Title : Fake Product Review Monitoring and Removal for Genuine Online Reviews

Abstract : In today’s world reviews on online websites play a vital role in sales of the product because people try to get all the pros and cons of any product before they buy it as there are many different options for the same product as there can be different manufactures for the same type of product or there might be difference in sellers that can provide the product or there might be some difference in the procedure that is taken while buying the product so the reviews are directly related to the sales of the product and thus it necessary for the online websites to spot fake reviews as it’s their own reputation that comes into consideration as well, so a Fake Review Detection is used to spot any fraudulent going on because it’s not possible for them to verify every product and sale manually so a program comes into the picture that tries to detect any pattern in the reviews given by the customers.

Existing system: In today’s world reviews on online websites play a vital role in sales of the product because people try to get all the pros and cons of any product before they buy it as there are many different options for the same product as there can be different manufactures for the same type of product or there might be difference in sellers that can provide the product or there might be some difference in the procedure that is taken while buying the product so the reviews are directly related to the sales of the product

Disadvantages:

* Many of the users misguided by the fake reviews
* These reviews are not useful to the users

Proposed System: our proposed system tells about the user can buy any product he will search the reviews of related product because same product as there can be different manufactures for the same type of product or there might be difference in sellers that can provide the product or there might be some difference in the procedure that is taken while buying the product so the reviews are directly related to the sales of the product and thus it necessary for the online websites to spot fake reviews as it’s their own reputation that comes into consideration as well, so a Fake Review Detection is used to spot any fraudulent going on because it’s not possible for them to verify every product and sale manually so a program comes into the picture that tries to detect any pattern in the reviews given by the customers.

Advantages:

* Our application will do analysis and then post the genuine reviews on genuine product
* So its will helpful to user not misguided to the fake reviews

Conclusion: From our work we have come to a conclusion that finding the opinion spam from huge amount of unstructured data has become an important research problem. Although, some of the algorithms have been used in opinion spam analysis gives good results, but still no algorithm can resolve all the challenges and difficulties faced by today’s generation. It is very important to consider certain quality measures like helpfulness, usefulness and utility while analyzing each review. In the literature survey there are many sophisticated methods explained which defines the sentiment analysis with respect to different aspects. Our application which will help the user to pay for the right product without any getting into any scams. Our application will do analysis and then post the genuine reviews on genuine product. And user can be sure about the products availability on that application and reviews too. In future we would try to improve the method of calculating the sentiment score of the reviews. We would also try to update our dictionary containing sentiment word. We would try to add more words in our dictionary and update the weights given to those words to get more accurate calculated score of the reviews. Sentiment analysis or opinion mining can be applied for any new applications which follow data mining rules. A direction for future research is to implement the system and check performance by applying proposed approach to various benchmark data sets. The main objective of our work is to create a system which will detect spam and redundant reviews and to filter them so that user correct knowledge about the product. Aim of our project is to enhance customer satisfaction as well as to make online shopping reliable. The project will detect the fake reviews by deploying opinion mining algorithms and creating a word dictionary.

**SYSTEM CONFIGURATION**

# Hardware Configuration

# Processor - Pentium –IV

* Speed - 1.1 Ghz
* RAM - 256 MB(min)
* Hard Disk - 20 GB
* Key Board - Standard Windows Keyboard
* Mouse - Two or Three Button Mouse
* Monitor - SVGA

# Software Configuration

* Operating System : Windows XP
* Programming Language : python