**CHAPTER-3**

**EXISTING SYSTEM**

* In Existing system, to generate a QR code for every product list in secure way. And the rating data does not store properly.
* This system will find out fake reviews made by posting fake comments about a product by don’t identifying the review posting patterns.

**DISADVANTAGES**

* Differences among how people score evaluations, perceptions of ratings, a feedback block, a halo effect and a difficulty in separating employees who land in the middle.
* If the social media optimization team uses different IP address to send the review, system will fail to track the fake review.