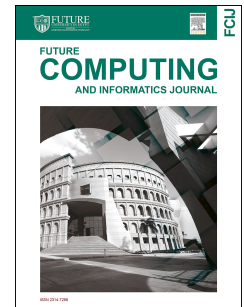


# Accepted Manuscript

Feature Level Review table generation for E-Commerce websites to produce qualitative rating of the products

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## Feature Level Review table generation for E-Commerce websites to produce qualitative rating of the products

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### ABSTRACT:

*It is widely acknowledged today that E-Commerce business is growing rapidly. This is happened only because of people are completely depending on the ratings and reviews given by the customers who are already purchased and using the products. Online surveys, customer reviews on shopping sites are the key sources to understand customer requirements and feedback to help upgrade the product quality and achieve greater outcomes. Now the challenge is that whether those reviews came from product level or feature level will be the million dollar question. To overcome this problem we are proposing a new algorithm to give feature level rating for the product which is called Feature Level Review Rating Analysis (FLRRA) algorithm.*

**Keywords:** Online Surveys, E-Commerce business, FLRA Algorithm, FLRT, Reviews, Ratings.

### INTRODUCTION:

Analysis of online user-generated content is receiving attention for its wide applications from both academic researchers and industry stakeholders. Due

to the ease and availability of internet every customer is able to check the durability, sustainability, and availability of the product while sitting at their home [1]. Every customer will check for the product rating and reviews before purchasing the product. To speak in general not only the E-commerce websites but also every service-oriented businesses like hotels, hospitals, theatres, shopping malls, amusement parks, and almost every service providing businesses are running now online with the help of internet.

For example, before purchasing a product first we will do some survey on the product. Generally this is done with the help of the person who already bought earlier but now with the help of online shopping we will look for the reviews given by the customers who bought and using the product. Not only before purchasing a product but also before visiting any new place if we are supposed to book a holiday tour then, first of all, we will check for which place we can go, where we can stay and what are all the tourist spots available near to the place like that everything we can check on the internet.

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