

DISPLAYING THE PRODUCT INFORMATION USING SEARCH ENGINE

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ABSTRACT

In this study, a singular product search engine machine which supports “find the best products for a given category” kind queries are proposed. The centred crawler is used to move slowly product records from various e-trade sites; the file linkage gadget determines the same products which are crawled from one-of-a-kind e-trade websites; the sentiment analyser classifies users’ opinions about the goods as fantastic or bad in order that our product seek engine can decide which product is the fine for a given class; and the question engine takes the consumer queries and displays the result. To improve the fulfilment of record linkage process we also broaden a product code matching system such that if the two merchandise from unique e-commerce sites have the same product code they're considered because the same. In our experimental evaluation we examine a hundred% precision in most associated products search. Our machine can efficaciously offer pleasant merchandise for a given category. The proposed system achieves to offer better person experience than the existing systems.

Keywords: search engine, find products, e-trade websites, matching system

I.INTRODUCTION

The fast spread of utilization of the Web and the advances in Internet technology added many commercial opportunities alongside it in the world. The quantity of interactive purchase is exponentially increasing and it has end up a commonplace part of the alternate business. The interactive purchase of merchandise over electronic systems such as Internet is defined as E-trade (Electronic Commerce) [1]. The E-commerce buying is turning into an irrevocable component of our lives as each year passes. With the emerging new technologies, and the boom within the technological training level of the customers, it is now a good deal less difficult to do E-shopping than before. This huge boom in transaction extent attracts many agencies to begin running in E-commerce place. Thus, many new E-commerce web sites are starting to function continuously. Due to the stiff competition amongst E-trade corporations, many businesses also have to halt their operations. Additionally, due to the opposition, the E-trade web sites continuously replace their prices and make reductions or campaigns. To offer fine charges for an internet product and the opposite features of the product to the purchasers, CSA (Comparison Shopping Agent) systems are advanced [2]. These structures gather the important records from E-commerce websites and provide the processed structured facts to the clients. To

broaden our product search engine, we layout our own targeted crawler, sentiment analyser, record linkage, and product ranking metric.

1.1.OBJECTIVE

The aim of this study is to give an effective search engine for offering the best product with their information.

II. RELATED WORK

2.1. CSA SYSTEMS

The first widely recognized comparison agent is Bargain Finder [3] which is a focused CSA system that scans only online CD (Compact Disc) stores. It uses internal search system of the E-commerce websites in order to display results to the users. When a user submits a query, it transforms query into the internal searching structure of the online CD stores and then submits query to the registered online stores in its system. When the results return from the online CD stores, it integrates results and then displays to the users. It does not utilize any record linkage system. There exist numerous CSA studies in the literature such that [4,5] conducted by Guttman et al. and Sadeddin et al. Moreover, Pathak has published a detailed survey about the CSA systems [2].

2.2. FOCUSED WEB CRAWLERS

Web crawlers are software systems that are used to collect information from websites. Their main task is fetching websites, processing fetched source code and extracting new target hyperlinks to crawl. General web crawlers start with root URLs and continue until crawling all of the hyperlinks that they can find. However, this task is tedious and not doable for small or even average scale applications. Only a few large-scale commercial general search engines (e.g., Google, Bing, Yahoo, Yandex, and so on) can cope with the challenges and the massiveness of the entire Web and keep their index fresh. Therefore, developing focused Web crawlers are much more feasible and commonly practiced. Focused Web crawlers are specialized versions of general Web crawlers that crawl only certain topics or certain Web sites [6]. Even though they are much smaller scale than general Web crawlers, still many challenges and tough tasks await the developers who are going to build focused Web crawlers [7]. Studies of Heydon and Najork [8], Shkapenyuk and Suel [9], Boldi et al. [10], and Gomes and Silva [11] include how to design a general web crawler; studies of Shkapenyuk and Suel [9], Yohanes et al. [12], and Liu and Milios [13] discuss how to decide more relevant pages for a focused web crawler to reduce resource requirements such as space, bandwidth, computation power, etc., in the crawling task.

III. METHODOLOGY

3.1 WORK FLOW

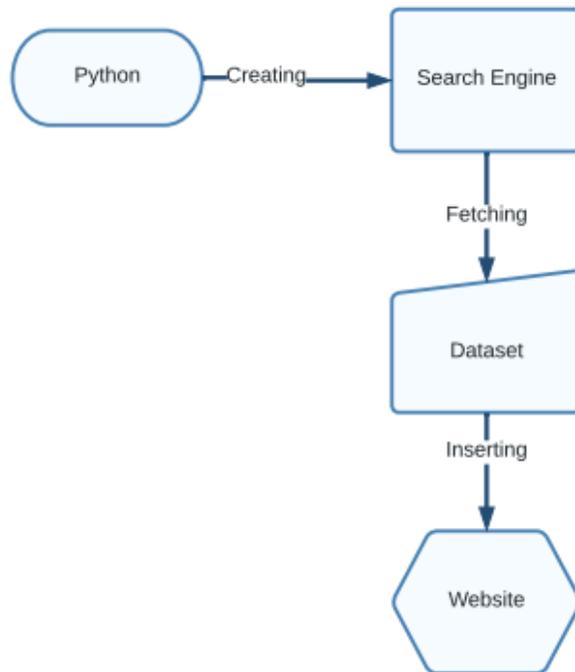


FIG 3.1 Flow chart

The user interface allows user to enter his query and shows the results. Two different query types are supported by our system. The first query type is used to search for the most related products according to the user input. As an example, when user enters the search term from the database and the products having the titles which includes the search term are displayed. The other products that are at the same cluster with the found ones are also listed. Minimum and maximum price information, and number of positive and negative comments for the products are also displayed. User is allowed to see the details of the products by clicking on the product names.

The second query type is to find the best product. When user enters search terms and clicks on the ‘OK’ button, the product categories that matches with the user query are fetched. User can also see product description, product picture and buyer ratings cumulatively collected from Amazon E-commerce website and Flip cart E-commerce website.

IV. RESULT

Product Price Compare

Product Search:

FIG 4.1 Search Engine

This (Fig 1) is how the search engine will look like. After fetching all the data form the Amazon E-commerce website and the Flip cart E-commerce website, the scraped dataset is being loaded into the search engine.

Comparison Table

Category	Flipkart	Amazon
Prodimage		
Product	SAMSUNG Galaxy Watch4 LTE (4.4cm) Smartwatch	Samsung Electronics Galaxy Watch 4 Classic 42mm Smartwatch with ECG Monitor Tracker for Health Fitness Running Sleep Cycles GPS Fall Detection Bluetooth US Version, Black
Rating	4.2	4.6
Rating Count	346	3,638
Price	31999	25499.15
Product URL	Flipkart	Amazon

FIG 4.2 Comparison Table

The loaded dataset will be displayed when a product is searched while using the website with a comparative table which includes the products description along with buyers rating and the link to the Amazon E-commerce website and the Flip cart E-commerce website is provided in the table itself as shown above (Fig 2).

V. CONCLUSION

In this study we present the main components of a product search engine which allows finding product on a given category, listing the prices from different E-commerce websites, and ranking the products according to user reviews. The core of the system is the record linkage part and the proposed record linkage algorithm clearly outperforms the similar algorithms that are previously designed. The product code detection along with the price matching, brand matching, and conflict words matching rules that we have proposed significantly improve the success of the search engine.

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