



# **Shopping Site Recommendation Using Sentiment Analysis**

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**ABSTRACT:** Sentiment Analysis is to categories and identifies emotions defined in text for particular topic. Whether positive or negative. In Current Twitter Analysis system most of the people gives their opinion on different topic. In this system we use this concept for online shopping site. Now today, most of the people buy products from different online shopping sites and give the opinion about that product that is whether it is good or bad and also analyze what other people think about that product. In our proposed system we collect reviews from different sites and then categorize into positive or negative comment .After separation of comments then perform Sentiment Analysis on that reviews and recommend the best shopping site to the user. So this Experiment proves that proposed system are efficient and it is help full to the customer to save search time on all shopping site and also help full to customer to done their shopping efficiently.

**KEYWORDS:** positive, negative count, comments, reviews analysis.

## **I. INTRODUCTION**

Today Online Shopping has become a very popular method for purchasing any product. Millions of people visit daily in different shopping sites that provide various products in categories. After purchasing an any product customer write a review or opinion about that product and the services which are provide by that shopping site.

We use Sentiment Analysis method for collecting the reviews from different shopping site. Then categories into positive and negative and recommend best shopping site for purchasing product. This method done on twitter corpus before this. Everyone knows twitter is the social networking site. It Contain number of message vary from though to private. In twitter analysis system take the tweets from user from user then categories into the positive, negative and display result.

## **II. LITERATURE SURVEY**

Alexander park,Patrick Paroubek Twitter as a Corpus for Sentiment Analysis and Opinion Mining.Universit'e de Paris-Sud,Laboratories LIMSI-CNRS,Batiment 508,F-91405 Orsay Cedex,France.

Flavia Barros , Juliano Rabelo, Ricardo B. C. Prudencio 2012 Collective Classification for Sentiment Analysis in Social Network.

## **III. PROBLEM DEFINITION**

To re-rank the images by comparing their semantic signature obtained from the semantic spaces ,to improve the accuracy and efficiency of image retrieval. Content based image retrieval uses visual features such as color, shape, image height, image width, intensity of color to represent and rank the images. It also retrieves the images by automatic segmentation technique.

## **IV. EXISTING SYSTEM**

In Existing System Sentiment Analysis used in twitter in that System number of users posts their comments on different issues and gives the comments i.e. (positive or negative) so in that system collect that comments. They use dataset for storing message then categories into positive and negative and display the result.

For example- Any political issues so people think about that as follows-

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- People think how important it is.
- How positive or Negative are people about that issue.

Depending on such a factor system has display the result about that issue.

## V. PROPOSED SYSTEM

This Resultant System will Collect the Comments and review from different web-site for the particular product and then classify into positive, negative and neutral. After analysis we suggest best shopping site for the purchasing. In proposed system we create own four shopping site that have its own separate database which is store on different client and create one main sever from user search product which user wants then according to positive and negative comments our site recommend best shopping site for purchasing a particular product.

### 5.1 Flow Chart:

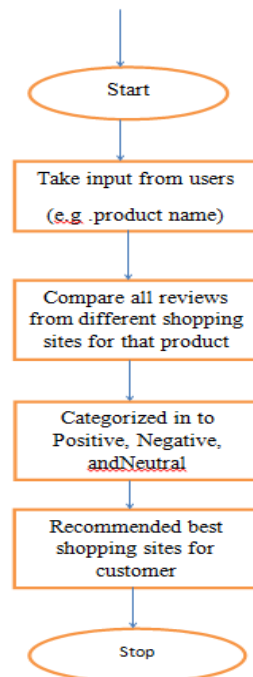


Fig1. Flow Chart

The Implementation such resulting system helps to the customer to save their searching Time for purchasing product through online shopping site. Because this system provide efficient searching facilities. In previous once customer visit every shopping site for purchasing any product and for the best services. So customer spend lots of time for searching, our system helps to reduce such searching time. Our site provides such facilities for any search product or best services which customer wants. Then Entering product name in search box and then after display best shopping site for that particular product on the basis of comments and reviews.

### Methodology:

For calculating positive and negative use following steps:-

1. Store the positive and negative words dictionary into database.
2. Then we store the comment/review into an array.
3. Then each word of that array we compare with each word of positive and negative words dictionary.
4. From that the respective positive and negative count is increment.
5. After that we calculate rating for that product with the help of total no of Positive and negative count.

$$\text{Per} = \frac{\text{per}}{20.0f}$$



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6. Then according to the result the site has more rating display first and remaining are below.

## VI. IMPLEMENTATION

*The proposed system has following stages:*

- User Enter Product Name in Search Box.
- Check the Positive and Negative comment for that product in each site.
- Then categorize them into positive and negative comment.
- Compare each word with database.
- Then on the basis of more positive comment Recommend that shopping site for that product.

## ADVANTAGES

1. Proposed system recommends best shopping site:

In this resultant system collect review and comments from different shopping sites for such product which is user want to be purchase. Then on the basis of positive and negative comments the resultant system recommend best shopping site for that particular product.

2. Less Search time required.

In proposed system once user enter any product name which they want to buy, then proposed system recommend best shopping site for that particular product.. Instated goes in every shopping site and search a best product.

3. Searching in product become much easier.

In our website user enter product name then this system display or recommend best shopping for that particular product with its specification. So searching a any product is much efficient and easy.

## VII. CONCLUSION

This proposed system recommend best shopping site to the customer by analyzing positive and Negative comments or review for particular product within less time.

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