Scientific Journal of Impact Factor (SJIF): 4.72

e-ISSN (O): 2348-4470
p-ISSN (P): 2348-6406

International Journal of Advance Engineering and Research Development

Volume 4, Issue 7, July -2017

Visualization Of E-Commerce Reviews Using Opinion Mining

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ABSTRACT:- *An important part of our information-gathering behavior is always been to find out what other people think. With the growing availability and popularity in opinion-rich resources such as online review sites and personal blogs, new opportunities and challenges arise as people now can, and do, actively use information technologies to seek out and understand the opinions of others. Decision making both on individual and organizational level has always accompanied by the search of other's opinion on the same. Now a days several websites encourage users to express and exchange their views, suggestions and opinions related to different product, services, polices, etc. publically. This situation created a new area called opinion mining. Opinion mining and sentiment analysis extract and classify the people's opinion automatically from the internet. One of the method for mining the opinions in e-commerce is by using Apriori algorithm. In this study paper, how Apriori frequent item set mining algorithm can be used for mining reviews from online reviews which are posted by customers is shown.*

Keywords: *Opinion Mining, Sentiment Classification, Apriori Algorithm, Online Reviews.*

1. Introduction

Now-a-days many of web users post their opinions for many products through blogs, review sites and social networking sites. Business organizations and corporate organizations has always eager to find consumer or individual views regarding their products, support and service. In e-commerce, online shopping is very crucial to analyze the good amount of data present on those Websites automatically. Therefore, it is very important to create methods that automatically classify them. Opinion Mining therefore, is defined as mining and analyzing of reviews, views, emotions and opinions automatically from text, big data and speech by means of various methods. For instance, while buying a mobile, a person would browse sites like Flip kart, Amazon, EBay, etc. and then compare prices and reviews of the product and then comes to a decision. The time required for this procedure is usually too much. In this research project we aim at developing a portal which will reduce the overhead resulting from browsing. Some vendors provide better services in terms of quality than that of others, and thus the need of analyzing the sentiments is justified. In this study paper, we are going to see how Apriori frequent items list mining algorithm can be used for mining reviews from online reviews those are posted by customers. Its main theme is to create a system for analyzing opinions which implies judgment of different consumer products using the rating provided by the previous costumers. With the growth of online social networking sites like forums, review sites, blogs, and micro blogs, the enthusiasm towards opinion mining has expanded essentially. Today online opinions have transformed into a sort of virtual profit for business organizations looking for the market their items, recognize new trends and deal with their position. Many organizations are currently utilizing opinion mining systems to track customer inputs in online shopping sites and review sites. Opinion mining is additionally helpful for organizations to analyze customer opinions on their products and features. While product attributes are clearly mentioned, discovering the primary cause behind low profit needs much focus on all the more on individual customer views on such characteristics. Opinion mining is an amazing method for taking care of numerous business trends identified with deals administration, status management, and advertising.

2. RELATED WORK

A large portion of the current content handling systems work with the authenticed data. The web holds all the enormous volumes of opinionated content. Web users express particular emotions and opinions on very nearly anything at review sites, blogs, and forums and so on. This important data is freely accessible for internet clients. The substantial gathering of opinions on the Web makes it extremely tough to get required helpful data effectively. Perusing all reviews and emotions to settle on an educated choice is a very time consuming task. Perusing distinctive and potentially even conflicting opinions composed by diverse commentators may make organizations, users and customers more confused. These needs have made another line of examination on mining user and customer opinions,called opinion mining [6]. Here for gathering opinion mining we use the Apriori Algorithm. Opinion mining covers a vast range of applications in several fields. These applications assist in making sense of hundreds of applications. Opinion mining works diversely from the traditional survey methods and depends on listening in spite of asking which depicts more accurate reality**.** Some experts additionally characterizes three mining

methods for opinionated content in their book. They further grows this classification in his handbook as: sentiment and subjectivity characterization, aspect based opinion mining, sentiment analysis of similar sentences, opinion search and data retrieval, and opinion spam identification. At last, in his latest book he characterizes three general classifications for opinion mining tasks as document level, sentence level, and phrase level.

3. PROPOSED APPROACH

For performing opinion mining there are different techniques and Algorithms we are going to use to perform Opinion Mining for getting useful information from online customer reviews. The methodology includes the following steps: Extract Nouns, Adjectives, Verbs and Adverbs from the customer reviews by using feedback form, Identify frequent rating by using Apriori frequent item set mining algorithm, Using Min-max normalization for normalizing the polarity of values that we got through feedback form and for normalizing the values of star ratings, we have taken option form of the customer reviews and had provided visualization of the same.

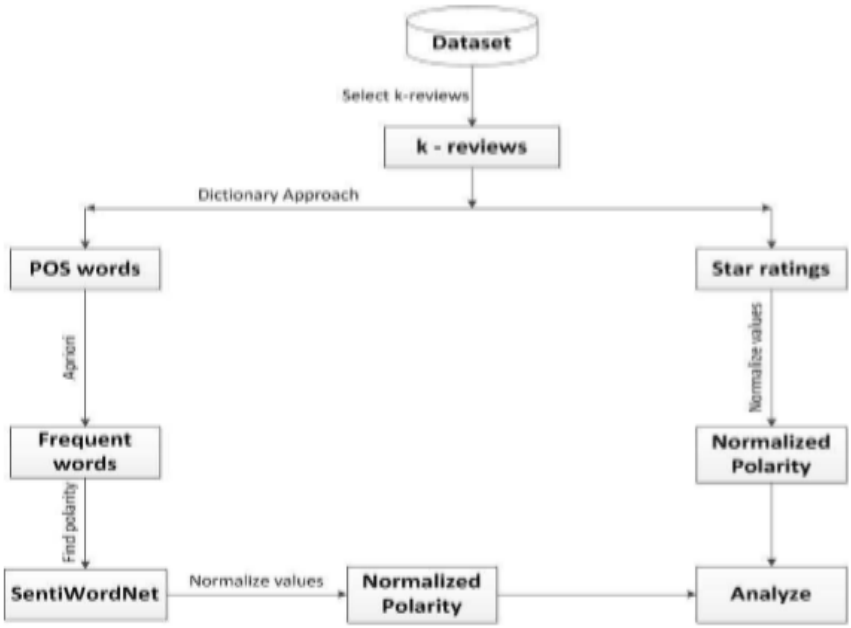

Fig 1. Working of Apriori algorithm

4. RESULT AND PERFORMANCE ANALYSIS

The following table shows the comparison between the same product on snap deal and flip kart.

Contents	SNAP DEAL	FLIP KART
Description	Very good	Awesome
Price	120	200
Like	18	20
Rating	8	8
Star Rating	20	6
User Rating	26	2
Average Rating	15	23

Table 4.1: Content Comparison of one of the product Peacock Painting on Shopping Heart

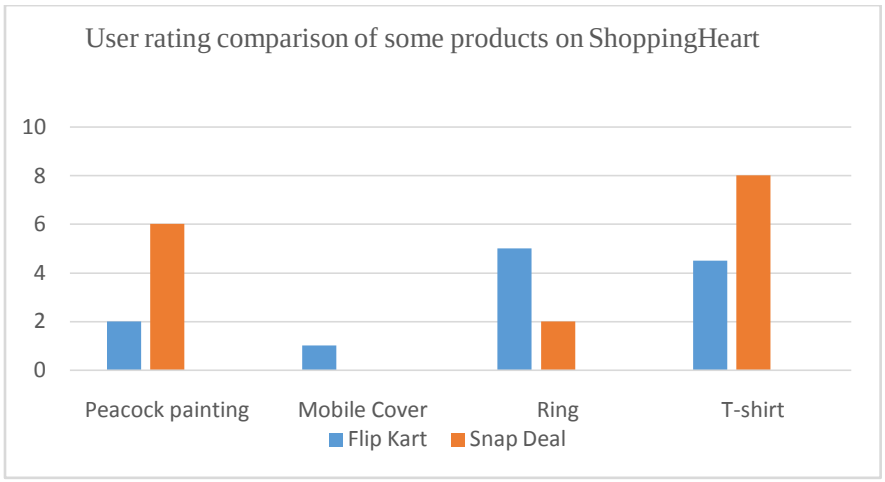

Fig 1.2.User rating comparison of some products on Shopping Heart

The comparison between some of the products of shopping hear which are purchased by both flip kart and snap deal users.The graph shown below, shows how the normalized polarity values gets varied for star ratings values that are taken from customer reviews and for Opinion Mining process that uses Apriori algorithm for diff erent number of reviews.

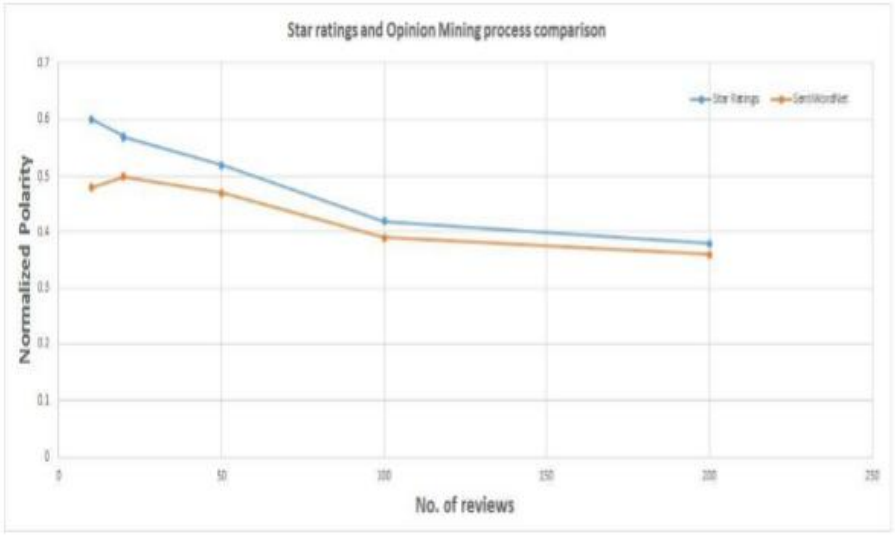

Fig 1.3. : Star rating and Opinion Mining process Comparison

5. CONCLUSION

Opinion mining has become a fascinating research area due to the availability of a huge volume of user-generated content in review sites, forums and blogs. Opinion mining has various applications in a variety of fields ranging from market research to decision making to advertising. With the help of opinion mining, many companies can estimate the extent of product acceptance and can devise strategies to improve their product. Individuals can also use opinion mining tools to make decisions on their buying items by comparing competitive products not just based on specifications but also based on user experience and public opinions. In this paper, we have seen how Apriori frequent item set mining algorithm can be used in Opinion Mining process. We have also seen how normalized polarity varies for the values taken from customer reviews star ratings and values of opinion mining process that uses Apriori algorithm.

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