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A Study on Connecting Social media to E-Commerce Mechanism

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ABSTRACT: This paper presents boundaries between e-commerce and social networking became progressively blurred. several e-commerce websites support the mechanism of social login wherever users will register the websites victimisation their social network identities like their Facebook or Twitter accounts. Users may also post their fresh purchased merchandise on microblogs with links to the e-commerce product websites. During this paper, we tend to propose a completely unique answer for cross-site cold-start product recommendation, that aims to advocate merchandise from e-commerce websites to users at social networking sites in a tangle that has seldom been explored before. a significant challenge is a way to leverage data extracted from social networking sites for cross-site cold-start product recommendation. we tend to propose to use the joined users across social networking sites and e-commerce websites (users World Health Organization have social networking accounts and have created purchases on e-commerce websites) as a bridge to map users' social networking options to a different feature illustration for product recommendation. In specific, we tend to propose learning each users' and products' feature representations (called user embeddings and product embeddings, respectively) from knowledge collected from e-commerce websites victimisation continual neural networks and so apply a changed gradient boosting trees methodology to rework users' social networking options into user embeddings.

KEYWORDS: Online Social Networking, Facebook.

I. INTRODUCTION

Data mining software is one of a number of analytical tools for analysing data. It allows users to analyze data from many different dimensions or angles, categorize it, and summarize the relationships identified. Technically, data mining is the process of finding correlations or patterns among dozens of fields in large relational databases [5]. While large-scale information technology has been evolving separate transaction and analytical systems, data mining provides the link between the two. Data mining software analyzes relationships and patterns in stored transaction data based on open-ended user queries. Several types of analytical software are available: statistical, machine learning, and neural networks [6].

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Generally, any of four types of relationships are sought:

- **Classes:** Stored data is used to locate data in predetermined groups. For example, a restaurant chain could mine customer purchase data to determine when customers visit and what they typically order. This information could be used to increase traffic by having daily specials [9].
- **Clusters:** Data items are grouped according to logical relationships or consumer preferences. For example, data can be mined to identify market segments or consumer affinities.
- **Associations:** Data can be mined to identify associations. The beer-diaper example is an example of associative mining.
- **Sequential patterns:** Data is mined to anticipate behavior patterns and trends. For example, an outdoor equipment retailer could predict the likelihood of a backpack being purchased based on a consumer's purchase of sleeping bags and hiking shoes [10].

Data mining consists of five major elements:

1. Extract, transform, and load transaction data onto the data warehouse system.
2. Store and manage the data in a multidimensional database system.
3. Provide data access to business analysts and information technology professionals.
4. Analyze the data by application software.
5. Present the data in a useful format, such as a graph or table.

Different levels of analysis are available:

- **Artificial neural networks:** Non-linear predictive models that learn through training and resemble biological neural networks in structure.
- **Genetic algorithms:** Optimization techniques that use process such as genetic combination, mutation, and natural selection in a design based on the concepts of natural evolution.
- **Decision trees:** Tree-shaped structures that represent sets of decisions. These decisions generate rules for the classification of a dataset. Specific decision tree methods include Classification and Regression Trees (CART) and Chi Square Automatic Interaction Detection (CHAID). CART and CHAID are decision tree techniques used for classification of a dataset. They provide a set of rules that you can apply to a new (unclassified) dataset to predict which records will have a given outcome. CART segments a dataset by creating 2-way splits while CHAID segments using chi square tests to create multi-way splits. CART typically requires less data preparation than CHAID [15].

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- **Nearest neighbor method:** A technique that classifies each record in a dataset based on a combination of the classes of the k record(s) most similar to it in a historical dataset (where $k=1$). Sometimes called the k -nearest neighbor technique [19].
 - **Rule induction:** The extraction of useful if-then rules from data based on statistical significance.
 - **Data visualization:** The visual interpretation of complex relationships in multidimensional data. Graphics tools are used to illustrate data relationships.
 - **Large quantities of data:** The volume of data so great it has to be analyzed by automated techniques e.g. satellite information, credit card transactions etc.
 - **Noisy, incomplete data:** Imprecise data is the characteristic of all data collection.
 - **Complex data structure:** conventional statistical analysis not possible
1. It's one of the most effective services that are available today. With the help of data mining, one can discover precious information about the customers and their behavior for a specific set of products and evaluate and analyze, store, mine and load data related to them
 2. An analytical CRM model and strategic business related decisions can be made with the help of data mining as it helps in providing a complete synopsis of customers
 3. An endless number of organizations have installed data mining projects and it has helped them see their own companies make an unprecedented improvement in their marketing strategies (Campaigns)
 4. Data mining is generally used by organizations with a solid customer focus. For its flexible nature as far as applicability is concerned is being used vehemently in applications to foresee crucial data including industry analysis and consumer buying behaviors
 5. Fast paced and prompt access to data along with economic processing techniques have made data mining one of the most suitable services that a company seek

Data mining helps marketing companies build models based on historical data to predict who will respond to the new marketing campaigns such as direct mail, online marketing campaign...etc. Through the results, marketers will have appropriate approach to sell profitable products to targeted customers. Data mining brings a lot of benefits to retail companies in the same way as marketing. Through market basket analysis, a store can have an appropriate production arrangement in a way that customers can buy frequent buying products together with pleasant. In addition, it also helps the retail companies offer certain discounts for particular products that will attract more customers. Data mining gives financial institutions information about loan information and credit reporting [12]. By building a model from historical customer's data, the bank and financial institution can determine good and bad loans. In addition, data mining helps banks detect fraudulent credit card transactions to protect credit card's owner. By applying data mining in operational engineering data, manufacturers can detect faulty equipments and determine optimal control parameters. For example semi-conductor manufacturers has a challenge that even the conditions of manufacturing environments at different wafer production plants are similar, the quality of wafer are lot the same and some for unknown reasons even has defects. Data mining has been applying to determine the ranges of control parameters that lead to the production of golden wafer. Then those optimal control parameters are used to manufacture wafers with desired quality. Data mining helps government agency by digging and analyzing records of financial transaction to build patterns that can detect money laundering or criminal activities. Data mining can aid law enforcers in identifying criminal suspects as well as apprehending these criminals by examining trends in location, crime type, habit, and other patterns of behaviours [23].

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Vol. 8, Issue 11, November 2019

II. RELATED WORKS

1) J. Wang and Y. Zhang, Opportunity model for E-commerce recommendation: Right product; right time -

Most of existing e-commerce recommender systems aim to recommend the right product to a user, based on whether the user is likely to purchase or like a product. On the other hand, the effectiveness of recommendations also depends on the time of the recommendation. Let us take a user who just purchased a laptop as an example. She may purchase a replacement battery in 2 years (assuming that the laptop's original battery often fails to work around that time) and purchase a new laptop in another 2 years. In this case, it is not a good idea to recommend a new laptop or a replacement battery right after the user purchased the new laptop. It could hurt the user's satisfaction of the recommender system if she receives a potentially right product recommendation at the wrong time. We argue that a system should not only recommend the most relevant item, but also recommend at the right time. This paper studies the new problem: how to recommend the right product at the right time? We adapt the proportional hazards modeling approach in survival analysis to the recommendation research field and propose a new *opportunity model* to explicitly incorporate time in an e-commerce recommender system. The new model estimates the joint probability of a user making a follow-up purchase of a particular product at a particular time. This joint purchase probability can be leveraged by recommender systems in various scenarios, including the zero-query pullbased recommendation scenario (e.g. recommendation on an e-commerce web site) and a proactive push-based promotion scenario (e.g. email or text message based marketing). We evaluate the opportunity modeling approach with multiple metrics. Experimental results on a data collected by a real-world e-commerce website (shop.com) show that it can predict a user's follow-up purchase behavior at a particular time with descent accuracy. In addition, the opportunity model significantly improves the conversion rate in pull-based systems and the user satisfaction/utility in push-based systems [1].

2) M. Giering, Retail sales prediction and item recommendations using customer demographics at store level -:

This paper outlines a retail sales prediction and product recommendation system that was implemented for a chain of retail stores. The relative importance of consumer demographic characteristics for accurately modeling the sales of each customer type are derived and implemented in the model. Data consisted of daily sales information for 600 products at the store level, broken out over a set of non-overlapping customer types. A recommender system was built based on a fast online thin Singular Value Decomposition. It is shown that modeling data at a finer level of detail by clustering across customer types and demographics yields improved performance compared to a single aggregate model built for the entire dataset. Details of the system implementation are described and practical issues that arise in such real-world applications are discussed. Preliminary results from test stores over a one-year period indicate that the system resulted in significantly increased sales and improved efficiencies. A brief overview of how the primary methods discussed here were extended to a much larger data set is given to confirm and illustrate the scalability of this approach [2].

3) G. Linden, B. Smith, and J. York, Amazon.com recommendations: Item-to-item collaborative filtering -

Recommendation algorithms are best known for their use on e-commerce Web sites, where they use input about a customer's interests to generate a list of recommended items. Many applications use only the items that customers purchase and explicitly rate to represent their interests, but they can also use other attributes, including items viewed, demographic data, subject interests, and favorite artists. At Amazon.com, we use recommendation algorithms to personalize the online store for each customer. The store radically changes based on customer interests, showing programming titles to a software engineer and baby toys to a new mother. There are three common approaches to solving the recommendation problem: traditional collaborative filtering, cluster models, and search-based methods. Here, we compare these methods with our algorithm, which we call item-to-item collaborative filtering. Unlike traditional collaborative filtering, our algorithm's online computation scales independently of the number of customers and number of items in the product catalog. Our algorithm produces recommendations in real-time, scales to massive data sets, and generates high quality recommendations [3].

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Vol. 8, Issue 11, November 2019

4) V. A. Zeithaml, The new demographics and market fragmentation - The underlying premise of this article is that changing demographics will lead to a splintering of the mass markets for grocery products and supermarkets. A field study investigated the relationships between five demographic factors-sex, female working status, age, income, and marital status-and a wide range of variables associated with preparation for and execution of supermarket shopping. Results indicate that the demographic groups differ in significant ways from the traditional supermarket shopper. Discussion centers on the ways that changing demographics and family roles may affect retailers and manufacturers of grocery products [4].

5) W. X. Zhao, Y. Guo, Y. He, H. Jiang, We know what you want to buy: A demographic-based system for product recommendation on microblogs - X. Li product recommender systems are often deployed by e-commerce websites to improve user experience and increase sales. however, recommendation is limited by the product information hosted in those e-commerce sites and is only triggered when users are performing e-commerce activities. in this paper, we develop a novel product recommender system called metis, a merchant intelligence recommender system, which detects users' purchase intents from their microblogs in near real-time and makes product recommendation based on matching the users' demographic information extracted from their public profiles with product demographics learned from microblogs and online reviews. metis distinguishes itself from traditional product recommender systems in the following aspects: 1) metis was developed based on a microblogging service platform. as such, it is not limited by the information available in any specific e-commerce website. in addition, metis is able to track users' purchase intents in near real-time and make recommendations accordingly. 2) in metis, product recommendation is framed as a learning to rank problem. users' characteristics extracted from their public profiles in microblogs and products' demographics learned from both online product reviews and microblogs are fed into learning to rank algorithms for product recommendation. we have evaluated our system in a large dataset crawled from sina weibo. the experimental results have verified the feasibility and effectiveness of our system. we have also made a demo version of our system publicly available and have implemented a live system which allows registered users to receive recommendations in real time [5].

III. EXISTING SYSTEM

- ❖ Most studies only focus on constructing solutions within certain e-commerce websites and mainly utilize users' historical transaction records. To the best of our knowledge, cross-site cold-start product recommendation has been rarely studied before.
- ❖ There has also been a large body of research work focusing specifically on the cold-start recommendation problem.
- ❖ Seroussi et al. proposed to make use of the information from users' public profiles and topics extracted from user generated content into a matrix factorization model for new users' rating prediction [9].
- ❖ Zhang et al. propose a semi-supervised ensemble learning algorithm.
- ❖ Schein proposed a method by combining content and collaborative data under a single probabilistic framework.
- ❖ Lin et al. addressed the cold-start problem for App recommendation by using the social information.

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Vol. 8, Issue 11, November 2019

DISADVANTAGES OF EXISTING SYSTEM:

- ❖ They only focus on brand or category-level purchase preference based on a trained classifier, which cannot be directly applied to our cross-site cold start product recommendation task [12].
- ❖ Their features only include gender, age and Facebook likes, as opposed to a wide range of features explored in our approach.
- ❖ They do not consider how to transfer heterogeneous information from social media websites into a form that is ready for use on the e-commerce side, which is the key to address the cross-site cold-start recommendation problem.

IV. PROPOSED SYSTEM

- ❖ In this paper, we study an interesting problem of recommending products from ecommerce websites to users at social networking sites who do not have historical purchase records, i.e., in “cold-start” situations. We called this problem cross-site coldstart product recommendation [15].
- ❖ In our problem setting here, only the users’ social networking information is available and it is a challenging task to transform the social networking information into latent user features which can be effectively used for product recommendation. To address this challenge, we propose to use the linked users across social networking sites and ecommerce websites (users who have social networking accounts and have made purchases on e-commerce websites) as a bridge to map users’ social networking features to latent features for product recommendation [12].
- ❖ In specific, we propose learning both users’ and products’ feature representations (called user embeddings and product embeddings, respectively) from data collected from ecommerce websites using recurrent neural networks and then apply a modified gradient boosting trees method to transform users’ social networking features into user embeddings [5].
- ❖ We then develop a feature-based matrix factorization approach which can leverage the learnt user embeddings for cold start product recommendation.

ADVANTAGES OF PROPOSED SYSTEM:

- ❖ Our proposed framework is indeed effective in addressing the cross-site cold-start product recommendation problem.
- ❖ We believe that our study will have profound impact on both research and industry communities.
- ❖ We formulate a novel problem of recommending products from an e-commerce website to social networking users in “cold-start” situations.
- ❖ To the best of our knowledge, it has been rarely studied before.

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Vol. 8, Issue 11, November 2019

- ❖ We propose to apply the recurrent neural networks for learning correlated feature representations for both users and products from data collected from an e-commerce website.
- ❖ We propose a modified gradient boosting trees method to transform users' microblogging attributes to latent feature representation which can be easily incorporated for product recommendation.
- ❖ We propose and instantiate a feature-based matrix factorization approach by incorporating user and product features for cold-start product recommendation

V. MODULES

1. OSN System Construction Module

- ❖ In the first module, we develop the Online Social Networking (OSN) system module. We build up the system with the feature of Online Social Networking. Where, this module is used for new user registrations and after registrations the users can login with their authentication [19].
- ❖ Where after the existing users can send messages to privately and publicly, options are built. Users can also share post with others. The user can able to search the other user profiles and public posts. In this module users can also accept and send friend requests [26].
- ❖ With all the basic feature of Online Social Networking System modules is build up in the initial module, to prove and evaluate our system features.
- ❖ Given an e-commerce website, with a set of its users, a set of products and purchase record matrix, each entry of which is a binary value indicating whether has purchased product. Each user is associated with a set of purchased products with the purchase timestamps. Furthermore, a small subset of users can be linked to their microblogging accounts (or other social network accounts) [21].

2. Microblogging Feature Selection

- ❖ In this module, we develop the Microblogging Feature Selection. Prepare a list of potentially useful microblogging attributes and construct the microblogging feature vector for each linked user. Generate distributed feature representations using the information from all the users on the ecommerce website through deep learning. Learn the mapping function, which transforms the microblogging attribute information au to the distributed feature representations in the second step. It utilizes the feature representation pairs of all the linked users as training data [19].
- ❖ A demographic profile (often shortened as "a demographic") of a user such as sex, age and education can be used by ecommerce companies to provide better personalized services. We extract users'

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Visit: www.ijirset.com

Vol. 8, Issue 11, November 2019

demographic attributes from their public profiles. Demographic attributes have been shown to be very important in marketing, especially in product adoption for consumers [37].

3. Learning Product Embeddings

- ❖ In the previous module, we develop the feature selection, but it is not straightforward to establish connections between users and products. Intuitively, users and products should be represented in the same feature space so that a user is closer to the products that he/she has purchased compared to those he/she has not. Inspired by the recently proposed methods in learning word embeddings, we propose to learn user embeddings or distributed representation of user in a similar way [34].
- ❖ Given a set of symbol sequences, a fixed-length vector representation for each symbol can be learned in a latent space by exploiting the context information among symbols, in which “similar” symbols will be mapped to nearby positions. If we treat each product ID as a word token, and convert the historical purchase records of a user into a timestamped sequence, we can then use the same methods to learn product embeddings. Unlike matrix factorization, the order of historical purchases from a user can be naturally captured [25].

4. Cold-Start Product Recommendation

- ❖ We used a local host based e-commerce dataset, which contains some user transaction records. Each transaction record consists of a user ID, a product ID and the purchase timestamp. We first group transaction records by user IDs and then obtain a list of purchased products for each user [39].
- ❖ For our methods, an important component is the embedding models, which can be set to two simple architectures, namely CBOW and Skip-gram. We empirically compare the results of our method Cold E using these two architectures, and find that the performance of using Skip-gram is slightly worse than that of using CBOW [44].

VI. CONCLUSION

In this project, we have studied a cross-site cold-start product recommendation, i.e., recommending product from e-commerce websites to small blogging users while not historical purchase records. Our main plan is that on the e-commerce websites, users and product will be painted within the same latent feature house through feature learning with the perennial neural networks. employing a set of coupled users across each e-commerce websites and social networking sites as a bridge, we are able to learn feature mapping functions employing a changed gradient boosting trees methodology, that maps users' attributes extracted from social networking sites onto feature representations learned from e-commerce websites. The mapped user options will be effectively incorporated into a feature-based matrix resolution approach for cold-start product recommendation. we've got made an oversized dataset from we tend to Ibo and Jing dong. The results show that our projected framework is so effective in addressing the cross-site cold-start product

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(A High Impact Factor, Monthly, Peer Reviewed Journal)

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Vol. 8, Issue 11, November 2019

recommendation downside. we tend to believe that our study can have profound impact on each analysis and trade communities. Currently, solely easy neutral spec has been utilized for user and merchandise embeddings learning. within the future, a lot of advanced deep learning models like convolutional neural networks will be explored for feature learning. we are going to additionally contemplate rising this feature mapping methodology through concepts in transferring learning.

VII. FUTURE ENHANCEMENT

We believe that our study will have profound impact on both research and industry communities. Currently, only simple neutral network architecture has been employed for user and product embeddings learning. In the future, more advanced deep learning models such as convolutional neural networks can be explored for feature learning. We will also consider improving the current feature mapping method through ideas in transferring learning.

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