

# Android based Application to Provide Platform for Small Scale Industries

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**Abstract**— Android working framework share about 80% of the Indian piece of the pie. Presently a day a large portion of the general population claim an advanced mobile phone. The purpose behind predominance of android in Indian advanced cells advertise is its sensible, and low costs. The online business showcase in India has seen a huge development in recent years. Be that as it may, the E-business advertise is ruled by monsters like Flipkart, Amazon. These stages are utilized by utilized by entrenched brands/firms and are dealt with by endeavors bargaining of generally proficient representatives. Android based application for giving a stage to little scale enterprises is an endeavor to give simple route to the general population in the little scale businesses to associate with bigger hover of clients and increment their piece of the overall industry. Enterprises and individuals associated with different systematic pickles, papad, different eatables, outline craftsman, home stylistic layouts, and so forth will be profited the most, as they can connect substantial number of clients.

**Key words:** LESK, Apriori, Sentiment Analysis, Business Model

## I. INTRODUCTION

In coming days, self-reliance will be the key of satisfaction. Everybody endeavors to be equipped for procuring at any rate to fulfill his/her needs. This application gives a stage to every one of the tenderfoots who need to spread their business thoughts and improve their little scale enterprises. It is a typical stage where individuals can acquaint their new companies with the showcasing scene and fabricate a base for advancement ahead

The thought behind our Android Application is to enable the client to flow his/her business belief systems. Moreover, it will assist individuals with availing every one of the items and administrations in the city. This will assist the fledglings with spreading data about their business and make most extreme benefit out of it. This application mitigates the client from the problem of physically publicizing about their new businesses and guarantees them the accomplishment of their new companies.

The main thing that rings a bell when we talk about eCommerce is that it is an online business or deals exchange that happens between the provider and the client. While the possibility of the idea is ideal, there are increasingly explicit variables included that order eCommerce into four noteworthy sorts. Every one of these sorts has diverse highlights and properties

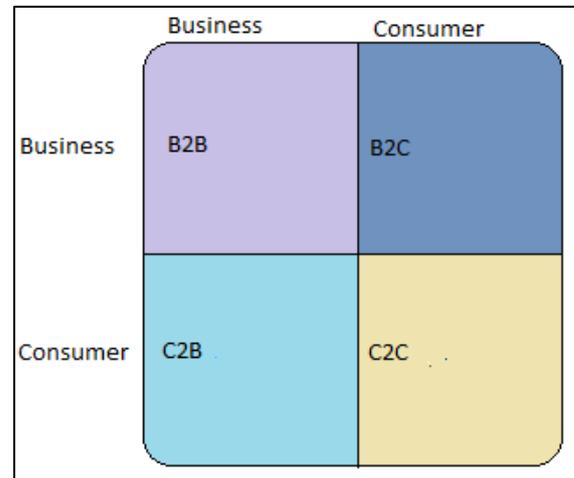


Fig. 1: Types of Business Model

### A. Business-to-Business (B2B)

This sort of eCommerce comprises of all the electronic exchanges and dealings identified with the merchandise and ventures. These fundamentally are directed among organizations and incorporate regular wholesalers and makers managing retailers.

### B. Business-to-Consumer (B2C)

The Business-to-Consumer eCommerce is identified with the exchanges and connection among organizations and the end clients. This is chiefly to do with the retail eCommerce exchange that happens on the web. With the origin of the web, B2C eCommerce has developed all things considered. Today, we discover scores of electronic shopping locales and virtual stores on the web, that move bunch items, extending from PCs, design things to even necessities

### C. Consumer to-Consumer (C2C)

This comprises of electronic exchanges of items and administrations between two clients. These are for the most part directed through an outsider that gives an online stage to these exchanges. Destinations, where old things are purchased and sold, are instances of C2C eCommerce.

### D. Consumer to-Business (C2B)

In this, a total inversion of the moving and purchasing process happens. This is extremely applicable for publicly supporting ventures. For this situation, people make their things or administrations and pitch them to organizations. A few models are recommendations for organization site or logo, eminence free photos, structure components, etc.

Not at all like Quikr which utilizes for C2C demonstrate, where the craftsman moves their items. This application gives B2C plan of action to the little small ventures. Despite the fact that it might sound like amazon,

flipkart yet it gives a phase to the small-scale enterprises, new companies, craftsmen.

## II. LITERATURE SURVEY

Sentiment analysis assumes a critical job in BI's (Business Intelligence) applications which has been clear in the ongoing business sector exercises. Towards feeling examination for the greater part of the well-known sites like Amazon, Facebook, Twitter require the audit of the clients which are utilized as an input. It's assumes essential job for item audit, Business knowledge just as in basic leadership. The fundamental issue that emerges to the perspective of clients/clients is that, it is for all intents and purposes in-doable to peruse each one of those online surveys one by one, since a portion of the items may have a huge number of audits. In this paper, surveys are gathered from the sources like Amazon, Flipkart, and after that utilized a strategy to consolidate both NLP (Natural Language Processing) and machine learning approach. Word sense disambiguation is likewise considered for this examination. An extemporized lesk calculations is utilized for evacuating clamor in the information.

Distinctive sorts of information have diverse kinds of properties and in this manner are suited to various strategies correspondingly. This issue is firmly identified with the expansive scale nature of informal organizations and the need to perform total activities, which results as Pie-Chart. In this manner, we total a large number of surveys into more easy to understand design.

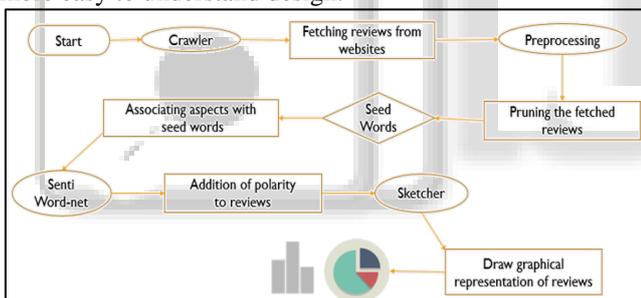


Fig. 2: Sentiment Analysis Approach

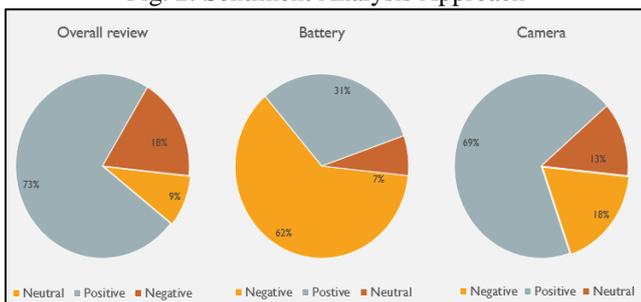


Fig. 3: Reviews in Graphical Way

Setting mindfulness is progressively picking up pertinence in intuitive omnipresent versatile computing frameworks. Every setting mindful application has its very own arrangement of practices to respond to setting modifications. Thus, every product build need to unmistakably comprehend the objective of the improvement and to sort the setting in the application. We join setting-based changes into the appearance or the conduct of the interface, either at the plan time or at the run time. In this paper, we present application conduct adaption to the setting

change by means of a setting-based UI in a versatile application. We are keen on a setting-based UI in a cell phone that is naturally adjusted dependent on the setting data. We utilize the adaption tree, named in our strategy, to speak to the adaption of cell phone UI to different setting data. The setting incorporates the client's area data and dynamic environment changes. Every way in the adaption tree, from the root to the leaf, introduces an adaption rule. A web-based business application is picked to delineate our methodology. This versatile application was produced dependent on the adaption tree in the Android stage. The programmed adaption to the setting data has improved human-PC associations.

Sites like Amazon, Flipkart utilize the suggestion framework for helping the client just as expanding benefit margin. Recommendation framework helps the client in picking the most appropriate item from a gigantic pool of items. Utilizing proposal framework can likewise build the clearance of an item that is connected or can be sold together with an item which has a higher deal. Accordingly, legitimate utilization of suggestion framework can prompt both business development and consumer loyalty.

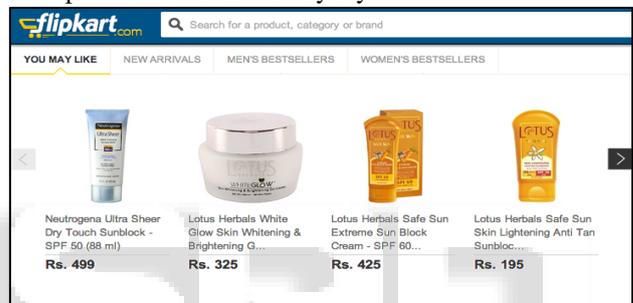


Fig. 4: Recommendation System of Flipkart

## III. FUTURE SCOPE

### A. Proposed Architecture

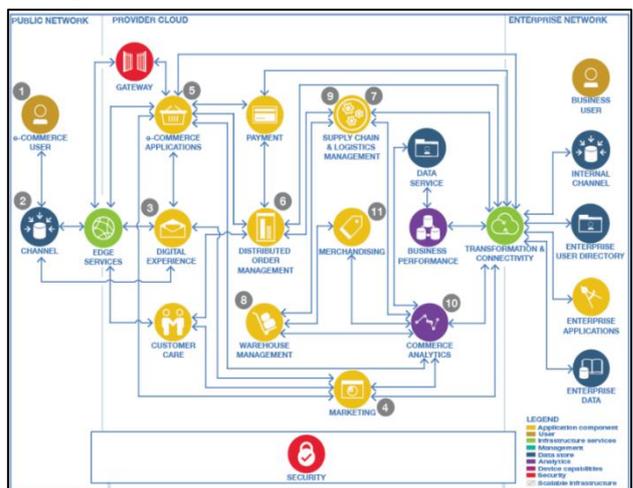


Fig. 5: System Architecture of Proposed System

A client needs to purchase new pieces of clothing on the web to go to a wedding in 4-5 weeks. She looks through a particular retailer on the web. The retailer offers the stock both on the web and in retail locations in the shopping center. The retailer additionally keeps up new fashioner garments for unique event. This outlines the stream of this run of the mill situation for the advanced change of the retailer's business empowered by cloud.

The client peruses data about the required piece of clothing utilizing a cell phone. She discovers that there will be another plan of the piece of clothing accessible in about fourteen days. The client enrolls on the site to get data about the accessibility of the new plan. The client's essence on explicit versatile pages and inclinations entered as a major aspect of the enlistment procedure are caught through the trade investigation and advertising segments.

A couple of days after the fact, the retailer presents the new structure in their item index. The item is propelled through a showcasing effort on different channels, including an e-crusade. The refreshed internet business indexes are accessible through different channels.

The client gets an email from the retailer about the new piece of clothing plan. The client opens the email and taps on a connection to become familiar with the item. Computerized encounter segments, for example, advanced informing, are utilized to lock in the client.

In view of the client profile, three distinct varieties of the item are appeared on the site. At the point when the client shows up on the site, advertising dynamic inclinations can be rendered utilizing the client's inclinations (caught in stages 1 and 3).

The client utilizes an uncommon advancement offered to her as a favored client. This depends on the past buys and request catch segment of the web-based business applications.

The client puts in her request (installment preparing happens) utilizing the web-based business applications. The particular client arranges catch data is sent to circulated arrange the executives.

The retailer satisfies the request, ships it to the client, and sends an email to the client with following data. Production network the board is called by circulated arrange the executives to satisfy the caught request.

The retailer likewise checks the stock so as to renew from their agreement provider by utilizing the stockroom the board.

The retailer conveys fitting buy orders, outsource demands, and administration asks for, and gets shipment notification, affirmations, and solicitations. The production network and coordination's the board segments empower these means.

Data acquired from social examination (counting an overview from this client) recommends that the new structure of the item is more well-known than the first plan. The trade examination subcomponents social business and assumption investigation are utilized for this reason.

Data acquired from social examination is passed to stock for further investigation and advancement. The promoting is balanced dependent on criticism from trade examination and distribution center administration.

## B. Algorithms

### 1) Apriori Algorithm

The apriori standard can reduce the quantity of item sets we have to inspect. Put basically, the apriori guideline expresses that

If an itemset is infrequent, then all its supersets must also be infrequent

This implies if {beer} was observed to be rare, we can expect {beer, pizza} to be similarly or much progressively rare. So, in merging the rundown of prominent item sets, we require not consider {beer, pizza}, nor some other itemset arrangement that contains beer. Utilizing the apriori rule, the quantity of item sets that must be inspected can be pruned, and the rundown of well-known item sets can be acquired in these means:

- Stage 0. Begin with item sets containing only a solitary thing, for example, {apple} and {pear}.
- Stage 1. Decide the help for item sets. Keep the item sets that meet your base help edge, and evacuate item sets that don't.
- Stage 2. Utilizing the item sets you have kept from Step 1, create all the conceivable itemset arrangements.
- Stage 3. Rehash Steps 1 and 2 until there are not any newer item sets

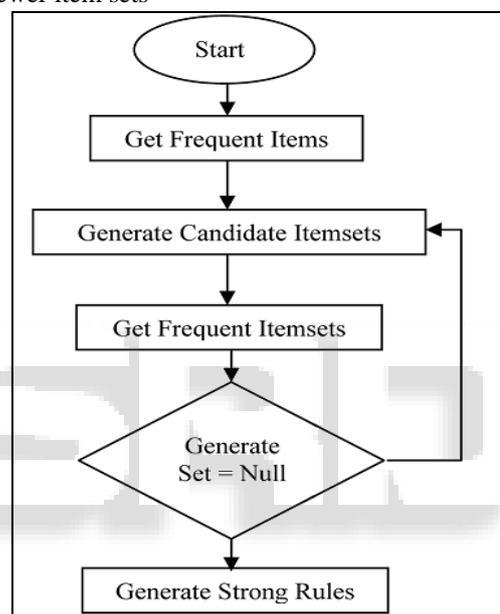


Fig. 6: Flowchart of Apriori Algorithm

### 2) Lesk Algorithm

The Lesk count is a set up estimation for word sense disambiguation displayed by Michael E. Lesk in 1986. In Simplified Lesk figuring, the correct noteworthiness of each word in a given setting is settled autonomously by finding the inclination that covers the most between its dictionary definition and the given setting.

As opposed to at the same time deciding the implications of all words in a given setting, this methodology handles each word separately, autonomous of the significance of alternate words happening in a similar setting.

function SIMPLIFIED LESK (word, sentence) returns best sense of word

best-sense <- most frequent sense for word

max-overlap <- 0

context <- set of words in sentence

for each sense in senses of word do

signature <- set of words in the gloss and examples of sense

overlap <- COMPUTE OVERLAP (signature, context)

if overlap > max-overlap then

max-overlap <- overlap

best-sense <- sense

end return (best-sense)

The COMPUTEOverlap function returns the number of words in common between two sets, ignoring function words or other words on a stop list.

### 3) Conjunction Method

This strategy naturally grows etymological assets for supposition mining. This technique considers an investigation of abstract corpora that gather phonetic highlights which consider the examination hypothesis of a notion include. Combination between at least two modifiers gives an aberrant data in regards to audits, this examination got from a speculation that "combination for the most part has same in nature, with the assistance of that they can without much of a stretch discover closeness and distinction in the given combination".

The system finds and utilized the indirect information with the below steps:

- 1) Step 1: Find all conjunction of an adjective that are taken or extract from the given reviews and find relevant morphological relations.
- 2) Step 2: Apply loglinear regression model which combines needed information from conjunction.
- 3) Step 3: After collecting all the relevant information from conjunction find out which word has the similar and relative meaning in a particular sense.
- 4) Step 4: Result in the form of a graph.
- 5) Step 5: Rehash iteratively all means.

Taking decisions on individual words (whether they are positive or negative in nature) and the aggregated words to provide decisions of which group belongs to a particular class. Thus, the overall result is more accurate and non-redundant.

### C. Results

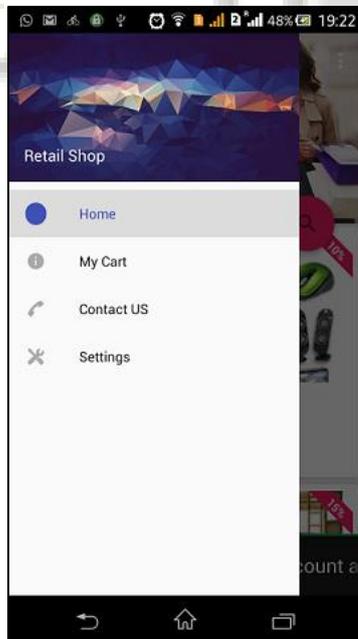


Fig. 7: Navigation Drawer

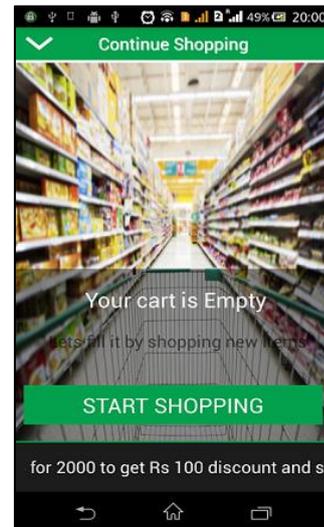


Fig. 8: Empty Cart

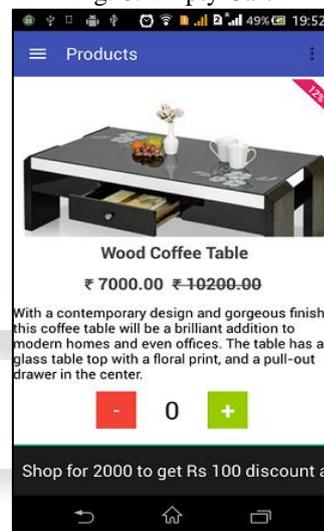


Fig. 9: Product Details



Fig. 10: Product Details from Cart

### IV. CONCLUSION

The ultimate objective of this study was to how to design an effective application that help users about online product,

items and any other item that are being sold or for selling on e-commerce sites. And also, how to make user friendly interface for illiterate users. This study has led us to devise the way so that we can create recommendation system using review analysis and apriori algorithm. It will assist buyers to buy good quality of product. Several techniques like localization and context-based user-based interface design to create UI that helps illiterate users.

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