

# Fake Review Product Detection Using Opinion Mining

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**Abstract:** *In e-commerce, customer evaluations may have a substantial impact on an organization's income. Before purchasing any goods or service, online customers rely on reviews. As a result, the trustworthiness of online evaluations is critical for organisations and may have a direct impact on their reputation and revenue. That is why some companies pay spammers to write phoney reviews. These phoney reviews take advantage of customer purchasing decisions. Before making a purchase, the company's items were trusted. As a result, the fake review problem must be handled so that significant E-commerce sectors such as Flipkart, Amazon, and others can solve the issue and eradicate phoney reviewers and spammers, preventing people from losing faith in online buying platforms. This model may be used by websites and applications with a few thousands of users to forecast the validity of the review, allowing website owners to take appropriate action. The Nave Bayes and random forest approaches were used to create this model.*

**Keywords:** Fake review, fake review detection, opinion mining, sentiment analysis, text mining

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