IMPROVED FRAUD DETECTION IN E-COMMERCE TRANSACTIONS

A MINI PROJECT REPORT

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ABSTRACT

Most of the people require review about a product before spending their money on the product. 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 in order to produce false positive product reviews. 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. This system will find out fake reviews made by posting fake comments about a product by identifying the ID address along with review posting patterns. User will login to the system using his user id and password and will view various products and will give review about the product positive or negative. To find out the review is fake or genuine, system will find out the ID address of the user if the system observes fake review send by the same ID Address many at times it will inform the admin to remove that positive or negative from the system. This system helps the user to find out correct review of the product. The proposed system will use machine learning supervised technique. The chosen algorithm based on simulation work is Support Vector Machine (SVM). A direction for future research is to implement the system and check performance by applying proposed approach to various benchmark data sets. Comparing performance of different classification methods to find the best one for our proposed opinion spam classification method could be another research direction.

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LIST OF ABBREVIATION

CNN	Convolutional Neural Networks.
CCTree	clustering algorithm named Categorical Clustering Tree.
COSDES	Collaborative Spam Detection System
FID	Fake ID
HIS	Fake review Information System
NLP	Natural Language Processing
NN	Neural Network
PA	Product Analysis
SA	Sentimental Analysis
SVM	Support Vector Machine