

# SAPTHAGIRI COLLEGE OF ENGINEERING

14/5, Chikkasandra, Hesaraghatta Main Road, Bangalore-560057

*Department of Computer Science and Engineering*

## Certificate



Certified that the project work entitled "AN ENHANCED EXTRACTION AND SUMMARIZATION TECHNIQUE WITH USER REVIEW DATA FOR PRODUCT RECOMMENDATION TO CUSTOMERS" carried out by SHAH WARIS HAMEED (1SG12CS098), VARUN M R (1SG12CS117), RAMEGOWDA C U (1SG13CS412), PUNEETH KUMARA M (1SG13CS411), bonafide students of this institute, in partial fulfillment for the award of Bachelor of Engineering in Computer Science and Engineering of Visvesvaraya Technological University, Belgaum during the academic year 2015-16. It is certified that all corrections/suggestions indicated for Internal Assessment have been incorporated in the report deposited in the department library. The project report has been approved as it satisfies the academic requirements in respect of Project work (10CS85) prescribed for the said degree.

  
Signature of the Guide

Mr. Vikas B.O  
Assistant Professor

  
Signature of the HOD

Dr. Prashanth C.M  
Professor & Head

  
Signature of the Principal

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Signature with date

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## ABSTRACT

The World Wide Web is a progressive world constantly evolving with changing times and growing in terms of the data it has to offer. The objective content is the actual data about a product or service that a business provides to a consumer. The subjective views are a collection of opinion, reviews, recommendations, comments, ratings and personal experience shared by different users communicated through forums, social networks, blogs, etc. This publicly open collection of reviews is a opinion for the consumers as they get to share and learn the different aspects of a product/service like features, advantages, limitations, suppliers. Due to all of the above, the transition from business-to-consumer communication to a peer-to-peer model has been a very important feature of the Web media. The online peer-to-peer communication serves as a medium of spreading awareness regarding a product or service and targets a larger audience than any other medium. Different review sites provide different means of evaluating the product/service to the consumers. These means include thumbs up or down (indicating like/dislike), numerical star ratings, comments, etc. to convey their experience with the product/service with other consumers.