

Opinion mining based detection of fake recommendation in E-commerce with the aid of machine learning approach.

Abstract:

In recent years data mining has been experiencing growing popularity. It has been applied for various purposes and become commonly used in day-to-day operations for knowledge discovery, especially in areas where uncertainty is substantial. Data mining is replacing traditional error prone and often ineffective techniques or is used in conjunction. Due to a large number of projects either struggling or even failing the researchers recognize the potential of data mining techniques in order to increase productivity and reduce the complexity. This research presents a critical review of opinion mining based detection of fake recommendation in e-commerce with the aid of machine learning approach. The approach derived here will identify multiple groups in data which shall be applied to obtain more accurate prediction results by a decision support system. Throughout the study “Knowledge discovery in database analysis approach” is applied. The results identified shall be made involved or applied in database management aspects, data pre-processing, data modelling, Interference considerations, complexity considerations, post-processing of discovered structures, visualization and online updating.

Keywords: data mining, knowledge discovery in databases, data optimization, e-commerce, project monitoring, machine learning, fake recommendation, data mining applications, data validations.