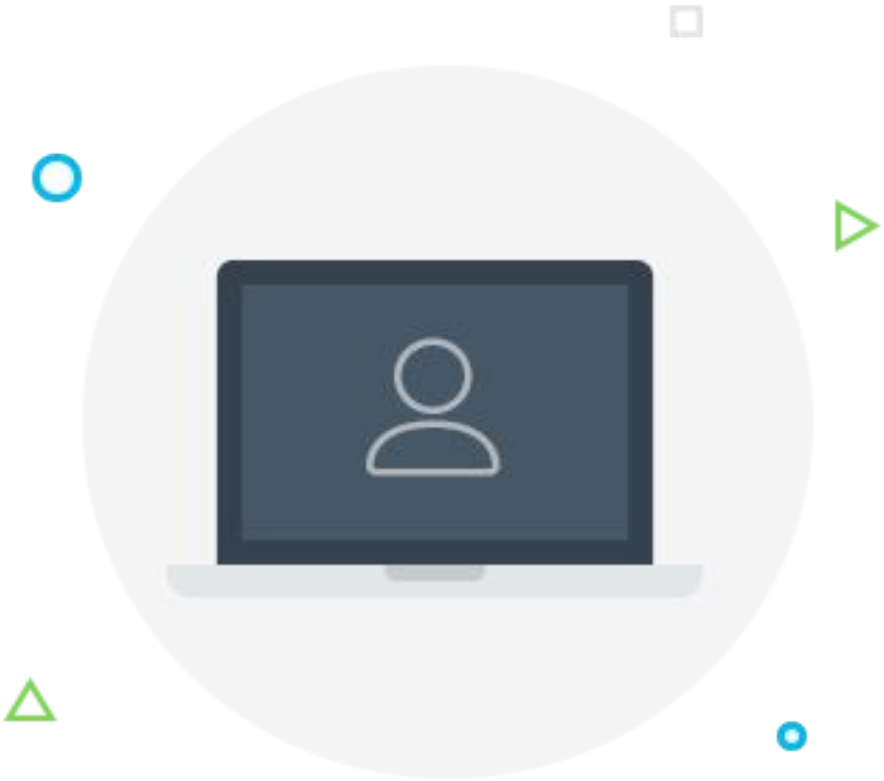


ABSTRACT

- Online reviews have become an important source of information for users before making an informed purchase decision.
- Ex: Amazon and Yelp.
- In specific, we divide product lifetime into three consecutive stages, namely:
  1.Early,
  2. Majority and
  3. Laggards.
- We propose a novel margin-based embedding model for early reviewer prediction.

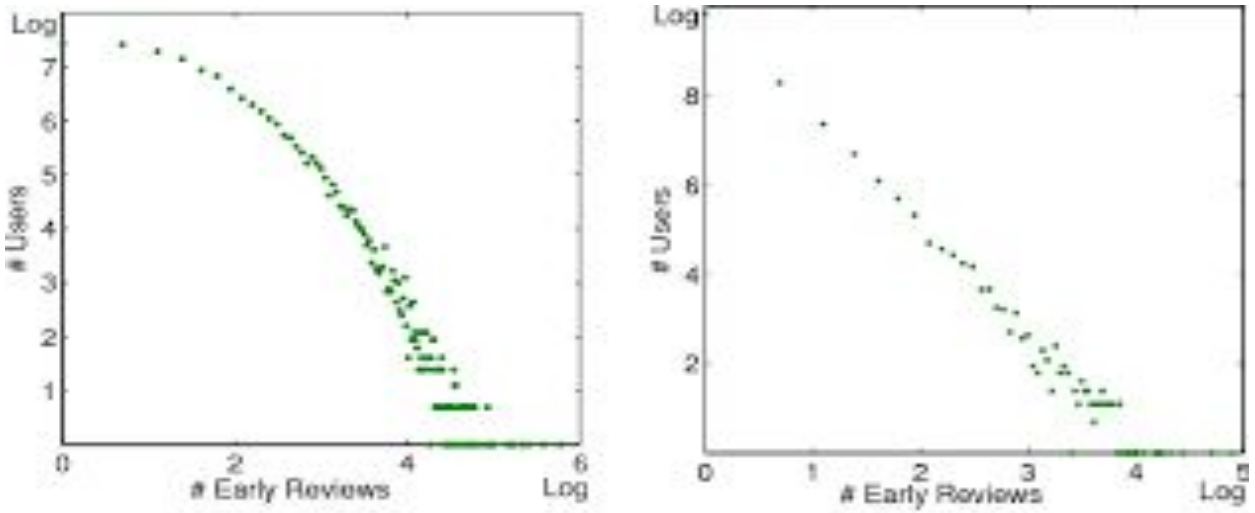
INTRODUCTION

- A user who has posted a review in the early stage is considered as an early reviewer.
- We have found that :

  (1) an early reviewer tends to assign a higher average rating score, and

  (2) an early reviewer tends to post more helpful reviews.

- Ex:



(a) Amazon (b) Yelp

SOFTWARE REQUIREMENTS

- For developing the application the following are the Software Requirements

- **Operating Systems supported:**
  - Windows 7,8,10
  - Windows XP
- **Technologies and Languages used to Develop:** Python
- **Debugger and Emulator:** Any Browser (Particularly Chrome)

HARDWARE REQUIREMENTS

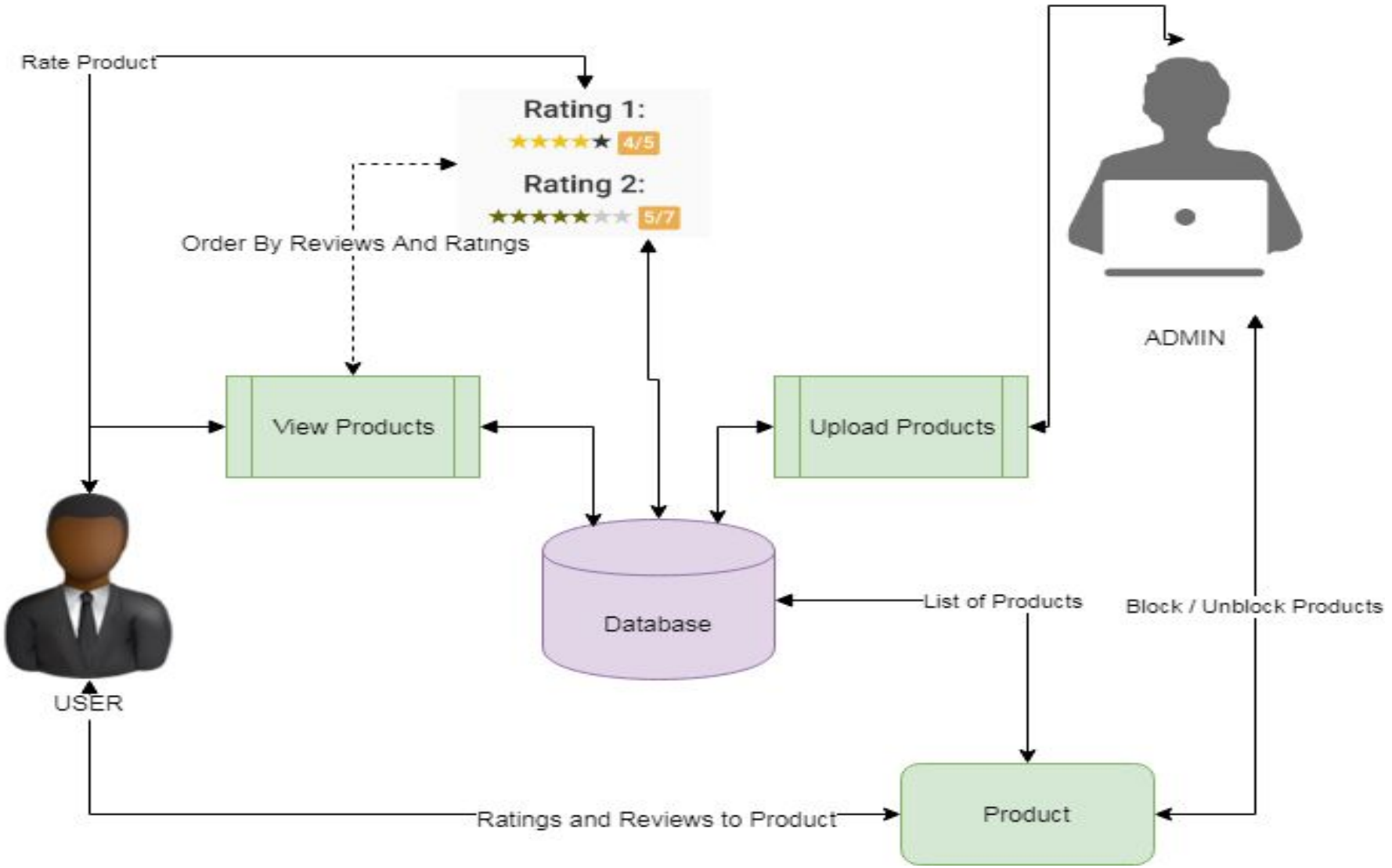
- For developing the application the following are the Hardware Requirements:

1.Processor: Pentium IV or higher

2.RAM: 256MB

3. Space on Hard Disk: minimum 512MB

ARCHITECTURE DIAGRAM



EXISTING SYSTEM

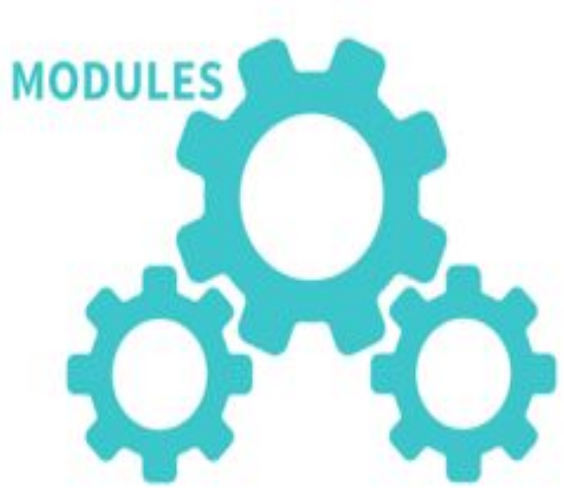
- Our empirical analysis provides support to a series of theoretical conclusions from the sociology and economics.
- We view review posting process as a multiplayer competition game and develop an embedding-based ranking model for the prediction of early reviewers.
- Ex: Amazon and Yelp have demonstrated the effectiveness of our approach for the prediction of early reviewers.

PROPOSED SYSTEM

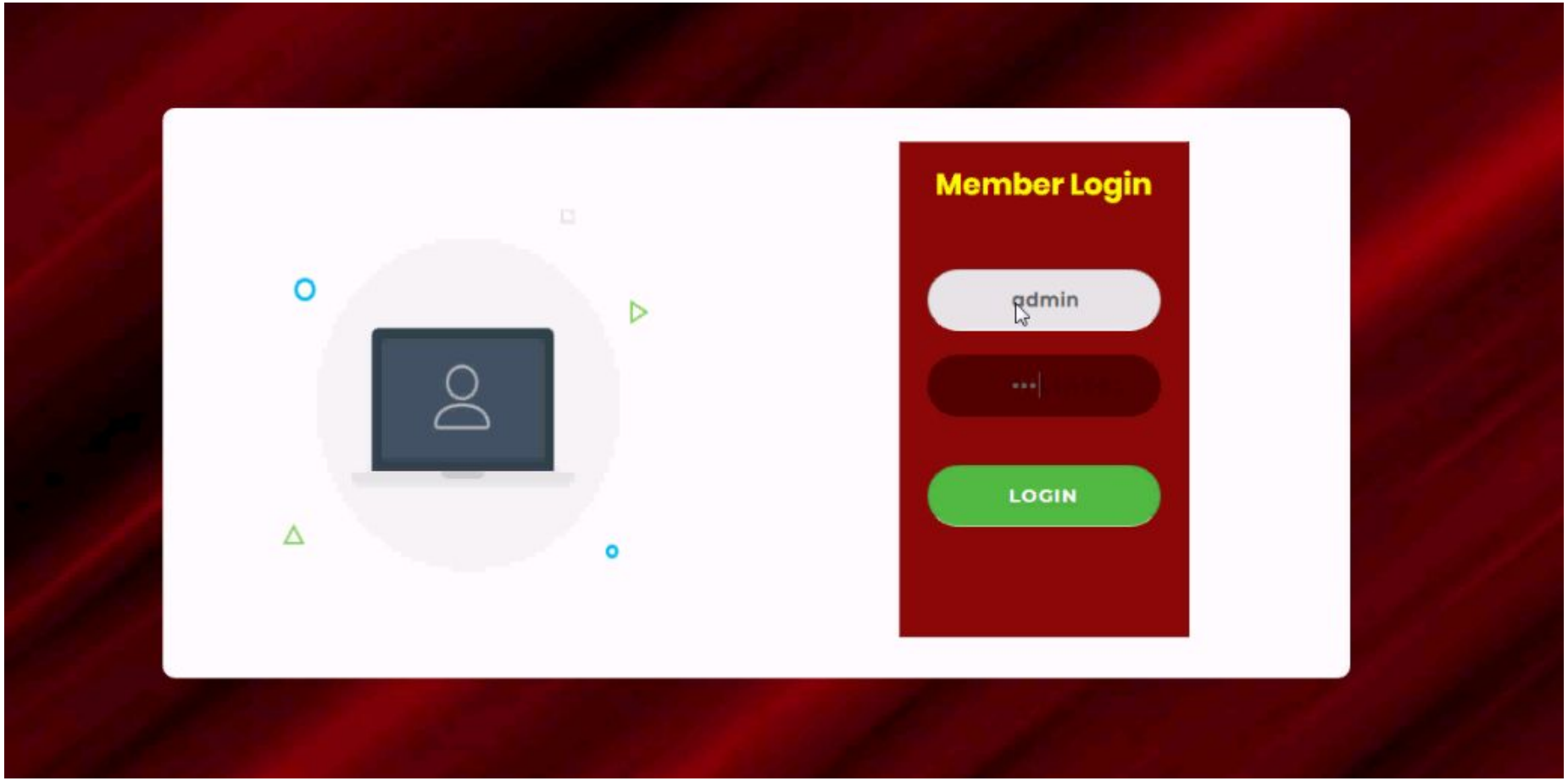
- To predict early reviewers, we propose a novel approach by viewing review posting process as a multiplayer competition game.
- Only the most competitive users can become the early reviewer's to a product. The competition process can be further decomposed into multiple pairwise comparisons between two players.
- In a two-player competition, the winner will beat the loser with an earlier timestamp. Inspired by the recent progress in distributed representation learning.
- we propose to use a **Margin-based embedding model** by first mapping both users and products into the same embedding space.

MODULE DESCRIPTION

1.Upload products
2.Product review based order
3.Ratings and reviews
4.Data analysis



OUTPUT SCREEN



CONCLUSION

- We found that:
  (1) an early reviewer tends to assign a higher average rating score; and
  (2) an early reviewer tends to post more helpful reviews.
- We have adopted a competition-based viewpoint to model the review posting process, and developed a **margin based embedding ranking model (MERM)** for predicting early reviewers in a cold-start setting.