

## AN ECOMMERCE WEBSITE PORTAL TO ENHANCE THE RATING OF PRODUCTS USING TESTIMONIAL

<sup>1</sup>Rama S, <sup>2</sup>Benarji E, <sup>2</sup>Sathya Narayana N, <sup>2</sup>Siddharth

<sup>1</sup>Faculty, Department of Computer Science and Engineering  
SRM Institute of Science and Technology

<sup>2</sup>UG Scholar, Department of Computer Science and Engineering  
SRM Institute of Science and Technology

Corresponding Author: <mailto:benarji.33@gmail.com>

**Abstract** – In Ecommerce websites the site recommends the product based on the review and ratings of the product , to upscale the growing and upcoming sellers here we proposed a third party testimonial based review system in which the hired agents analyze the products and writes up with testimonials and helps to increase the ratings based on quality, performance and scalability.

**Keywords** - Ecommerce website, Quality rating, Quality management etc...

### LINTRODUCTION

An Ecommerce website portal in which the present system is a recommender system in which all the products are being recommended in top, But in the existing system the products are bought according to the review and rating of the products ,the products which are not reviewed are to be in a inactive(which are not recommended) stage , by this the sellers who are uploading the products are disappointed because of their products are not recommended , The proposed system is the system where the products are rated by the testimonial who is hired as third party so the review is added with the third party so that each and every product which are qualified are being recommended and the unqualified products are being removed from the website. The system designed as a existing one collect the data from the individual user. To examine this core concept in a real world a online shopping mart is concerned over here. The online shopping mart has a three major actor they are seller, buyer and the shopping mart. The seller plan to sell their product through an online shopping mart. They update the product quality, quantity, price, offer to the concern online website via the server intervention. The admin of the concern shopping mart look for the product updated for sales from the seller end and approve the product for selling. The product get viewed by the buyers and the product get purchased by the buyers through online shopping mart. Collecting the products the buyer use the product and review and rate the product in the particular shopping mart websites. The product get review from different user who purchased the product from the concern online shopping mart. The system designed as one that collect number of review and rating from number of user who purchased or not purchased their product from the particular online shopping mart. The user review contains trusted and un-trusted reviews but all of the reviews get posted on the concern online shopping mart website to provide independency for the user reviews. All products sales and purchased on a online shopping mart depends upon the reviews and rating get arise for the particular websites. The user reviews are collected making use of single way transmission where the reviews of the user directly get viewed by the admin and then it get distributed to the number user who check for the purchase of the product from the concern online shopping mart. The user view the reviews

and rating before purchasing the product for best outcome to get revealed on product purchase from the online websites.

## II. EXISTING SYSTEM

The system designed as a existing one collect the data from the individual user. To examine this core concept in a real world a online shopping mart is concerned over here. The online shopping mart has a three major actor they are seller, buyer and the shopping mart. The seller plan to sell their product through an online shopping mart. They update the product quality, quantity, price, offer to the concern online website via the server intervention. The admin of the concern shopping mart look for the product updated for sales from the seller end and approve the product for selling. The product get viewed by the buyers and the product get purchased by the buyers through online shopping mart. Collecting the products the buyer use the product and review and rate the product in the particular shopping mart websites. The product get review from different user who purchased the product from the concern online shopping mart.

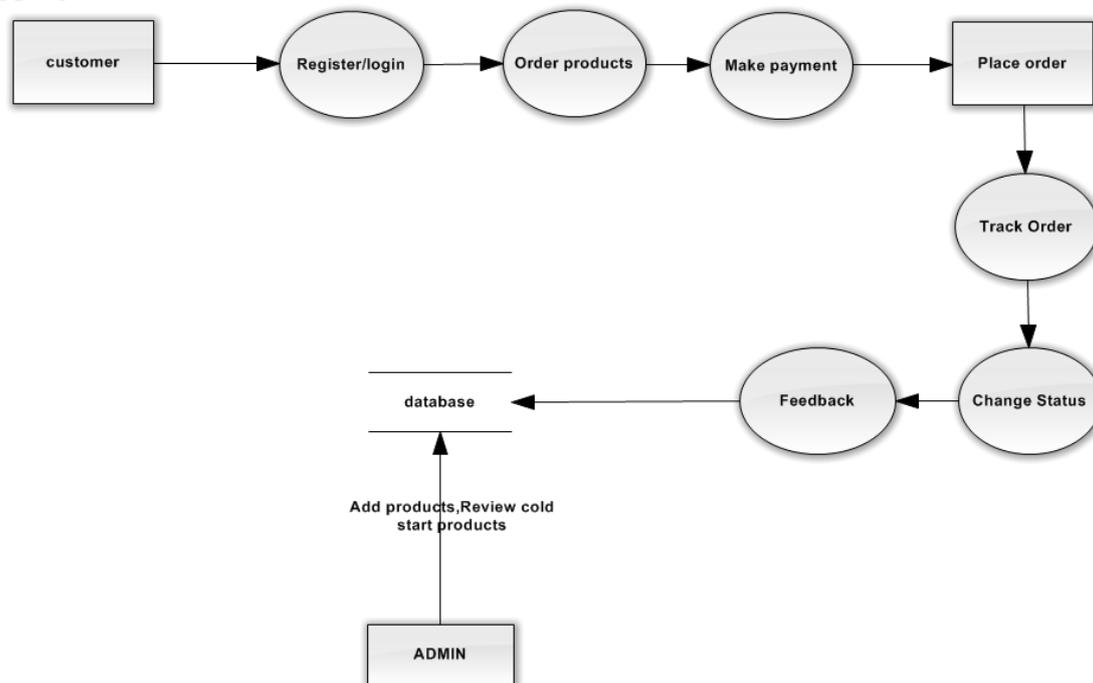


Fig 1.1 Data Flow Diagram

The system designed as one that collect number of review and rating from number of user who purchased or not purchased their product from the particular online shopping mart. The user review contains trusted and un-trusted reviews but all of the reviews get posted on the concern online shopping mart website to provide in-dependency for the user reviews. All products sales and purchased on a online shopping mart depends upon the reviews and rating get arise for the particular websites. The user reviews are collected making use of single way transmission where the reviews of the user directly get viewed by the admin and then it get distributed to the number user who check for the purchase of the product from the concern online shopping mart. The user view the reviews and rating before purchasing the product for best outcome to get revealed on product purchase from the online websites.

### III. PROPOSED SYSTEM

The proposed system designed as one which composed of the admin, seller and buyer required for the selling and purchase to be occur via a online shopping mart. The system process in a way that a seller initiating to sell a product in online shopping mart the product need to get surrender really to the online shopping mart admin side. The admin end receives the product that need to get posted at the online shopping mart for selling along with quality report from the seller end. A new methodology has been implemented in the proposed system making use of introducing a testimonial team at the admin end. The admin end receive the product and the product report really from the seller end and forward the product and report to the testimonial team. The work of testimonial team is to receive the product and test the product based on the quality measures like functionality, reliability, scalability etc. The testimonial team generate a quality analyzed report that given to the admin end before publishing the product for sales. The product tested based on the quality measures and the report get submitted to the admin end. The product then proceed to sales, the buyer buys the product and review the product. The admin side verifies the testimonial team report based on the quality check report provided by seller end. The report get matched and checked by the admin side to reveal the trusted report of the particular product. The review provided by the buyer is get generated to the admin side, the reviews and rating provided by the buyer get matched with the testimonial report generated for that particular product the content that are matched with the report get published as a review from the buyer end. The buyer can by the product making use of any movable devices and supposed to provide their review and rating for that particular product. The product review and rating get viewed to authorized user of the particular online shopping mart, that lead to sales of that product based on the reviews.

### IV. ALGORITHM

Anonymization Algorithm :

Data anonymization techniques enable publication of detailed information, while providing the privacy of sensitive information in the data against a variety of attacks. Anonymized data describes a set of possible worlds that include the original data. Generalization and suppression have been the most commonly used techniques for achieving anonymization. Some algorithms to protect privacy in the publication of setvalued data were developed by Terrovitis et al .,[16]. The concept of k-anonymity was introduced by Samarati and Sweeny [15], so that every tuple has at least (k-1) tuples identical with it. This concept was modified in [16] in order to introduce m k -anonymity, to limit the effects of the data dimensionality. This approach depends upon generalisation instead of suppression. To handle this problem two heuristic algorithms; namely the DA-algorithm and the AA-algorithm were developed by them. These algorithms provide near optimal solutions in many cases. In this paper, we improve DA such that undesirable duplicates are not generated and we can display the anonymized data even in the FP-Tree way. We illustrate through suitable examples, the efficiency of our proposed algorithm.

### V. MODULES

**Authentication Module :**

The authentication module is used to every module. For the admin and testimonials they don't want to register. But they needs to log in to the page. We have register page for seller and buyer, they must register in that page. After that only they can log in that page.

#### **Seller Module :**

Seller is one of the major part in this project. First he need to log in that page. After that he will add the product with some fields. like, product id, product name, product image. He can see orders of buyers of his product only. And he can see testimonial report for his own product. That too he can see buyer reviews for his own product.

#### **Add Product :**

In this module, seller can add a product with product id, product name, total product count, product price, seller name and product image. Once he done his work, it will automatically send to testimonial page for testing. And product image stored into the particular folder, which is created by you.

#### **Testimonial Module :**

Here, testimonials work is testing a product with some criteria. Like, performance, feature, reliability, serviceability. Once he complete his work the product will add to admin page. And he will see reviews of all buyers and sellers.

#### **Product Testing :**

Product testing module is a sub module for testimonial. Here, we have all product details that all add by various seller. Testimonial is testing all product with performance, feature, reliability, serviceability. Once he complete his work product will directly add to the admin. For the performance, feature, reliability, serviceability percentage range from 10% to 100%.

#### **Admin Module :**

Admin is the main module in this project .For admin we have separate log in page. First admin need to log in that page, after that admin will approve the testimonials product. Once admin is approved that product will directly add to buyer page. and, admin can see the entire buyer and seller details.

#### **Approve Testimonial Product :**

Registration is must for buyers. After that only he will log in to the page with user name and password. Buyer having 3 access like, Buying a product, Reviewing a product that he purchased only, report is nothing buyer and seller reviews for a product.

#### **Buyer Module :**

Registration is must for buyers. After that only he will log in to the page with user name and password. Buyer having 3 access like, Buying a product, Reviewing a product that he purchased only, report is nothing buyer and seller reviews for a product.

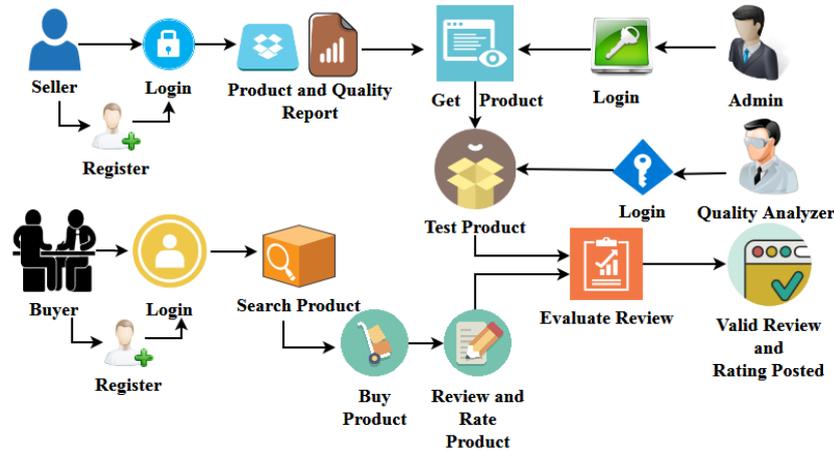
#### **Buy Product :**

For this module, buyer need to log in to the page. After he can see what are all the products available. And buyer can buy product from this module. For buying a product he need to made payment with bank name, Account no, ifsc code. Once he made payment the product

delivery date will show you. After you can give reviews for the product .and you can also see all buyer reviews for all products.

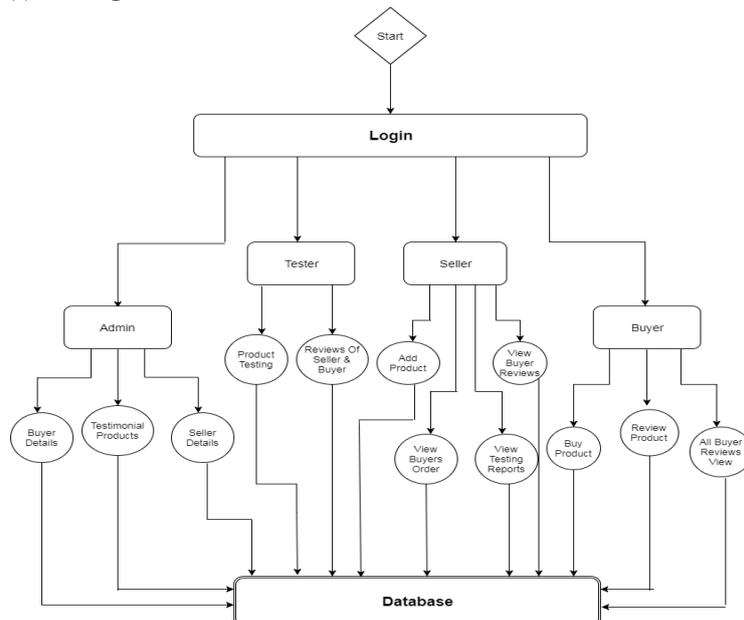
## VI. SYSTEM ARCHITECTURE

### I. PROPOSED SYSTEM

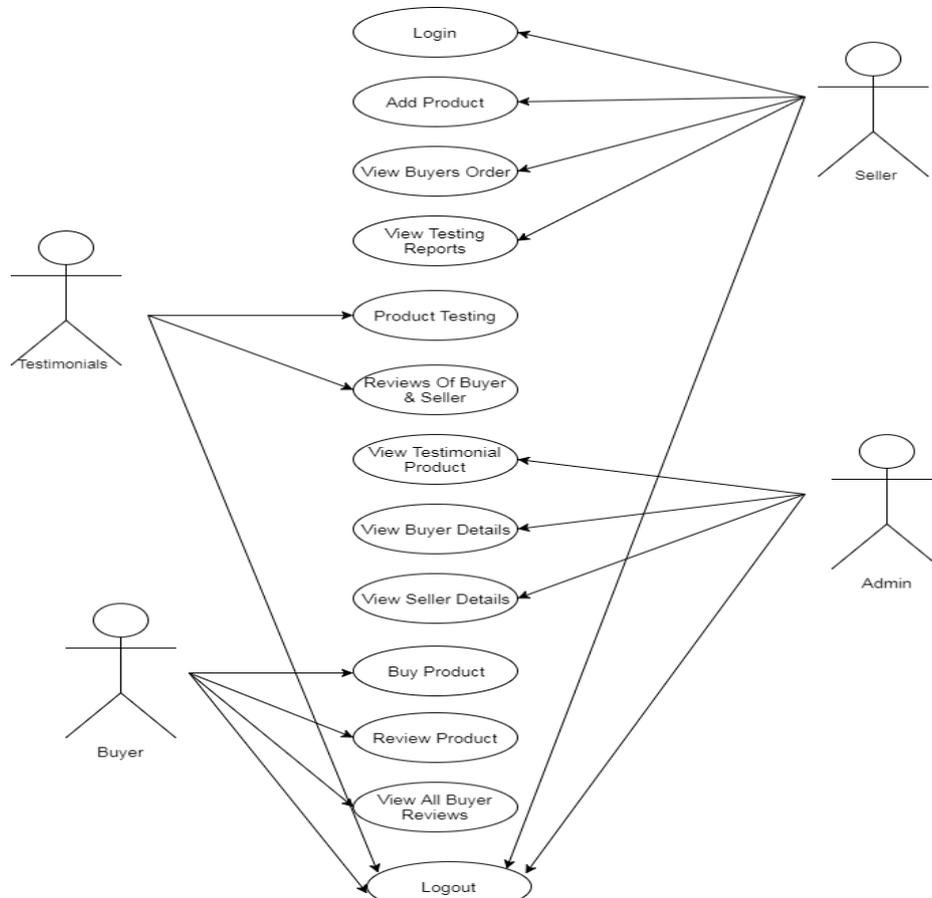


The proposed system designed as one which composed of the admin, seller and buyer required for the selling and purchase to be occur via a online shopping mart. The system process in a way that a seller initiating to sell a product in online shopping mart the product need to get surrender really to the online shopping mart admin side. The admin end receives the product that need to get posted at the online shopping mart for selling along with quality report from the seller end.

## VII. DATA FLOW DIAGRAM



In here every one have to login first and each and every one have particular duties they can perform, Admin can edit buyer details, testimonial details , and the seller details, on the other hand tester can test the product and give the rating based on the product, seller can add the product, view the reviews and can send the products, whereas buyer can buy and review the products, All the details will be updated in the database.



details. On the other hand seller can add the product, view buyer details and testing reports. Where as buyer can buy the product, review the product and tester can test the products, see the buyer and seller details.

## IX. CONCLUSION

The process of review and rating a product produce and sales and de-sales of a particular product in a online shopping mart. The reviews and rating provided by the buyers does not get validated by the concern admin side of the online shopping mart. These lead to a invalid review and rating that affect both the seller and buyer of that website. These problems are addressed in this project by proposing a system based on online shopping mart design which collect the individual user’s review based on Randomized Response technique and cumulatively reveals the review and rating from the buyer end using aggregator protocol that avoid the dummy, fake and invalid review from the buyer end. The survey conducted based on these review and rating to construct a designed structure that helps for the further sales and analyzing the product quality

## X. FUTURE ENHANCEMENTS

A new methodology has been implemented in the proposed system making use of introducing a testimonial team at the admin end. The admin end receive the product and the product report really from the seller end and forward the product and report to the testimonial team. The work of testimonial team is to receive the product and test the product based on the quality measures like functionality, reliability, scalability etc. The testimonial team generate a quality analyzed report that given to the admin end before publishing the product for sales. The product tested based on the quality measures and the report get submitted to the admin end. The product then proceed to sales, the buyer buys the product and review the product. The admin side verifies the testimonial team report based on the quality check report provided by seller end. The report get matched and checked by the admin side to reveal the trusted report of the particular product. The review provided by the buyer is get generated to the admin side, the reviews and rating provided by the buyer get matched with the testimonial report generated for that particular product the content that are matched with the report get published as a review from the buyer end. The buyer can by the product making use of any movable devices and supposed to provide their review and rating for that particular product. The product review and rating get viewed to authorized user of the particular online shopping mart, that lead to sales of that product based on the reviews.

## REFERENCES

- [1] P.-T. Chen, F. Chen, And Z. Qian, "Road Traffic Congestion Monitoring In Social Media With Hinge-Loss Markov Random Fields," In Proc. Ieee Icdm, 2014, Pp. 80–89.
- [2] S. Agrawal And J. Haritsa, "A Framework For High-Accuracy Privacy-Preserving Mining," In Proc. Ieee Icde, 2005, Pp. 193–204.
- [3] C. Dwork, "Differential Privacy," In Automata, Languages And Programming, 2006, Vol. 4052, Pp. 1–12.
- [4] E. Schubert, A. Zimek, And H.-P. Kriegel, "Generalized Outlier Detection With Flexible Kernel Density Estimates," In Proc. Siam Sdm, 2014, Pp. 542–550.
- [5] R. Bhaskar, S. Laxman, A. Smith, And A. Thakurta, "Discovering frequent Patterns In Sensitive Data," In Proc. Acm Kdd, 2010, Pp. 503–512.
- [6] R. Chen, B. C. Fung, B. C. Desai, And N. M. Sossou, "Differentially Private Transit Data Publication," In Proc. Acm Kdd, 2012, Pp. 213–221.
- [7] S. P. Kasiviswanathan, H. K. Lee, K. Nissim, S. Raskhodnikova, And A. Smith, "What Can We Learn Privately ?" Siam Journal On Computing, Vol. 40, No. 3, Pp. 793–826, 2013.
- [8] H. Wu, W. S. Ng, K.-L. Tan, W. Wu, S. Xiang, And M. Xue, "A Privacy Preserving Framework For Managing Vehicle Data In Road Pricing Systems," In Proc. Acm Kdd, 2013, Pp. 1427–1435.
- [9] Q. Li And G. Cao, "Efficient And Privacy-Preserving Data Aggregation In Mobile Sensing," In Proc. Ieee Icnp, 2012, Pp. 1–10.
- [10] R. Lu, X. Liang, X. Li, X. Lin, And X. S. Shen, "Eppa: An Efficient And Privacy-Preserving Aggregation Scheme For Secure Smart Grid Communications," Ieee Transactions On Parallel And Distributed Systems, Vol. 23, No. 9, Pp. 1621–1631, 2012.

- [11] S. Papadopoulos, A. Kiayias, And D. Papadias, "Exact In-Network Aggregation With Integrity And Confidentiality," Ieee Transactions On Knowledge And Data Engineering, Vol. 24, No. 10, Pp. 1760–1773, 2012.
- [12] E. Shi, T.-H. H. Chan, E. G. Rieffel, R. Chow, And D. Song, "Privacy-Preserving Aggregation Of Time-Series Data," In Proc. Nds, 2011.