

Mobile Phone Rating System with Feature Based Summarization

Maheswar Reddy Kamasani, P. T. Rajan

Abstract: *These days the item reviewed by the shoppers when getting the products is developing quickly. For a preferred product, the quantity of surveys can be vast. However once it involves new product the amount of reviews concerning the products is incredibly less. Thus individuals won't be a lot of interested to shop for that product. And it takes a great deal of your time for the new product to be standard among the already existing competitors. This can be a giant disadvantage for sellers of the new product. In this paper a new product rating approach for mathematically and graphically analyzing sales of same type of products from different manufactures and with most frequent combination of items is proposed. In product sales market there is no specific rating for product of same type and combination of product purchasing pattern. By this we retrieve the best combination of products with mathematically rating. The most objective is to assist the mobile company to enhance the feature of the mobile supported the customer's feedback. This helps the new product sellers to achieve quality for the standard of the products. For this purpose an internet site has been created in such the way that there'll be a communication between the shoppers, the mobile company and also the administration. The purpose of product is to fulfill need of customer; based upon it there are different companies which manufacture products of same type, by analyzing it mathematically best one can be calculated thing such as customer satisfaction, product efficiency, popularity among them. . The feature primarily based report is shown in type of graph for every mobile device supported purchasers feedback. This proposal is helpful for the corporate commerce a brand new product and additionally helps them to create their product in line with client necessities and improve their business.*

Keywords : *Data Mining, Sales Report, Product rating, Frequent Item sets, Marketing, Summarization, Clustering, Reviewing.*

I. INTRODUCTION

Mobile phones and different items are sold depending on the assessments of other client. So as to purchase a top notch item nowadays, clients are additional comfortable to check remarks that is given to the specific cell phone by the past client. Some well known cell phones can get more than several remarks. Anyway with regards to new cell phone organization the scope of analysts might be considerably less. Subsequently they probably won't be highly intrigued to get it. Something else is that the new organization doesn't have the foggiest idea about the motivation behind why the clients are upset about their cell phone. So as to help them we give

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contact between the organization and the client so that organized criticism is gathered from the client and it is changed over to graphical component based synopsis and is given to the organization. Structure the graphical element based synopsis the organization can improve the item and fulfill the clients, which brings about improving the organization business.

II. METHODOLOGY

The input given is the database that contains the customer feedback and after mining and summarization the product that matches the feature that is required by the customers will be the first output. With the output of summarization as input, the decision tree classifies the fast moving and slow moving products. With the output of the decision tree the suggestion is provided to the company in order to improve the product, depending upon the customer feedback. Lists of the products are selected. For these products in order to get the review about the products that are selected. The goggle sheet is distributed among several customers, and the review is collected from them. Once the review is collected, these reviews will be mined and summarized. The type of the summarization that is used is feature based summarization. In the feature based summarization, the summarization will be done based on feature of the products that are selected. This helps the customer to decide the right product to purchase in such a way that the product will contain the entire feature that is required by the customers. In order to determine which product is fast moving product and which slow moving product is, from the database in which the review is collected. Once when the result is determined, the decision tree also provide comments such as which product needs to be improved in order to increase the rating. This comment is provided based on the review that that is provided by the customer. By doing so the manufacturer of the product will know they are all the features the customer expects for the product and remanufacture it accordingly, so that they can improve their rating and their business in the market.

Open visual studio. Go to new at that point go to site. At that point investigate it. The website page will be shown. In this website page there are three login. The administrator can access through administrator login. The administrator login comprises of the accompanying User button where client contact subtleties will be seen. Application holder button where the administrator can see the candidate contact subtleties. Update new field button, Clustering button, Logout button.

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Update new field button is utilized by the administrator to include new field for the organization. Simply after the administrator includes the new field for the organization they get a login get to. By utilizing the login just the organization will have the option to speak with their clients. Bunching button where the administrator can see graphical portrayal of number of clients for every single organization. This encourages the administrator to dissect the exhibition and improvement in business of every single candidate holder. And afterward a logout catch to logout. Next login is the application holder; this login is utilized to enlist new organization who needs to utilize this website page. When the new candidate has enlisted, a login will be accommodated that candidate. The candidate login contains bunch investigation button where they can see client contact subtleties. Next is the refreshing catch where the candidate can refresh their the fresh debuts update and offers and so forth this update will be sent through SMS and email of the clients. This causes the clients to refresh their item and think about the offers that are given by the organization straightforwardly. Next is audit button every single client will be given an ID. Subsequently there no third individual giving any phony audits. Logout catch to logout. Next is client login. Here the each client will be given a login ID. Through which they can purchase the item and update their survey legitimately to the specific item organization. For new client they can enroll themselves and they will be furnished with an ID. In this way forestalling outsider individuals to give counterfeit audit of the item. There are two sorts of review of survey form. One is the ordinary review structure where the client describes the cell phone in type of sentence or word. The other is the element based survey structure where the client needs to choose the great, awful, or better radio catch for highlights of the cell phone contingent on the assessment of the client. The component that are reviewed are camera, storage, battery life, weight, structure, screen show. The other is the element based survey structure where the client needs to choose the great, awful, or better radio catch for highlights of the cell phone contingent on the assessment of the client. The component that are reviewed are camera, storage, battery life, weight, structure, screen show.

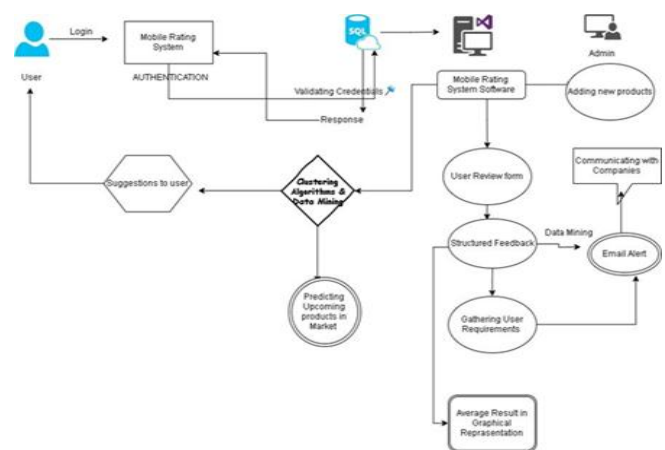
III. PROPOSED SYSTEM

The proposed system is Cell phones and different items are sold depending on the assessments of other client. So as to purchase a top notch item nowadays, clients are additional comfortable to check remarks that is given to the specific cell phone by the past client. Some well known cell phones can get more than several remarks. Anyway with regards to new cell phone organization the scope of analysts might be considerably less. Subsequently they probably won't be highly intrigued to get it. Something else is that the new organization doesn't have the foggiest idea about the motivation behind why the clients are upset about their cell phone. So as to help them we give contact between the organization and the client so that organized criticism is gathered from the client and it is changed over to graphical component based synopsis and is given to the organization. Information mining apparatuses anticipate future patterns and practices, enabling organizations to make proactive, information driven choices.

The mechanized, forthcoming investigations offered by information mining move past the examinations ordinary of choice emotionally supportive networks. Information mining apparatuses can respond to business addresses that generally were too tedious to determine. They scour databases for shrouded designs, finding prescient data that specialists may miss since it lies outside their desires. This framework is valuable instrument for giving item appraising inside same kind of items for example Camera (Sony , Canon and so forth) and finding the item which are sold together utilizing web mining. Information mining of sales data gives frequent pattern of same type of product sales. It is like market basket analysis within same type of products and by representing this data graphically we get easily and quickly view type of customer. So we can target the customers which will increase sales and profit of organization. Knowing the rating of item that will pull in more clients to buy item and settle on choice rapidly to purchase items. Structure the graphical element based synopsis the organization can improve the item and fulfill the clients, which brings about improving the organization business.

IV. SYSTEM ARCHITECTURE

The framework architecture consists of HTML page, visual studio and SQL server. Program based front-end language is HTML, and it is easy to use. The backend language is .NET. Microsoft Visual Studio which is an incorporated improvement condition from Microsoft is utilized to create site utilizing the .net language. The SQL the board studio is utilized for database creation it is finished by structuring tables, and afterward including, refreshing or erasing the information from the database.



Architecture diagram

DESCRIPTION OF MODULES:

List of modules:

1. Authentication

- Admin
- Company
- Customer

2. Form cluster

- Clustering Data Analysis
- Field of updating

3. Chart generation

- Graphical identification of business
- Graphical feature-based summarization

AUTHENTICATION:

In this phase the admin, the company and the customers are involved. Each authentication should be different. In the admin phase they will see the customer details as well as the company details and graphical representation of business analysis for each mobile company. Whereas in company login reviews provided by the company and updating button to update the offer details to the customers. It also provides feature based summarization based on the customer feedback in the form of graph. And the customer login is used to provide reviews by the customers.

FORM CLUSTER:

- Clustering is a process of partitioning a set of data into a set of meaningful sub-classes, called clusters.
- This module involves forming the clustering data stream with the stream of data processed by DBSTREAM.
- This clustering process produces the result of micro clusters to maintain the data stream effectively.

CLUSTERING DATA ANALYSIS:

- In this work we can maintain the dataset with the process involving of re-clustering.
- Average weight of the micro cluster are calculated in order to prevent cluster collapse.
- While working with clustering data analysis it produces the effective result of micro clustering and implemented with low cost.

CHART GENERATION:

It results in graphical identification of the company's business and also provides the feature based summarization for each mobile phone model in the form of graph. This helps the company to understand which feature of the mobile phone is to be improved to improve the quality of the product.

V. RESULT AND DISCUSSION

This proposal is mainly useful for the company who wants to improve their business. The graphical representation of the business analysis helps the admin to know the business improvement flow of the each of the company. The feature based review form will be easy and comfortable for the customer for giving reviews for product. And these feature based reviews that are collected from the customer are converted into graphical feature based summarization.

Login Page Entry

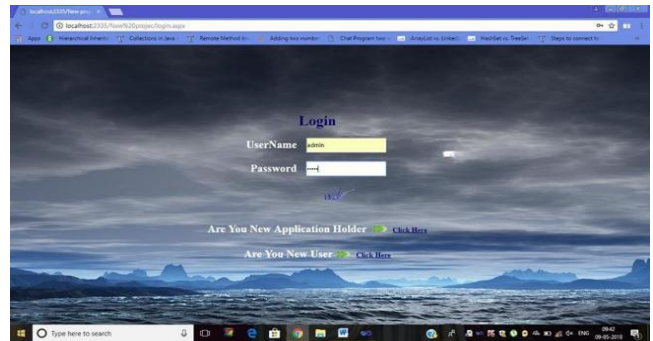


Fig.no:5.1

User Review Form

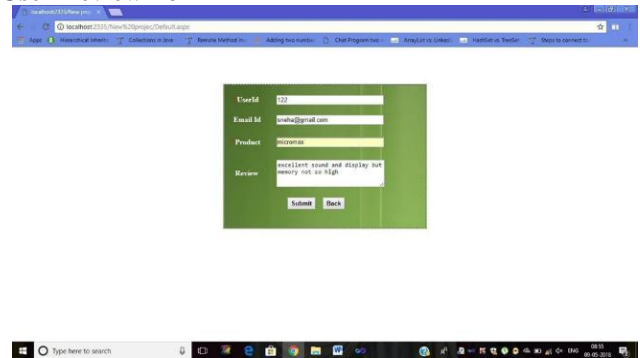


Fig.no:5.2

Structured User Feedback

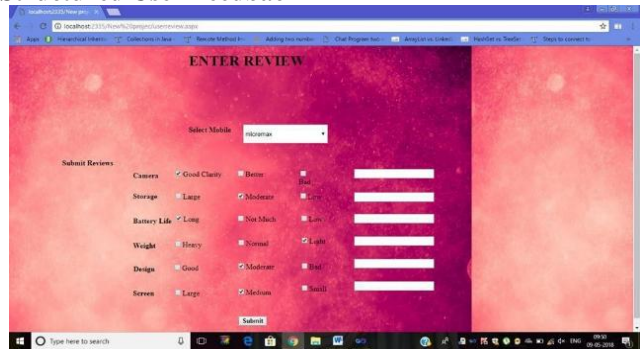


Fig.no:5.3

Open the Admin Login



Fig.no:5.4

Update New Field

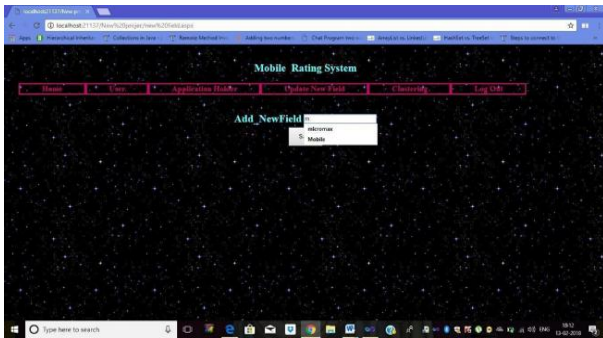


Fig.no:5.5

VI. FUTURE WORK

This proposal can be further extended by adding graphical comparison of a particular feature among all the mobile phone modules. This helps in detail comparison of the feature among the mobile models. We can add algorithms which would predict which is the best phone among the all depending upon the comparison of a particular feature. This helps the customer to decide which mobile would satisfy their need.

VII. CONCLUSION

The new company might not be aware of the level of customers satisfaction. And when a new company sells their product in popular websites like amazon, flipkart, etc., and if that particular product does not reach customers satisfaction then the customers will give very poor reviews about the product and those reviews will be viewed publically. Seeing all these reviews the other customer will not buy this product and it will be a huge loss for the new company further it leads to shutdown of the company. In order to avoid all these problems this website has been created where all reviews will be directly passed on to the company. The reviews might be a complain, or any further improvement suggestions etc. Along with this a feature based review is collected from the customer which is converted in form of graph and sent to the company. This information will be useful for the company to improve their product. Once the company has improved the product that has suggested by the customers they can update their customers. This cycle will help the new product to reach customer satisfaction and even more. And the admin can view the graphical representation of the business analysis for each of the company. Thus providing a circular communication between the Admin, Customers, and the Company.

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