Fake Online Review Detection Using Data Analytics (Without Machine Learning) Abstract: This project focuses on identifying fake or suspicious online reviews using data analytics and rule-based techniques instead of machine learning. Tools Used: Python, SQL, Power BI, Data Analytics, NLP Methodology: Sentiment analysis is applied using NLP. Rule-based logic identifies suspicious reviews based on rating patterns, repeated words, and abnormal user activity. Results: The system successfully categorizes reviews into Genuine, Fake, and Suspicious. Conclusion: This analytics-based approach is simple, interpretable, and suitable for BSc-level projects.