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Tweet Stream Clustering of Products Based on Public Interest.

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ABSTRACT

Tweets, in their raw form, while being informative, can also be overwhelming and a nightmare to plow through millions of tweets which contain enormous amount of noise and redundancy In the paper, the overall transaction of all the users is analysed and the maximum profit yielding purchase of frequency item set is extracted. This process will exhibit the maximum profit based analysis. Also User profile based Purchase system is added. Twitter like application is designed where Users Likes in this page & likes in the Purchase website are monitored parallel. Purchase Portal will have two options like General Purchase & Profile based Purchase. In Profile based purchase, Items are displayed based on the User's Interest. Related Items and Items which are purchased more often are also displayed to the user based on the User Interest.

Keywords: tweet, clustering, public

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INTRODUCTION

This paper mainly consists of two important components-

- Social server
- Shopping server

The social server provides an interface for the user where he/she can view social updates(similar to facebook, twitter etc), along with advertisement for products embedded in the social networking site. The user can select or “like” these advertisements. The shopping server processes the items selected on the social site after which, the user can view his/her items in a virtual “cart” provided in the shopping site. Purchasing transaction can be conducted through the shopping site. The shopping site implements Tweet Stream Algorithm to index items selected in the social site. This paper also implements profit based analysis to avoid uneconomical/unprofitable sales to aide the sellers.

RELATED WORKS:

- High utility item set mining and privacy preserving utility mining.
- Mining of high utility item set by ACO alg.
- Mining summarization of high utility item sets
- Mining high on-shelf utility item sets with negative values from updated database.

PROPOSED SYSTEM:

Data mining is often known as data discovery. It is process of summarizing into some useful information after analyzing the data from various perspectives. The summarized information can be used for various purposes like increasing revenues , cutting costs and many more .In the paper, we are analyzing the overall transaction of all the users and we are extracting maximum profit yielding purchase of frequency item set is analyzed. This process will exhibit the maximum profit based analysis.

METHODOLOGY

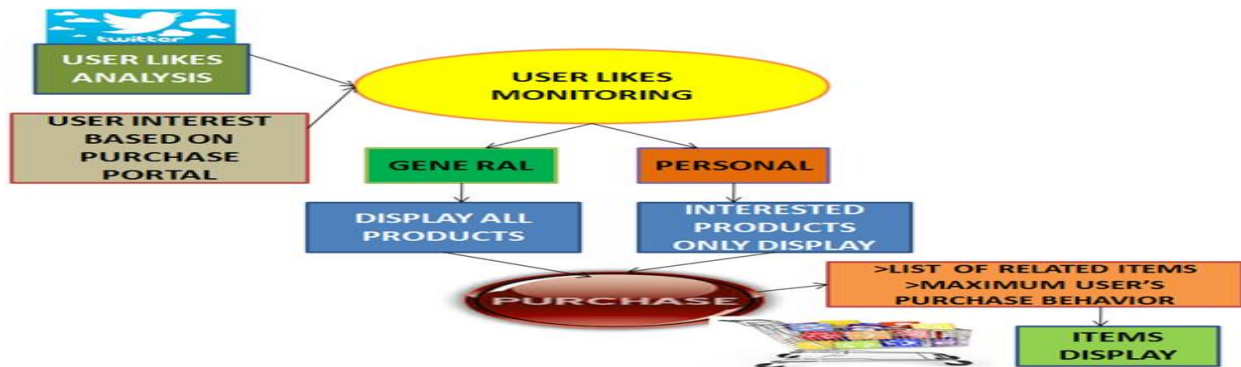


Fig 1. System Architecture

USER REGISTRATION

In client side user can enter all details. Then user can login using particular username and password. All the inserted also updated items are added into the product list. Then select user wanted items then add all items into cart products with count of the each item. A warning message will display in dialogue box when the customer type the quantity above the constraint value mentioned in the database. All selected items are displayed in the cart product list. Then purchase the required items.

TWITTER LIKE APPLICATION:

We create twitter like application, user can register in twitter application and go for login by giving valid user name and password. If the user name and password is valid the user can login into home page. Once we login in home page the display of several products is to be done. Based on user interest he go for likes to the products. So this likes is going to monitor by server and stored in data base. These information giving input to hadoop server.

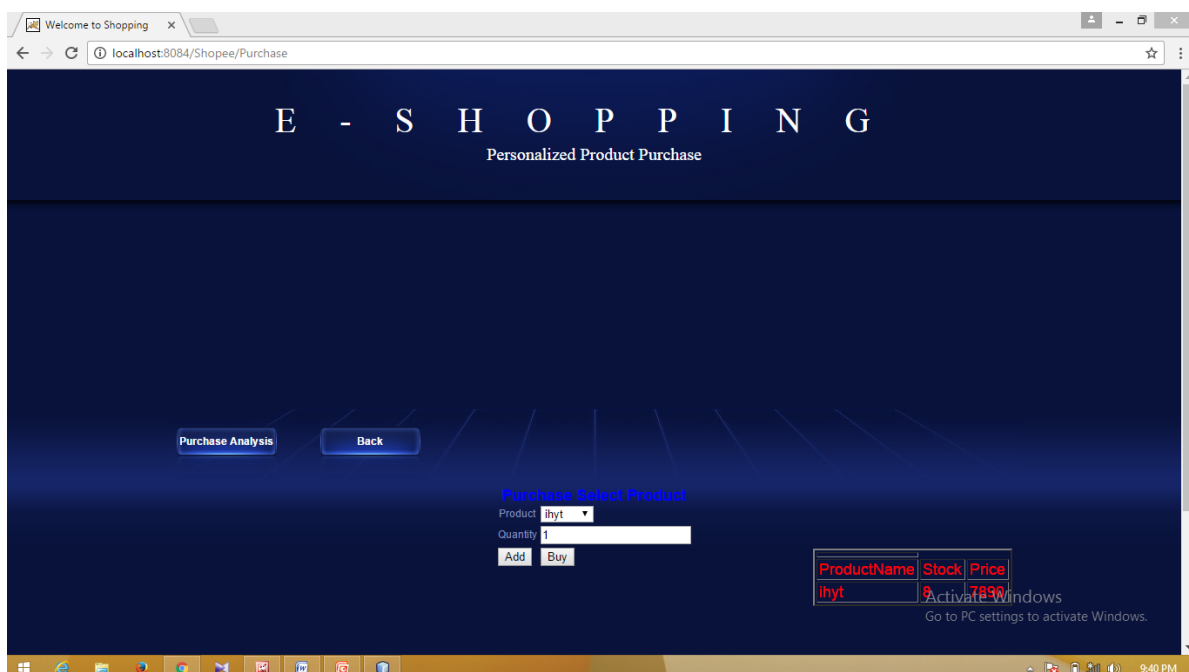
PURCHASE PORTAL

Consumer buying behaviour is the sum total of a consumer's attitudes, preferences, intentions and decisions regarding the consumer's behaviour in the marketplace when purchasing a product or service. The study of consumer behaviour draws upon social science disciplines of sociology, and economics. At this stage, the consumer will make a purchasing decision. The ultimate decision may be based on factors such as price or availability. The Server will monitor the entire User's information in their database and verify them if required. Also the Server will store the entire User's information in their database. Also the Server has to establish the connection to communicate with the Users. The Server will update the each User's activities in its database. The Server will authenticate each user before they access the Application. So that the Server will prevent the Unauthorized User processing the Application.

RESULTS

PDYUSDGI PRODUCT NAME	SPEJUURIRI STOCK	PRICE
E3D SAMSUNG	8	25,000
HTC	10	45,000
IPHONE	5	75,000
NOKIA	20	5,000

RNJRHGJKWRN



CONCLUSION AND FUTURE ENHANCEMENT:

In this paper, we have proposed user interest based purchasing based on data mining concept. First we will create social network website like twitter, collects the every user like product is best or not like that. In this project we are including two types of purchase, one is general purchase another one is personal purchase. Once user selects the general purchase means it display all the products. In case of personal purchase it chooses only the interested products of the registered person. In this paper we have also discussed the purchase behaviour, that is display the list of related items based on user interest and then which product is purchased maximum. In future enhancement we are proposing an idea to analyze the continues purchase with qualities of the same product and related products from different locations, which is having high ranking using tweet stream clustering algorithm so that we can easily recommend the user interest products based on the ranking.

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