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# 1 Problem Statement

In order to indicate the origin of the toll way problems, the following background is worth mentioning.  
The problem is stated here.

## 2 Assumptions and Justifications

### 2.1 Assumptions

### 2.2 Symbols and Definitions

Table 1: Symbols and Definitions.

Notations	Description
$\eta$	1
$\xi$	
$P$	
$r$	
$x$	
$X$	
$N$	
$n$	

### 2.3 Symbols and Definitions

## 3 Mathematical Models

### 3.1 Basic Model

$$\sum_t \quad (1)$$

According to Equation (1)

$$\begin{cases} \frac{dS_2}{dt} = -R_0 \cdot S_2(I_1 + I_2) \\ \frac{dI_2}{dt} = R_0 \cdot S_2(I_1 + I_2) - \frac{I_2}{r} \\ \frac{dS_1}{dt} = \rho \left[ 1 - \frac{S_1 + (1+v/r)I_1}{K_1} \right] - R_0 \cdot S_1(I_1 + I_2) - v \cdot S_1 \\ \frac{dI_1}{dt} = R_0 \cdot S_1(I_1 + I_2) - \frac{I_1}{r+v} \end{cases} \quad (2)$$

Notations	Description
$a$	Persuasion of comments
$s(X \rightarrow Y)$	Degree of support between $X$ and $Y$ , indicating how often the rules can be used for analysis
$c(X \rightarrow Y)$	Confidence between $X$ and $Y$ , indicating the frequency of transactions in $Y$ containing $X$
$X$	Promotion/The 'verified purchase' is 'N'
$\bar{X}$	No promotion or The 'verified purchase' is 'Y'
$Y$	Poor feedback
$\bar{Y}$	Favourable feedback
$Z$	Poor evaluation support rate
$\bar{Z}$	Favourable support rate
$f_V$	Amount of platform commentators
$f_{\bar{V}}$	Amount of common customers
$a_V$	Support rate of comments written by writers
$a_{\bar{V}}$	Support rate of comments written by non writers
$a_T$	Overall weighted support rate
$Q_\mu(v)$	Amount of comments, dependent variable in multiple linear regression
$\mu_i$	Regression coefficient of multiple linear regression, $\{i = 0, 1, 2, 3\}$
$v_i$	Independent variable of multiple linear regression, $\{i = 0, 1, 2, 3\}$
$v_1$	Amount of no promotions in monthly reviews
$v_2$	Number of disapproval of poor feedback and approval of favorable feedback in each month
$v_3$	Frequency of good keywords in each month
$\xi$	Random error term of multiple linear regression
$r^2$	Sample determination coefficient discrimination coefficient
$SSR$	Regression sum of squares
$SST$	Sum of squares of total variation
$T$	Weighted mean value of star rating in the train set
$\tilde{T}$	Weighted mean value of star rating in the testing set
<b>std</b>	Standard deviation of the result in training set and testing set
$D$	Future value of products
$\varphi$	Weighted star rating
$\delta$	The rate of positive keywords in reviews

### 3.2 Improved Model

Additional assumptions for the model improvement

## 4 Results and Solutions

Result analysis

Discussions

**Algorithm 1:** Competitive selection

**Input:** the set of data patterns  $\mathbb{X}$

**Output:** the set of prototype seeds  $\mathbb{S}^*$

- ```

1 Compute the Euclidean distance  $dist(\mathbf{x}_m, \mathbf{x}_n)$ 
2 Compute the density  $D(\mathbf{x}_m) \geq \gamma$ 
3 Select eligible  $\mathbf{x}_m$  for the candidate seed set  $\mathbb{C}^0 \leftarrow \{\mathbf{x}_m \mid C(\mathbf{x}_m, \gamma) = 1\}$ 
4 Initialize  $\mathbb{C}^* \leftarrow \mathbb{C}^0$ 
5 while  $\mathbb{C}^* \neq \emptyset$  do
6   Initialize  $\mathbb{S}^j \leftarrow \mathbb{S}^*$ 
7   Select the winning seed from the candidate set  $\mathbf{x}_s^j \leftarrow \arg \max D(\mathbf{x}_m), \mathbf{x}_m \in \mathbb{C}^j$ 
8   Update  $\mathbb{S}^* \leftarrow \mathbb{S}^j \cup \{\mathbf{x}_s^j\}$ 
9   Update  $j \leftarrow j + 1$ 
10 end
11 return  $\mathbb{S}^*$ 

```

## 5 Model Evaluation and Sensitivity Analysis

## 5.1 Model Evaluation

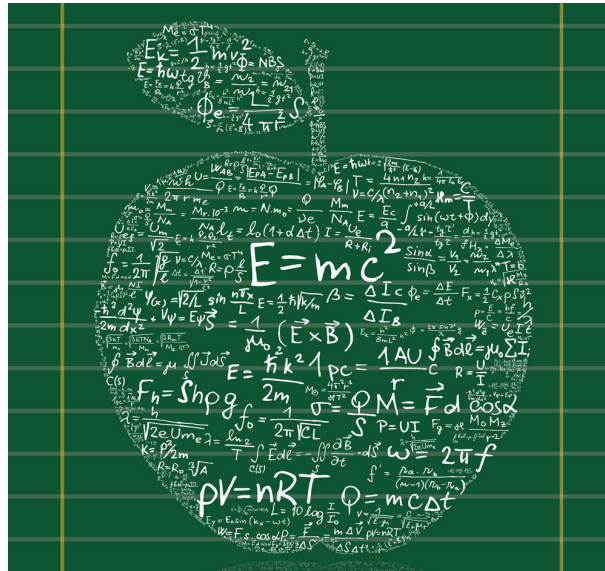


Figure 1: Figure illustration.

## 5.2 Sensitivity Analysis

Matrix with column and row labels:

$$\begin{array}{cc} & \begin{matrix} 1 & 2 \end{matrix} \\ \begin{matrix} 1 \\ 2 \\ 3 \end{matrix} & \begin{pmatrix} x1 & x2 \\ x3 & x4 \\ x5 & x6 \end{pmatrix} \end{array}$$

|          | $V_0$    | $V_1$    | $V_2$    | $V_3$    | $V_4$    | $V_5$    | $V_6$    | $V_7$    | $V_8$    | $V_9$    | $V_{10}$ | $V_{11}$ | $V_{12}$ | $V_{13}$ | $V_{14}$ | $V_{15}$ | $V_{16}$ | $V_{17}$ | $V_{18}$ | $V_{19}$ | $V_{20}$ | $V_{21}$ | $V_{22}$ | $V_{23}$ | $V_{24}$ |
|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
| $V_0$    | 0        | 3        | $\infty$ | $\infty$ | $\infty$ | 6        | 5        | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ |
| $V_1$    | 3        | 0        | 4        | $\infty$ | $\infty$ | $\infty$ | 4        | 7        | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ |
| $V_2$    | $\infty$ | 4        | 0        | 5        | $\infty$ | $\infty$ | $\infty$ | 6        | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ |
| $V_3$    | $\infty$ | $\infty$ | 5        | 0        | 3        | $\infty$ | $\infty$ | $\infty$ | 5        | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ |
| $V_4$    | $\infty$ | $\infty$ | $\infty$ | 3        | 0        | $\infty$ | $\infty$ | $\infty$ | $\infty$ | 3        | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ |
| $V_5$    | 6        | $\infty$ | $\infty$ | $\infty$ | $\infty$ | 0        | 2        | $\infty$ | $\infty$ | $\infty$ | 4        | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ |
| $V_6$    | 5        | 4        | $\infty$ | $\infty$ | $\infty$ | 2        | 0        | 2        | $\infty$ | $\infty$ | $\infty$ | 3        | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ |
| $V_7$    | $\infty$ | 7        | 6        | $\infty$ | $\infty$ | $\infty$ | 2        | 0        | 4        | $\infty$ | $\infty$ | 3        | 2        | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ |
| $V_8$    | $\infty$ | $\infty$ | $\infty$ | 5        | $\infty$ | $\infty$ | $\infty$ | 4        | 0        | 4        | $\infty$ | $\infty$ | $\infty$ | 6        | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ |
| $V_9$    | $\infty$ | $\infty$ | $\infty$ | $\infty$ | 3        | $\infty$ | $\infty$ | $\infty$ | 4        | 0        | $\infty$ | $\infty$ | $\infty$ | 5        | 4        | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ |
| $V_{10}$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | 4        | $\infty$ | $\infty$ | $\infty$ | $\infty$ | 0        | 5        | $\infty$ | $\infty$ | $\infty$ | 4        | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ |
| $V_{11}$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | 3        | 3        | $\infty$ | $\infty$ | 5        | 0        | 1        | $\infty$ | $\infty$ | $\infty$ | 2        | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ |
| $V_{12}$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | 2        | $\infty$ | $\infty$ | $\infty$ | 1        | 0        | 6        | $\infty$ | $\infty$ | $\infty$ | 6        | $\infty$ | 9        | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ |
| $V_{13}$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | 6        | 5        | $\infty$ | $\infty$ | 6        | 0        | 2        | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ |
| $V_{14}$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | 4        | $\infty$ | $\infty$ | $\infty$ | 2        | 0        | $\infty$ | $\infty$ | $\infty$ | $\infty$ | 5        | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ |
| $V_{15}$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | 4        | $\infty$ | $\infty$ | $\infty$ | 0        | 7        | $\infty$ | $\infty$ | $\infty$ | $\infty$ | 3        | $\infty$ | $\infty$ | $\infty$ | $\infty$ |
| $V_{16}$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | 2        | $\infty$ | $\infty$ | $\infty$ | 7        | 0        | 3        | $\infty$ | $\infty$ | 8        | 4        | $\infty$ | $\infty$ | $\infty$ |
| $V_{17}$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | 6        | $\infty$ | $\infty$ | $\infty$ | 3        | 0        | 5        | $\infty$ | $\infty$ | $\infty$ | 4        | $\infty$ | $\infty$ |
| $V_{18}$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | 5        | 0        | 3        | $\infty$ | $\infty$ | 6        | 1        | $\infty$ |
| $V_{19}$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | 9        | $\infty$ | 5        | $\infty$ | $\infty$ | $\infty$ | 3        | 0        | $\infty$ | $\infty$ | $\infty$ | $\infty$ | 6        |
| $V_{20}$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | 3        | 8        | $\infty$ | $\infty$ | $\infty$ | 0        | 2        | $\infty$ | $\infty$ | $\infty$ |
| $V_{21}$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | 4        | $\infty$ | $\infty$ | $\infty$ | 2        | 0        | 5        | $\infty$ | $\infty$ |
| $V_{22}$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | 4        | 6        | $\infty$ | $\infty$ | 5        | 0        | 3        | $\infty$ |
| $V_{23}$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | 1        | $\infty$ | $\infty$ | $\infty$ | 3        | 0        | 4        |
| $V_{24}$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | $\infty$ | 6        | $\infty$ | $\infty$ | $\infty$ | 4        | 0        | 0        |

## 6 Strengths and Weaknesses

### 6.1 Strengths

The models have the following strengths:

- Advantage 1
- Advantage 2

### 6.2 Weaknesses

The models have the following weaknesses:

- Weakness 1
- Weakness 2

## 7 Conclusions

## References

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## Report

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