

IMPROVED FRAUD DETECTION IN E-COMMERCE TRANSACTIONS

A MINI PROJECT REPORT

Submitted by

ELAMARAN D 812020205017

NAVEEN PRASATH R 812020205033

SANCHEEVI R 812020205040

LOKCHANDAR A R 812020205307

in partial fulfillment for the award of the degree

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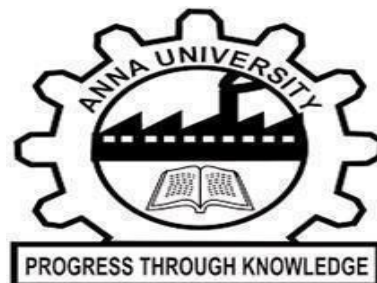
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Tiruchirappalli – 621105



ANNA UNIVERSITY : CHENNAI 600 025

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BONAFIDE CERTIFICATE

Certified that this project report “**IMPROVED FRAUD DETECTION IN E-COMMERCE TRANSACTIONS**” is the bonafide work of **Elamaran D(812020205017), Naveenprasath R (812020205033), Sancheevi R (812020205049) & Lokchandar R (812020205307)** who carried out the project work under my supervision.

SIGNATURE

Dr.K.Geetha,M.E.,Ph.D.,
Head of the Department,

Department of IT,
M.A.M. College of Engineering
and Technology,
Tiruchirappalli – 621 105.

SIGNATURE

Ms.P.Suganya, M.E.,
Supervisor,
Assistant Professor,
Department of IT,
M.A.M. College of Engineering
and Technology
Tiruchirappalli – 621 105.

Submitted for B.Tech. degree viva-voce held at **M.A.M. College of Engineering and Technology** on

INTERNAL EXAMINER

EXTERNAL EXAMINER

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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.

TABLE OF CONTENTS

CHAPTER NO	TITLE	PAGE NO
	ABSTRACT	iv
	LIST OF FIGURES	vii
	LIST OF ABBREVIATION	viii
1	INTRODUCTION	1
2	LITERATURE SURVEY	2
	2.1 A fake review resource and product management system based on real-time data capture and intelligent decision making	2
	2.2 Study on information system of Fake review dataset care services management in fake review	4
	2.3 Specification of a Reference Model for the Domain Layer of a Fake review Information System	6
	2.4 The Online Review Management System at Murab	9
	2.5 Intelligent Scheduling in Fake review dataset Care Domain	12
3	SYSTEM ANALYSIS	15
	3.1 EXISTING SYSTEM	15
	3.1.1 Disadvantages	15
	3.2 PROPOSED SYSTEM	16
	3.2.1 Advantages	16

4	SYSTEM REQUIREMENTS	17
	4.1 HARDWARE REQUIREMENTS	17
	4.2 SOFTWARE REQUIREMENTS	17
5	SYSTEM DESIGN	18
	5.1 SYSTEM ARCHITECTURE	18
	5.2 Various organizations define systems architecture in different ways, including	19
6	MODULES	20
	6.1MODULES DESCRIPTION	22
	6.1.1 Data set	22
	6.1.2 Product Analysis	22
	6.1.3 View product	22
	6.1.4 Post product review	23
	6.1.5 View Review report	23
7	CONCLUSION AND FUTURE ENHANCEMENT	24
	7.1 CONCLUSION	24
	7.2 FUTUURE ENHANCEMENT	24
	A.SOURCE CODE	25
	B.SCREENSHOT	28

LIST OF FIGURES

FIG NO	FIGURE NAME	PAGE NO
6.4.1	Architecture Diagram	18

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