FRAUD APP DETECTION USING SENTIMENT ANALYSIS

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ABSTRACT
The tremendous increase in mobile phone users, also make the increase in the usage of mobile apps. Nowadays users prefer to go for an mobile app instead of a website. The objective is to develop a system in detecting fraud apps before the user downloads by using sentimental analysis and data mining. Sentimental analysis is to help in determining the emotional tones behind words which are expressed in online. This method is useful in monitoring social media and helps to get a brief idea of the public’s opinion on certain issues. The user cannot always get correct or true reviews about the product on the internet. We can check for user’s sentimental comments on multiple application. The reviews may be fake or genuine. Analyzing the rating and reviews together involving both user and admins comments, we can determine whether the app is genuine or not. Using sentimental analysis and data mining, the machine is able to learn and analyze the sentiments, emotions about reviews and other texts. The manipulation of review is one of the key aspects of App ranking fraud. We have used LSTM model to predict the results.

INTRODUCTION
What is Machine Learning?
Machine Learning is a system of computer algorithms that can learn from example through self-improvement without being explicitly coded by a programmer. Machine learning is a part of artificial intelligence which combines data with statistical tools to predict an output which can be used to make actionable insights.

A typical machine learning tasks are to provide a recommendation. For those who have a Netflix account, all recommendations of movies or series are based on the user’s historical data. Tech companies are using unsupervised learning to improve the user experience with personalizing recommendation.

Machine learning is also used for a variety of tasks like fraud detection, predictive maintenance, portfolio optimization, automatize task and so on.

SYSTEM REQUIREMENTS

HARDWARE REQUIREMENTS:
- System: Pentium i3 Processor.
- Hard Disk: 500 GB.
- Monitor: 15” LED
- Input Devices: Keyboard, Mouse
- Ram: 4 GB

SOFTWARE REQUIREMENTS:
- Coding Language: Python
- Web Framework: Flask

EXISTING SYSTEM:
In the writing, while there square measure some associated work, similar to net positioning spam recognition, on-line survey spam discovery and portable App proposal, the matter of recognition positioning misrepresentation for versatile Apps is still under-investigated. Typically, the associated works of this investigation will be arranged into 3 classes. The essential class is concerning net positioning spam discovery. The below average is focused on recognition on-line survey spam. At long last, the second-rate class incorporates the examinations on portable App Suggestion.
DISADVANTAGES OF EXISTING SYSTEM:

- Although a number of the prevailing approaches will be used for anomaly detection from historical rating and review records, they're ineffective to extract fraud evidences for a given period of time (i.e., leading session).
- Cannot able to find ranking fraud happened in Apps' historical leading sessions.
- There is not any existing benchmark to determine that leading sessions or Apps really contain ranking fraud.

PROPOSED SYSTEM:

- In this project, we propose the system by developing web application which help to detect fraud apps using sentiment comments and data mining
- In today’s era, because of speedy development at intervals the mobile technology and mobile devices, the applications i.e. mobile apps area unit being really fascinating and stylish conception. As there is sizable quantity of mobile Apps, ranking fraud is the troublesome consider front of the mobile App market.
- Ranking fraud is the term used for relating dishonest or suspicious activities having the intention of boosting up the Apps at intervals the standard list. In fact, App developer’s area unit exploitation troublesome means oft for increasing their Apps sales.
- The main aim is to develop such system that understand ranking, rating and review behaviors for investigation review based totally evidences, rating based totally evidences and ranking based totally evidences then aggregation supported improvement to combine all the evidences for detection of fraud.
- For every users reviews will be fetched separately and analysed for positive negative rating. The overall sentiment analysis of each app is calculated and then the final predicted result is displayed showing the app may be fraud or not.

ADVANTAGES OF PROPOSED SYSTEM:

- The proposed framework is scalable and can be extended with other domain generated evidences for ranking fraud detection.
- Experimental results show the effectiveness of the proposed system, the scalability of the detection algorithm as well as some regularity of ranking fraud activities.
- To the best of our knowledge, there is no existing benchmark to decide which leading sessions or Apps really contain ranking fraud.

CONCLUSION

This paper had presented about determining fraud applications by using the concept of data mining and sentiment analysis. It was supported by the architecture diagram which briefed about the algorithm and processes which are implemented in the project. Data gets collected and stored in the database which is then evaluated with the supporting algorithms defined. This is a unique approach in which the evidences are aggregated and confined into a single result. The proposed framework is scalable and can be extended to other domain generated evidences for the ranking fraud detection. The experimental results showed the effectiveness of the proposed system, the scalability of detection algorithm as well as some regularity in the ranking fraud activities.

REFERENCES