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# Check in and Check Out Behavior of User and Point of Interest by Service Rating Prediction

Dr. P.Vishnu Raja , Dr. K.Sangeetha and D.Deepa

Department Of Computer Science and Engineering, Kongu Engineering College,
Perundurai , Tamilnadu, India

***Abstract:***-With the boom of social media, it is a very popular trend for people to share what they are doing with friendsacross various social networking platforms. Nowadays, we have a vast amount of descriptions, comments, andratingsfor local services. The information is valuable for new users to judge whether the services meet theirrequirementsbefore partaking. we propose a user-service rating prediction approach by exploring socialusers'rating behaviors.Inorder to predict user-service ratings, we focus on users' rating behaviors. In our opinion, the rating behavior in recommender system could be embodied in these aspects: 1) when user rated the item, 2) what the rating is, 3) what the item is, 4) what the user interest that we could dig from his/her rating records is, and 5) how the user's rating behavior diffuses among his/her social friends. In the proposed user service rating predictionapproach we use TAST model which uses NLP technique to suggest bestrecommendations. Experimental results show the effectiveness of our approach**.**

***Keywords:*** *TAST Model,NLP,Rating Prediction, partaking*

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## 1. Introduction

Recently , with the rapid development of mobile devices and Internet access, social network services, such as Facebook, Twitter, Yelp, Foursquare, Epinions, become prevalent.In 2015, there were 1.9 billion smart phone users in the world, and half of them had accessed to social network services.It also allows users to share their experiences, such as reviews, ratings, photos, check-ins and moods in LBSNs with their friends. Especially, the geographical location information bridges the gap between the real world and online social network services. Therefore, users' and their local friends' ratings may be similar. The proposed method attempts to overcome the problem of the loss of text information by using well trained training sets. Also, recommendation of a product or request for a product as per the user's requirements have achieved with the proposed method.

## 2. Existing System

In the Existing system The system consists of application software on smart phone , web server , database server . The Hadoop distributed file system is used to handle the database . For location analysis purpose the GPS is used . This exact similarity computation algorithm along with preferences of current and past user reviews. This system considers stochastic mappings between words to estimate a unigram language model of product features.

In this system show that the TAST model can effectively capture the unique characteristics of the travel data and the cocktail approach is, thus, much more effective than traditional recommendation techniques for travel package recommendation. Also, by considering tourist relationships, the TRAST model can be used as an effective assessment for travel group formation. travel data are much fewer and sparser than traditional items, such as movies for recommendation, because the costs for a travel are much more expensive than for watching a movie.

Second, every travel package consists of many landscapes (places of interest and attractions), and, thus, has intrinsic complex spatio-temporal relationships.the traditional recommender systems usually rely on user explicit ratings. However, for travel data, the user ratings are usually not conveniently available. Finally, the traditional items for recommendation usually have a long period of stable value, while the values of travel packages can easily depreciate over time and a package usually only lasts for a certain period of time. The travel companies need to actively create new tour packages to replace the old ones based on the interests of the tourists.

## 3. Drawbacks

High in computation complexity analysis. Incompatible data formats, non-aligned data structures, and inconsistent data semantics represents significant challenges that can lead to analytic sprawl.The main difficulty of big data is working with it using relational databases .Less accuracy in classification. Poor key characteristics of the existing travel packages. Along this line, travel time and travel destinations are divided into different seasons and areas.Fewer amounts of data can represent travel packages and tourists by different topic distributions.Lack in the extraction of topics is conditioned on both the tourists and the intrinsic features (i.e., locations, travel seasons) of the landscapes. High in transactional data time to be proceeding and execute by user expected tourist package recommendation.Less effectively capture the unique characteristics of travel data and the cocktail recommendation approach need to improve the performs much better than traditional techniques.

## 4. Proposed System

Main perspective of this system is to provide recommendation of a particular hotel on the basis of user's review. This system is based on TAST Approach (Tourist Aware Season Topic single word, double words and multiple words analysis) uses NLP technique to suggest best products. It is easy to decide because it sorts hotels according to Positive and negative recommendations. We mine the relevance between ratings and user item geographical location distances. Season Package Provider Systems the Internet become a promising area with the advanced development of internet device, such as GPS and Wi-Fi, and the increasing demand of users for mobile applications, such as travel planning and location-based shopping.A lot of works have already done both in the industry and academia on developing new systems and applications in recent years. Typically, mobile recommender systems are systems that provide assistance/guidance to users as they face decisions on the go, or, in other words, as they move into new, unknown environment. And different from traditional recommendation techniques, mobile recommendation is unique in its location-aware capability.

E-TRAST Season Package Provider computing adds a relevant but mostly unexplored piece of information- the user's physical location-to the recommendation problem. For example, a mobile shopping recommender system could analyze the shopping history of users at different locations and the current position of users to make recommendation for particular user. Another example would be recommendation for tourists or traveller. This kind of mobile recommender system could analyze the historical data of variant tourists or travellers to recommend travelling route to meet the demand/preference of particular user.

### 4.1 Features

It ensure accuracy and validity, Digital data collection is much more relaxed.Best performance with low computation time.Improved classification resutl compare with existing works(precision, recall,accuracy). The goal is to demonstrate the design and implementation issues of mobile recommender systems in different application settings.The key differences between traditional recommender systems and mobile recommender systems are known, we will explore them further and at a deeper level in this project.High in customer satisfaction.

## 5. Modules

### 5.1 PRE-PROCESSING AND ASPECT CLASSIFICATION

This module is helps to preprocess the data,(ie) tranferring the raw data into understandable format.Aspect classification(Sentiment analysis) is an important task in natural language understanding and has a wide range of real-world applications. The typical sentiment analysis focus on predicting the positive or negative seperation of the given sentence(s).

### 5.2 Tast Review Analysis

This module help to analyse each review from preprocessed review collected from first module and its to machine learning each word based sentiment analysis. Combination of two words based sentiment analysis. Combination of three words based sentiment analysis for each topics

### REVIEW BASED ASPECT RANKING

The important aspects of a product are usually commented by a large number of consumers; and consumers' opinions on the important aspects greatly influence their overall opinions on the product. we first identify the product aspects by a shallow dependency parser and determine consumers' opinions on these aspects via a sentiment classifier

### 5.4 Aspect Identifaction Review Result Prediction

This module helps to categorize analyzed review based on aspect ranking UBT algorithm to identify the important aspects by simultaneously considering the aspect frequency and the influence of consumers' opinions given to each aspect on their overall opinions. The products in four domains demonstrate the effectiveness of our approach. We further apply the aspect ranking results to the application of document-level sentiment classification, and improve the performance significantly ask the public verifier. Finally the public verifier unrevoked this user. Next user able to download any file with its corresponding secret key.

## 6. Overall View

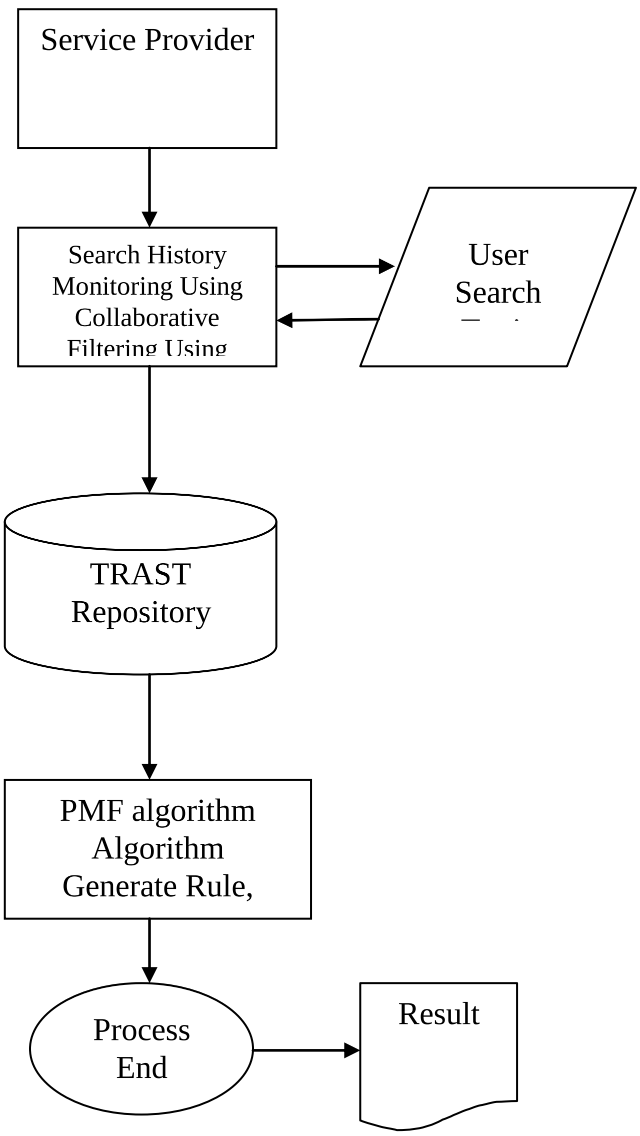


Fig 6.1 System Flow Diagram

## 7 Conclusions

It show the suitable execution plans for queries, extensional semantics can be used to evaluate a certain class of queries. We further showed that this class is precisely the class of queries that have polynomial time data complexity. Our theoretical results capture the fundamental properties of query complexity on probabilistic databases, and lead to efficient evaluation techniques. We showed how this approach can be used to evaluate arbitrarily complex user queries with uncertain predicates.

There are several problems that emerge from this work and remain open. Given any conjunctive query that is allowed to have self joins, can we decide if its data complexity is polynomial time. The problem in travel package recommendation complexity of query evaluation with aggregates like sum, count, min and max and with having clauses and issues that to be solved. We need to examine the implications for a relational engine and what functionality does a relational engine need to provide for an efficient implementation of probabilistic databases.

It realizes and supports all user queries with maximum support. We compare the performances of the three independent Factors was proposed by combining social network factors: personal interest similarity, interpersonal interest similarity, and interpersonal items and these factors were fused together to improve realtime items accuracy and applicability of recommender system.

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