Abstract

The e-commerce ranking algorithms are the algorithms utilized for the purpose of product suggestions and product listings against the input query or the browsed product on the given shopping portal. The product ranking portals require the number of computations on the basis of various factors for the calculation of the ranks of the given products. Various local and online factors can be grouped for the overall evaluation of the product ranks according to the input keywords specifically on the first stage product lookup on the shopping sites. In this paper, the product ranking solution has been proposed with the versatile approach using the popularity and accessibility factors. Also, the reliability factors are evaluated which analyzes the trust factor for the page by using the online security evaluation programs. Various experiments would be conducted over the large number of input product data obtained from the application programming interfaces (API) from the prominent shopping portals active online. The proposed model is expected to resolve the issue by evaluating the proposed model performance in comparison with the existing model on the basis of various factors associated with the time complexity and reliability.
References


Index Terms

Computer Science  Information Sciences

Keywords

Ranking system, semantic ranking, machine learning, e-commerce ranking, semantic web, neural network.