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Adapt Tool for Capturing Reviews to Provide a Better Optimized Solution

Dr. B. S Shylaja[1], Shruti Sharma[2], Soumya Wats[3], Tejas N[4], Shujaath Ulla Khan[5]
[1]*Professor,* [2, 3, 4, 5]*Student, B.E, Department of I.S.E, Dr Ambedkar Institute of Technology*

Abstract: ***The aim of the project is to create a tool for capturing reviews to provide a better optimized solution for users to analyse the sentiments of the product and make informed decisions. According to Pattern.com, 93% of consumers read reviews before making a purchase, and 68% form an opinion based on just 1–6 reviews.***
Accordingly, when a user wants to purchase a product can use this tool to analyse the reviews of that product in a graphical representation with nodes and edges. The nodes represent the attributes, colour represents the sentiment and size represent the confidence of the attribute. With features like data visualization, interactive reporting, and responsive tools for direct responses to reviews, businesses can navigate the intricacies of online reputation management.
Keywords: ML, reviews, data annotation tool, pretrained language model, Aspect-based sentiment analysis.

I. INTRODUCTION

In a world dominated by digital platforms and e-commerce, user reviews play a pivotal role in shaping consumer decisions. However, the sheer volume of reviews poses a challenge for businesses to extract meaningful insights efficiently. This project aims to develop an adaptive tool that not only captures reviews but also optimizes the extraction of valuable information, providing businesses with actionable insights for continuous improvement. The project at hand revolves around the enhancement and optimization of a review-capturing tool, with the goal of providing a more refined and effective solution. In today's digital landscape, where user feedback and reviews play a pivotal role in shaping products and services, it becomes imperative to have a tool that not only captures these reviews but also adapts to the dynamic nature of consumer preferences and expectations. Our project seeks to address this challenge by developing an adaptable tool that can seamlessly integrate into various platforms and efficiently gather user reviews. The emphasis lies not only on the quantity of reviews but, more importantly, on the quality and relevance of the captured feedback. Through careful analysis and incorporation of cutting-edge technologies, our aim is to create a tool that not only captures reviews but also provides actionable insights, contributing to a better-optimized solution for businesses and organizations. This project represents a significant step towards harnessing the power of user feedback to drive continuous improvement and innovation in the products and services offered in today's competitive market. This project addresses the growing need for businesses to harness the power of customer feedback efficiently. The adaptive nature of the tool ensures continuous improvement, making it an asset for organizations seeking to stay responsive to customer sentiments in a dynamic market.

II. PROBLEM STATEMENT

A. Literature Survey

In today's digital landscape, characterized by the dominance of e-commerce and online platforms, user reviews play a crucial role in shaping consumer decisions. However, the overwhelming volume of available reviews presents a formidable challenge for businesses seeking to extract meaningful insights efficiently. Existing review-capturing tools often struggle to adapt to the dynamic nature of consumer preferences and expectations, resulting in inadequate gathering and analysis of user feedback. Consequently, businesses find themselves grappling with the daunting task of managing large quantities of reviews without deriving actionable insights necessary for driving continuous improvement.

The core issue lies in the inefficiency of current review-capturing tools to furnish businesses with actionable insights for ongoing enhancement. While these tools may excel at amassing a substantial volume of reviews, they frequently falter in optimizing the extraction of valuable information and furnishing pertinent insights. This lack of optimization impedes businesses' ability to make well-informed decisions, address customer pain points, and refine their products and services in alignment with evolving consumer preferences.

Hence, there exists an urgent demand for an adaptive review-capturing tool that not only proficiently captures reviews but also optimizes the extraction of valuable insights, furnishing businesses with actionable data for perpetual enhancement. Such a tool must seamlessly integrate into diverse platforms, adapt to shifting market dynamics, and prioritize the quality and relevance of captured feedback. By addressing these pressing challenges, businesses can harness the potential of customer feedback more effectively, fostering innovation, and bolstering competitiveness within today's dynamic market environment.

The paper [1] is adapt tool for capturing reviews, performing sentiment analysis and presenting them in a visually pleasing form for better comparison of product attributes and make informed decisions during a purchase of product online.

The paper [2] This work proposes a novel approach that makes use of visual features to extract data information from web page, including the data records and the data items, and shows that the proposed approach is highly effective. Web databases contain a huge amount of structured data which are easily obtained via their query interfaces only. The query results are presented in dynamically generated web pages, usually in the form of data records, for human use. The automatic web data extraction is critical in web integration. A number of approaches have been proposed. The early work is most based on the source code or the tag tree of the page. Recent approaches use the visual feature to extract data information, which are better than the previous work. However, these approaches still have inherent limitation. In this, we propose a novel approach that makes use of visual features to extract data information from web page, including the data records and the data items. The results of this experiment tests on a large set of query result pages in different domain show that the proposed approach is highly effective.

The paper [3] “Data Mining Open Source Tools – Review” C. Ranjithkumar, C. Pushpalatha V. Saravanan is a survey of most used and popular data mining tools of Clementine, Rapid miner, R, SAS enterprise miner and its features are given.

Data Mining has become the area of growing significance because it helps in analyzing data from different perspectives and summarizing it into useful information and also data mining is defined to the analysis of observational data sets to find unsuspected relationships and to summarize the data in novel ways that are both understandable and useful to the data owner. And also researcher have to applying data mining methods and algorithms in many applications. whose development is driven by strong research interests as well as urgent practical, social, and economical needs. While the last few years knowledge discovery tools have been used mainly in research environments, sophisticated software products are now rapidly emerging. In this paper we have to give survey of most used and popular data mining tools of Clementine, Rapid miner, R, SAS enterprise miner and its features. These kind of data mining tools used for prediction and analyzing data mining process and using applications are education, learning environments, statistics and etc. Keywords: Data mining, clementine, Rapid miner, R, SAS Enterprise miner.

In paper [4] “A review of modeling toolbox for BigData” Hadi Hashem, Daniel Ranc Institut Mines-Télécom (IEEE) A study of the main modeling tools for BigData, which helps the user / developer to identify the processing field on the top of the sequence and to send into the computing module only the data related to the requested result. Modeling tools and operators help the user / developer to identify the processing field on the top of the sequence and to send into the computing module only the data related to the requested result. The remaining data is not relevant and it will slow down the processing. The biggest challenge nowadays is to get high quality processing results with a reduced computing time and costs. The processing sequence must be reviewed on the top, so that we could add one or more modeling tools. The existing processing models do not take in consideration this aspect and focus on getting high calculation performances which will increase the computing time and costs. In this paper we provide you a study of the main modeling tools for BigData.

In paper [5] The advancement of aspect-based sentiment analysis (ABSA) has highlighted the lack of a user-friendly framework that can significantly reduce the difficulty of reproducing state-of-the-art ABSA performance, especially for beginners. To meet this demand, we present PyABSA, a modularized framework built on PyTorch for reproducible ABSA. To facilitate ABSA research, PyABSA supports several ABSA subtasks, including aspect term extraction, aspect sentiment classification, and end-to-end aspect-based sentiment analysis. With just a few lines of code, the result of a model on a specific dataset can be reproduced. With a modularized design, PyABSA can also be flexibly extended to incorporate new models, datasets, and other related tasks. Additionally, PyABSA high-lights its data augmentation and annotation features, which significantly address data scarcity.

B. Objectives

Automate attendance tracking using fingerprint biometric. Provide instant feedback on authentication status via LCD display.

Establish cloud-based storage for secure attendance record keeping. Enable SMS notifications to parents and teacher management interface for efficient record management.

C. Existing System

Online review platforms serve as valuable resources for consumers seeking information and feedback on various services and products. Yelp primarily focuses on local businesses and services, providing user reviews, ratings, photos, and detailed business information. It caters to consumers searching for local businesses and restaurants, helping them make informed decisions based on others' experiences. TripAdvisor, on the other hand, is geared towards travel-related services, encompassing hotels, restaurants, and attractions. It offers user reviews, ratings, photos, and travel forums, making it a go-to platform for travelers seeking information and reviews about destinations and travel services.Google Reviews covers a wide range of businesses and services, integrating seamlessly with Google Maps. It features user reviews, ratings, and photos, appealing to general consumers looking for information about various businesses. This integration with Google Maps enhances its usability, allowing users to easily locate and assess businesses in their vicinity. Lastly, Amazon Customer Reviews focus on product reviews within the Amazon e-commerce platform. It provides user reviews, ratings, and product-specific information, catering to online shoppers who seek product feedback before making a purchase. Each of these platforms serves a distinct purpose and audience, offering tailored features to meet the specific needs of their users.

D. Proposed System

A user-friendly interface is crucial for any online review platform, offering an intuitive design that ensures easy navigation and accessibility, along with a responsive interface for seamless use across various devices. Customizable review forms enhance the user experience by allowing businesses to create tailored forms that gather specific information relevant to their products or services. These forms can also include multimedia elements, such as images or videos, enriching the review content. Sentiment analysis, powered by advanced natural language processing (NLP), helps in understanding the tone and context of reviews, categorizing them into positive, negative, or neutral sentiments. This analytical capability provides deeper insights into customer opinions. Additionally, data visualization and reporting tools, such as interactive dashboards, enable businesses to visualize review data trends effectively. Customizable reports offer detailed insights into customer feedback, aiding businesses in making informed decisions based on comprehensive analysis.

III. METHODOLOGY

To enhance the existing review capturing tool, our methodology involves gathering comprehensive input from all stakeholders, including end-users and product managers, to understand their expectations and challenges with the current system. This input guides us in identifying essential functionalities and features, such as simplifying the review submission process, employing advanced sentiment analysis to categorize reviews, and integrating machine learning algorithms for in-depth analysis. By prioritizing user feedback and leveraging data-driven insights, we aim to develop a user-centric solution that addresses specific needs and enhances the overall user experience. Based on the gathered requirements, we will streamline the review collection process by implementing user-friendly interfaces, automated prompts, and ensuring cross-platform compatibility. Advanced sentiment analysis will be integrated to categorize reviews as positive, negative, or neutral, providing a clearer understanding of user satisfaction and identifying key areas for improvement. Additionally, we will incorporate machine learning algorithms to analyze feedback comprehensively, uncovering patterns and trends within the data. This holistic approach ensures that the enhanced review capturing tool not only meets but exceeds user expectations, delivering a refined and effective solution that enhances.

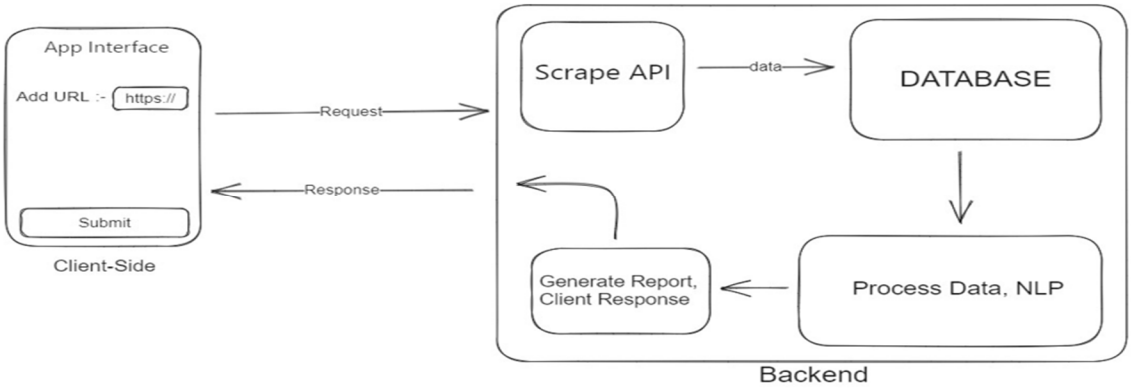

Fig 3.1

IV. RESULTS AND DISCUSSION

In our project methodology, we have used key elements such as user-friendly interfaces, streamlined data entry, sentiment analysis, machine learning integration, mobile responsiveness, and cloud compatibility to leverage user feedback for business success. User-friendly interfaces ensure intuitive feedback sharing, while streamlined data entry minimizes effort and enhances feedback quality. Sentiment analysis, powered by natural language processing, categorizes reviews by emotional tone, quickly identifying strengths and areas for improvement.

Machine learning continuously refines this process, uncovering deeper insights. Mobile responsiveness guarantees seamless access across devices, and cloud compatibility provides real-time data access and analysis, ensuring scalability and timely decision-making.

To keep the tool relevant, adaptability is crucial. Continuous updates and customization options allow the tool to meet specific needs, while fostering a culture of innovation and collaboration within the organization encourages ongoing improvements. Advanced analytics and real-time reporting capabilities enable stakeholders to monitor trends and make agile decisions. Predictive analytics anticipates future trends, and an agile development approach ensures rapid iteration and experimentation. By embracing adaptability and agility, businesses can transform their review capture tool from a static data collector into a dynamic engine of growth, driving innovation and maintaining customer satisfaction.

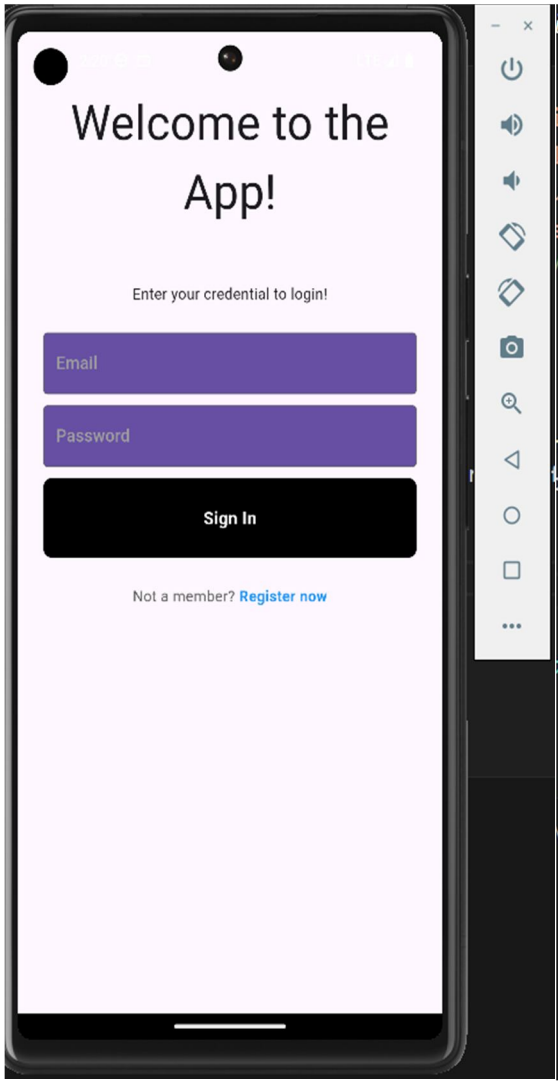

Fig 4.1

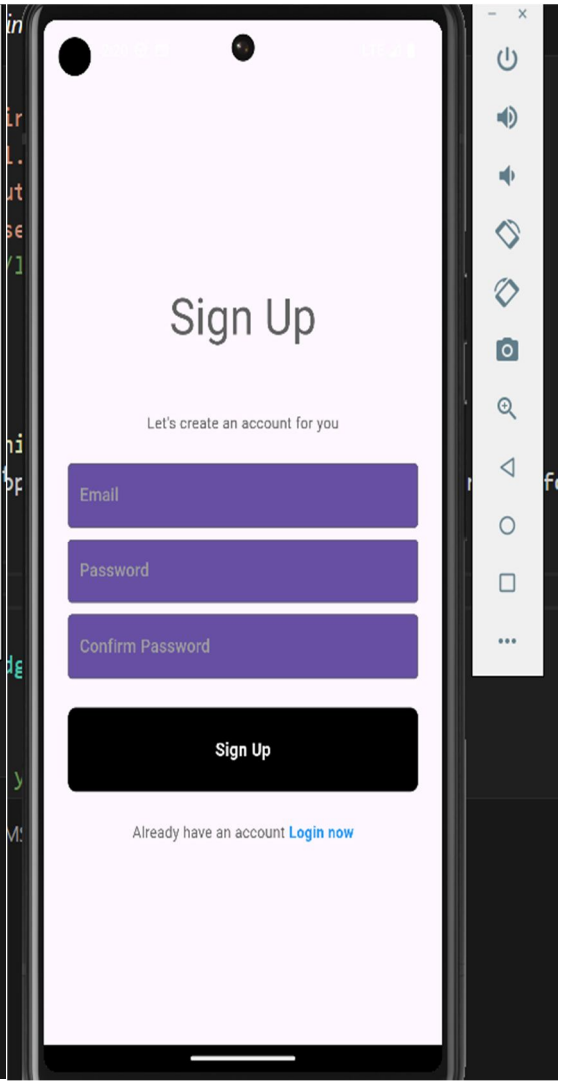

Fig 4.2

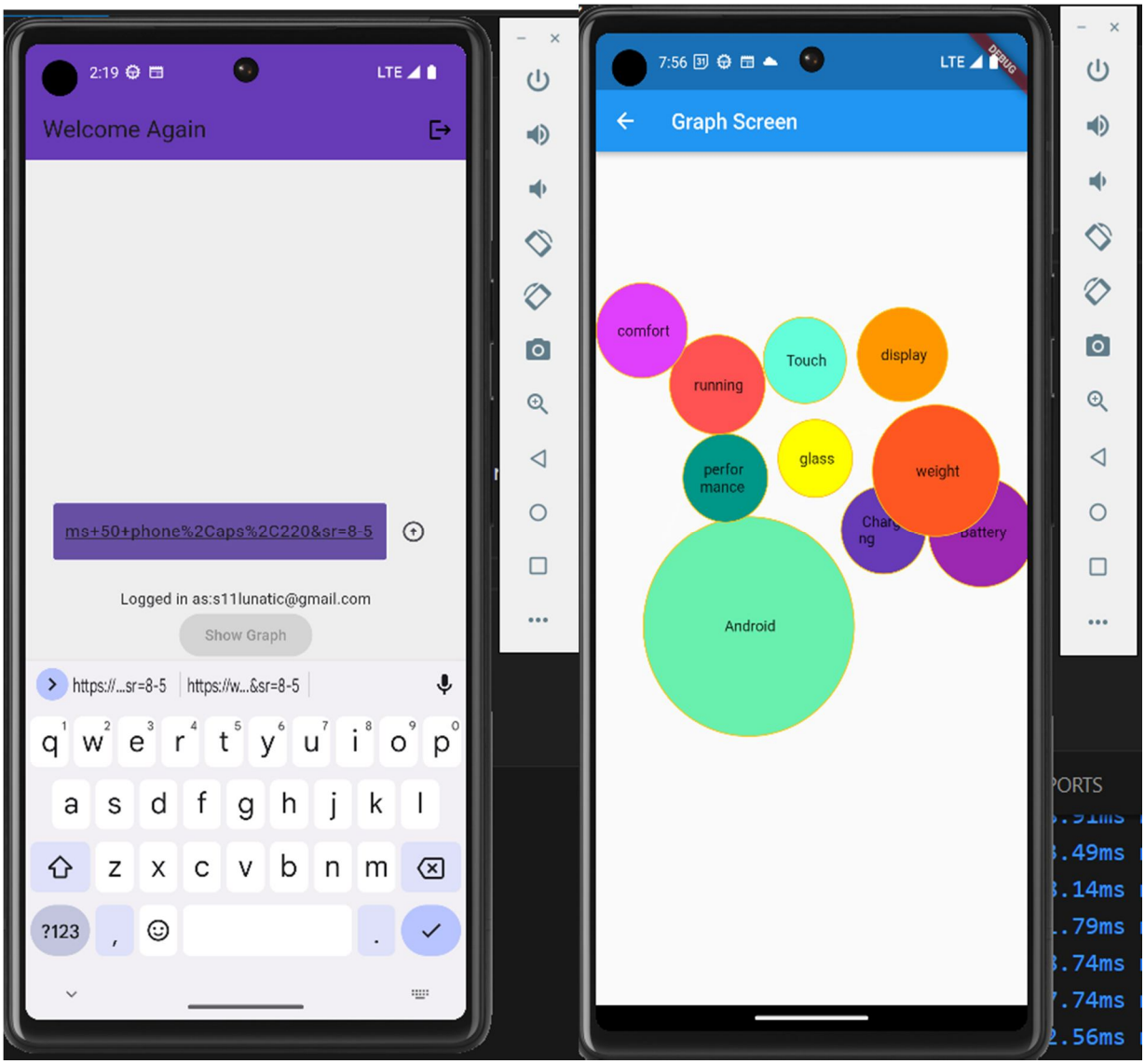

Fig 4.3 Fig 4.4

V. CONCLUSIONS

The holistic approach to leveraging user feedback for business success in the digital age involves key elements such as user-friendly interfaces, streamlined data entry, sentiment analysis, machine learning integration, mobile responsiveness, and cloud compatibility. These components enhance products, services, and customer satisfaction.

User-friendly interfaces facilitate feedback sharing, while streamlined data entry reduces effort, resulting in higher-quality insights. Sentiment analysis categorizes reviews by emotional tone, identifying strengths and improvement areas, with machine learning continuously refining this process.

Mobile responsiveness ensures seamless access across devices, and cloud compatibility enables real-time data access and analysis. Adaptability is crucial, with continuous updates and feature enhancements based on user feedback keeping the tool relevant. Customization options tailor the tool to specific needs, fostering a culture of innovation for further improvements. Advanced analytics and real-time reporting enhance adaptability, while predictive analytics and an agile development approach ensure the tool evolves with market dynamics. Embracing adaptability and agility transforms the review capture tool into a dynamic engine of growth, driving innovation and maintaining customer satisfaction.

VI. ACKNOWLEDGMENT

We extend our sincere gratitude to Dr. B.S. Shylaja, Professor at the Department of Information Science and Engineering, Dr. AIT, for her invaluable advice and unwavering support during the course of this project. Additionally, we would like to express our heartfelt appreciation to all individuals who contributed to the realization of our Adapt tool for capturing reviews to provide a better optimized solution project. Special recognition goes to our dedicated project supervisor for their continuous guidance and assistance throughout this journey, ensuring our project stayed on course and offering invaluable insights every step of the way. We also extend immense thanks to our exceptional team members whose tireless efforts brought together various components of the project,Adapt tool for capturing reviews to provide a better optimized solution.

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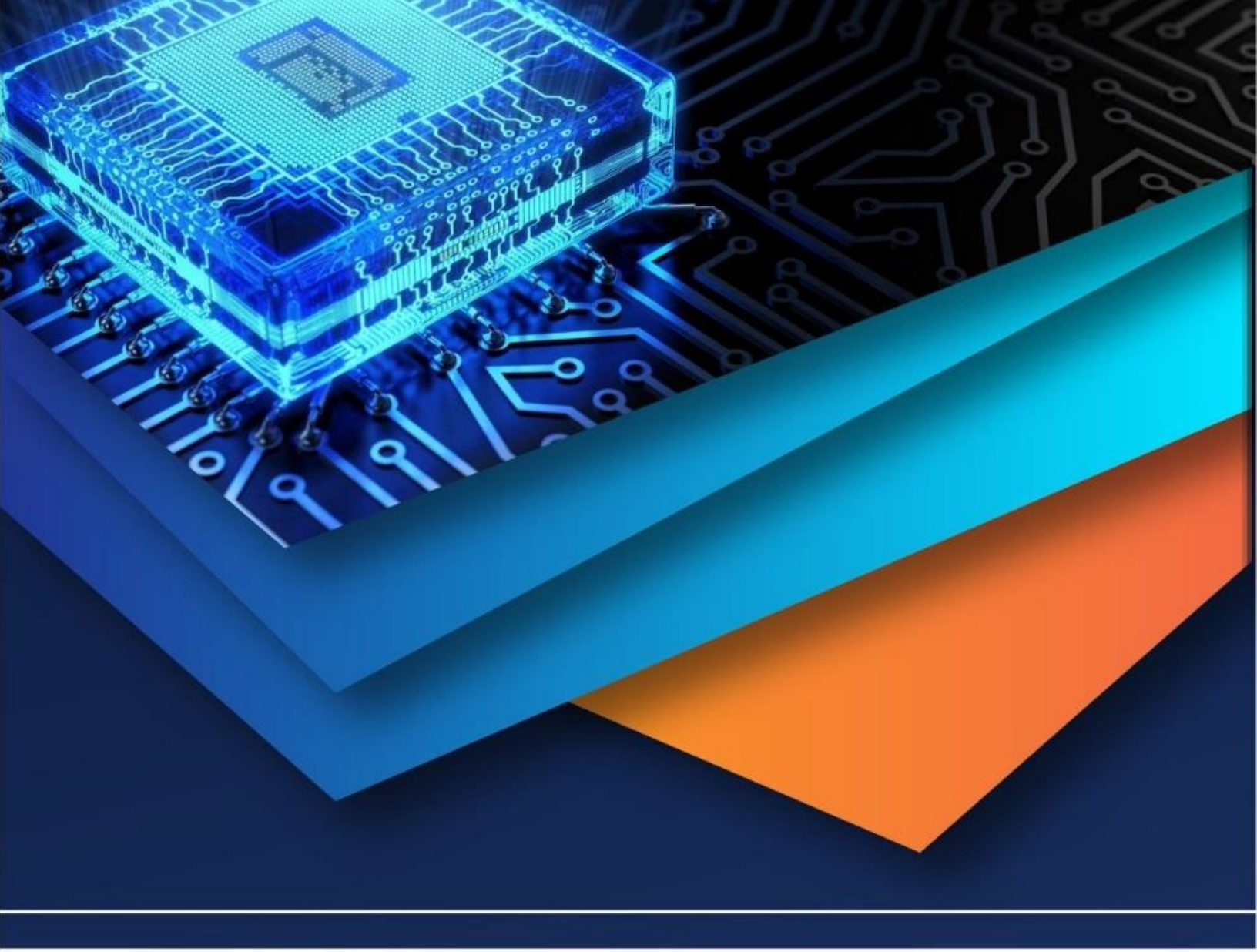

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