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Review Analyzer Using Machine Learning

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ABSTRACT

When studying the impact of online review, we have seen that review given by one is usually seen by another consumer repeatedly is 90% true. We observed that the information accessible or provided often plays huge role client on consumer making a decision when needed. We include the belief of evaluation clarity of product to learning the link in the middle of online evaluation and product sales which is provided by sales ranking.

Keywords: - Customer Satisfaction, Review knowledge management, Thinking of customer, standard conduct, customer feedback system, Feedback Average, Opinions,Genuiene.

I. INTRODUCTION

Standard conduct for review has become a big influence through all kinds of industries food, clothes maximum of industries are covered every single consumer checks revie w first then make any decision(Swiggy, Amazon, Flipkart). The main principles in Standard Conduct are continuous improvement of product , satisfaction of customer and co-operation between customer and company. Sometimes company neglects Customer needs by acting in preservative manner thus creating barrier between company and customer as customer feels that company is not taking them seriously. Reviews were introduced for continuous improvement of product and customer needs . Our project was based on pre launching products for testing whether this product will be successful or not. If Not successful them how o improve the product produce a document for company.We collect such Data through query by giving minimum of 100 people survey, through it a documentation is produced and forwarded to companies needed it.

II. LITERATURE REVIEW

The answers given by the customers in online review are as follows. Review are necessary by 70% of the individuals for forming and opinion giving it, whereas 10% think that reviews are not necessary. They openly question about sources or users giving it and make a decision whether to purchase or not. The Opinions given by individual indicate that most of the consumers see reviews online for making a decision. Most Common Opinions contain, Sites Rating (38%), customer reviews (10%) (i.e Positive or negative review), Online Providers(25%) or other Internet Product Sites indicate (30%). Other sources include Internet blogs for example. 80% of the participants stated that they read reviews often before they purchase online. The People who read reviews, 68% differentiate between liked or not liked according to reviews with each other. 21% state that a single remark or review or comment against it is reason enough for not buying it and 12% stated that a single Remark for liking or review was the reason for making a purchase for this product. Between the individuals, 40% have at least once in lifetime make a comment write a product review. 60% of these reviews were for likeness, 30% was against it and 10% had a no idea for people to form opinion on it. People were divided by review opinions 90% of time by viewing it.

III. RELATED WORK

The Five star Rating system is related to such system that gather the reviews based on five stars that corresponds it 1 star very bad 2 star bad 3 star neutral 4 star good 5 star very good thus it give reviews of consumers in such a way that it produces result for continuous and constant improvement resolving reviews.

IV. EXPERIMENTS

We experimented on products with the help of 100 persons average and collected their feedback on weekly basis we collected 1st week data and compared it to the 2nd week then 3rd week and then 4th and ten we produced feedback average and presented it to the company in graphical manner pie chart ,bar graph this was all available in python and using machine learning prediction model. The products can be anything from shoes to good and consuming item that is developed by companies.

V. WORDONE

This Product was studied for six months. During which we encountered several problemsDuring it major problem was how to check whether the reviews given were genuine or not. We separated the reviews into 5 stars given: 1 Negative strong, 2 Negative weak , 3 Neutral,4 Positive weak 5 Positive Strong. We introduced 15 mandatory questions in which only 13questions were selected on options and 2 questions were introduced to be filled and onlyconsidered when there were no spams in it. The only review we considered were those individuals that filled all questions and gave review properly. Common problems seem to be: that company is to short-sighted when it comes to negative reviews since the cost of improvement of products is visible and immediate while the benefits are long-term and indirect .

Managers do not take the customer opinions ,reviews or needs seriously and some employees even develop a conservative attitude towards complaint and look at them as a menace rather than an opportunity . Customers can also be reluctant to give reviews, thinking that it is not benefit the difficulty, no one at the company cares or they might not find the product improvement according to needs. Sentiments analysis is used for giving Reviews human approach to it thus successfully collecting Correct dataset for reviews and providing document rating on it.
We use SENTRAL algorithm Django for Machine Learning using Python Front End html5 Backend Python Django and Database Sql Our main aim for creating this project was for us to create a platform for company to check whether a product company has launched will Successful or not. In our Website originally we needed four types of different software processes to connect and compute the Reviews given by the consumer, but instead we used django thus making it completely in one Process. Thus it gives us faster response time feedback average and reviews by collecting it. Our problem was that we cannot compute the feedback average processes without the help of three to four additional software for computation For making a document result for our product to break this situation we used django concept of machine learning in python thus eliminating the need of Additional softwares and processing time needed by it. Thus making this project take hardly any time to produce result of Reviews in it.

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VII. CONCLUSION

This paper is connected to future of companies and the people making pans or investments on products to successfully understand the concept of reviews by analyzing it through different techiniques and prespectives. There are many ways to detect Reviews in order to the create dataset for Reviews . A detailed approach, to find out the whether the review is positive or not is presented. Other approach are incorporated like negative stop words in order to get spams seperated reviews and gather accurate results from dataset. After gathering the reviews from the current Dataset, a new Dataset is created which contain customer feedback, feedback average and then Review is performed on the new Filtered Dataset. At last a new sentral algorithm is proposed that detects reviews more precisely and performs sentiment analysis using filtered data. We observed that the collected data was taking too much proceessing time and many additional softwares needed for analysis of Reviews ,Spams, Calculations we had breakthrough through Django Machine Learning Concept we eliminated all other processes and straight up Built in one go thus Making it easier in cost making time and processing to create a Document Rating for Reviews Feedback Average.Our Product main goal was to check whether the product launched in the Market will Make it or brake it and provide it to company that neede its reviews in efficient manner. It was successful in creating such dataset full of Reviews Rating document.

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