

Search Fraud Rank In Spatial Database using Reddit Ranking Algorithm

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Abstract-In any online e-commerce application, reviews play a major role. The main objective of this project is to detect fraud ranking persons in e-commerce application using Reddit Ranking Algorithm. This project will make major effects in e-commerce application to identify fake and fraud reviewers in the online markets. In the proposed system here is a cross combined technology of Reddit Ranking Algorithm which comes under opinion mining category. Usage of Advanced Text categorization (ATC) with the artificial neural network (ANN) to propose a deep data analysis model for identification of fake users. In case if the user comments are around the specified normal range, the user's rating will be accepted. Else the user will be blacklisted and the user's review will be removed from the rating list.

Keywords-Reviews, Fraud Ranking, Reddit Ranking Algorithm, Text Categorization, Artificial Neural Networks, Deep Data Analysis.

I. INTRODUCTION

In the present scenario, customers are dependent on making decisions whether to buy the product on e-commerce sites or offline retail stores. Since these reviews are game changers for success or failure in sales of a product, reviews are being manipulated for positive or negative opinions. Manipulated reviews are often referred as fake or untruthful reviews. In today's digital world deceptive opinion is a threat to both the customers and companies. Text categorization will be well established to find out the number of positive comments and number of negative comments. User's count will be taken from a large number of data set to find fake users. Using opinion mining method, the efficient result will be found out from the available data.

II. EXISTING SYSTEM

The existing system only deals with prediction and assumption charts, here the charts will be in the normal format to understand the data. There are two main aspects to classification: discrimination and clustering, or supervised and unsupervised learning. In unsupervised learning (also known as cluster analysis, class discovery and unsupervised pattern

recognition), the classes are unknown a priori and need to be discovered from the data. In contrast, in supervised learning (also known as discriminate analysis, class prediction, and supervised pattern recognition), the classes are predefined and the task is to understand the basis for the classification from a set of labeled objects. When a clustering algorithm is applied to a set of observations, a partition of the data is returned whether or not the data show a true clustering structure. An artificial clustering is not satisfactory, and clusters resulting from the algorithm must be investigated for their relevance and reproducibility.

III. PROPOSED SYSTEM

The main motivation of this proposed system is Sensitivity data analysis. Users of decision support systems often see data in the form of data cubes. The cube is used to represent data along with some measure of interest. The Dataset could contain a count for the number of times that attribute combination occurs in the database, or the minimum, maximum, sum or average value of some attribute. In case a database that contains transaction information relating company sales of a part to a customer at a store location. A 3-dimensional representation is formed from data cubes, in which each cell (p,c,s) represents a combination of values from a part, customer and store-location. The contents of each cell are the count of the number of times that specific combination of values occurs together in the database. The blank cells will have a value of zero. Cubes are used to retrieve information from the database.

FRAUDULENT DETECTION IN ECOMMERCE APPLICATION						
Menu	Username	Product Name	Date	Time	Comments	Status
ISS	haat@gmail.com	LED TV	10/7/2015	1:00 PM	good configuration	Moderate
Create Product	haat@gmail.com	LED TV	10/7/2015	1:00 PM	bad display	Positive
	haat@gmail.com	LED TV	10/7/2015	1:00 PM	inter model	Positive
Manage Product	10/7/2015	1:31 PM	all product	Positive
Manage Users	haat@gmail.com	LED TV	11/9/2015	11:34 AM	good tv	Positive
	haat@gmail.com	LED TV	11/9/2015	11:37 AM	good tv with well configuration	Positive
View Comments	shwamy@gmail.com	LED TV	11/9/2015	11:38 AM	bad price	Negative
Change Password	haat@gmail.com	LED TV	08 Nov 15	10:53 AM	bad	Negative
Log Out	haat@gmail.com	LED TV	08 Nov 15	10:53 AM	bad	Negative
	haat@gmail.com	LED TV	08 Nov 15	10:53 AM	bad	Negative
	haat@gmail.com	LED TV	08 Nov 15	10:53 AM	bad	Negative
	haat@gmail.com	LED TV	08 Nov 15	10:54 AM	bad	Negative
	haat@gmail.com	...	08 Nov 15	10:54 AM	bad	Negative
	haat@gmail.com	LED TV	08 Nov 15	10:54 AM	bad tv	Negative

IV. WORKING

According to this project, we need an e-commerce application to prove the fraud ranking detection. Opinion mining plays an important role in this application. Positive and negative words can be updated by admin using Artificial Neural Network, this method is called as Data training. This is the basic input for the text categorization. Also here all data will be uploaded to a centralized server for data analysis purpose. In order to implement the foreground and background data verification, neural networks will be used for data training purpose. According to this process, two types of word category will be stored in the database. The text categorization method is hand shaken with clustering and classification methods. Each sentence will be analyzed with text categorization methods. So that positive words and negative words will be compared accordingly. Repeated comments will be omitted and clustered for fined tuned data report. Global Patterning Report will produce graph patterns with a more analyzed data set. Duplication will be avoided with more information results. A chart will be generated for positive, negative and neutral comments. The number of comments and number of repeated comments can be generated. Copied comments can be shown.



V. METHODOLOGY

The rise of social media such as blogs and social networks has fuelled interest in opinion analysis. With the proliferation of reviews, ratings, recommendations and other forms of online expression, online opinion has turned into a kind of virtual currency for businesses looking to market their products, identify new opportunities and manage their reputations. From the academic and a commercial standpoint analysis is increasingly viewed as a vital task. The majority of current approaches, however, attempt to detect the overall polarity of a sentence, paragraph, or text span, regardless of the entities mentioned (e.g., laptops, restaurants) and their aspects (e.g., battery, screen; food, service). On the other-hand the aspect based opinion analysis (ASBA) which is used to identify all the aspects of the given target and also the opinion expressed towards each aspect. Customer reviews with

human-authored annotations are stored in datasets for identifying the various aspects of the target entities and the opinion polarity of each aspect.

VI. CONCLUSION

The system is similar to decision support system that provides useful transformation to the decision makers of an e-commerce review analyzers. People no need to read out all the review commented by the entire users. A clarity graphical user display is developed to view clarity information. This information helps in making decisions regarding assignment of frequently discussed topics and the sensitive discussion. The system required by the client based on their input is in a faster manner. Thus the system works perfect and removes fraudulent users.

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