Abstract

The ever increasing scale of e-commerce has today presented a big range of choice for the customer. Customer uses online product reviews as a primary criterion to make a decision for his purchase. These product reviews are scattered all around the internet, and this data has a great potential value. However, it is also unstructured and written in a natural language, which poses great problems for data mining and data analytics. The scale, non-uniformity and complexity of product reviews make them classic big data elements. This paper discusses the big data challenges and opportunities involved in mining and analytics of product review data. It formally studies the problem under a big data framework and formulates a plan for the extraction, mining and analysis. This paper also reviews some of the mining approaches for product reviews and implemented feature/attributes based method for finding the review of products.
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