

# An Analysis of Best Food Delivery System using Social Media and Text Mining

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**Abstract**— Social media in the present world has playing a biggest role to get the customers real review and the comments to build a better service to the customers. The social media like Facebook and Twitter had provided a many useful information for the many industries to improve their business in a high level. For example in the Facebook there is an option called likes for the certain things and along with it there is a textual information. All these information are gathered and that information is formed as a result to know the best in this competitive world. In this paper we had taken a social media analysis of two biggest food delivery companies Zomato and Swiggy. From the social media the textual information of these two companies were collected and that are mined using a text mining in a R tool. This reveals a great result and to help their social media customers.

**Key words:** Social Media, Text Mining

## I. INTRODUCTION

Mining of data from the large unstructured media is not only just gathering the information it is also called as the knowledge mining. That we can say in other words that is mining of gold from sand and rocks are not called as sand and rock mining it is simply called as gold mining. Social media is one of the vast area and that can be mined to get a specific result on particular research area. Social media are interactive computer-mediated technologies that facilitate the creation and sharing of information, ideas, career interests and other forms of expression via virtual communities and networks.

Social Media mining is a process of extracting a data from a social media to analysis a certain data in it. From the following the data can be mined.

### A. Social Networks

Most of us are familiar with social networking sites like Facebook, Twitter, and LinkedIn. These platforms help us connect with friends, family, and brands. They encourage knowledge-sharing and are all about personal, human-to-human interaction. Social networks, sometimes called “relationship networks,” help people and organizations connect online to share information and ideas.

### B. Media Sharing

Media sharing networks give people and brands a place to find and share media online, including photos, video, and live video. Media sharing networks is that the sharing of media is their defining and primary purpose.

### C. Customer Review Network

Consumer review networks give people a place to review brands, businesses, products, services, travel spots, and just about anything else. Location-based review services such as Swiggy and Zomato continue to grow as personal and more users choose to consult the internet along with their friends

for recommendations of best dining spots. It’s vital for your brand to have the ability to attract positive user reviews and handle negative ones. To do this, you can select a customer success team member to address reviews on sites relevant for your business.

### D. Blogging and Publishing Networks

Content marketing can be a highly effective way to engage with your audience, build your brand, and generate leads and sales. Blogging and publishing networks give people and brands tools to publish content online in formats that encourage discovery, sharing, and commenting.

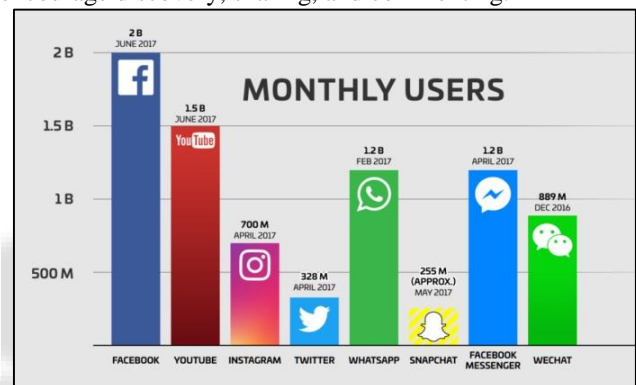


Fig. 1: Social media users

### E. Social Media Mining

Social media mining is the process of obtaining big data from user-generated content on social media sites and mobile apps in order to extract patterns, form conclusions about users, and act upon the information, often for the purpose of advertising to users or conducting research.

The information collected may be used in many different ways, such as for identifying current and future trends, creating social profiles, capturing consumer insights or for creating a rich knowledge base from users’ clicks users across the web. By analyzing the data in real time, social media data mining can also contribute to more sophisticated predictive modeling.

### F. Text Mining

Text mining, also referred to as text data mining, roughly equivalent to text analytics, is the process of deriving high-quality information from text. High-quality information is typically derived through the devising of patterns and trends through means such as statistical pattern learning. Mining and analyzing text helps organizations find potentially valuable business insights in corporate documents, customer emails, call center logs, verbatim survey comments, social network posts, medical records and other sources of text-based data.

## II. RELATED LITERATURE

Kasper welbers et al,[1] had discussed the step by step procedure for the analysis of text mining in R. They had used many various steps like tokenization and stopwords etc... Then they had used a both supervised and unsupervised technique for text mining.

Ramzan Talib et al,[2] has presented a various technique to mine the text from the social media, Business Intelligence, Life science etc...They explained a various technique and to get a specific and accurate analysis eliminate the irrelevant details. This paper is based on the Domain Knowledge integration.

Raymond J et al,[3] has proposed a new framework called Information Extraction to mine the unstructured and semi-structured text. They have done this using a frame work called DiscoTEX (Discovery from Text Extraction). This helps by automated IE extraction from the database.

Meena B et al,[4] has done a text mining approaches for a different set of areas such as web mining, clustering, resume filtering. They had done the text mining in various field and come to conclude that text mining in a medical and life science gives more accurate prediction.

Ian H.Witten et al,[5] has done a text mining on a digital library. That they had used the two sets of important text for the text mining that is display time and the build time. They had focused and implemented the display time to help the library users.

Annie Syrein et al,[6] has proposed paper on survey of social media, social analysis, big data and preprocessing methods. And had listed out some of the algorithms for social analysis and they are Peak Identification algorithm, VSM, string matching and perception learning algorithm.

Prasad A.Joshi et al,[7] has done a study on the social media data and had used a ANN (Artificial Neural Network). Then they also listed out the application of ANN such as Financial, character recognition, and Language processing. Which is used in various fields.

## III. STEPS INVOLVED IN PROPOSED WORK TEXT MINING

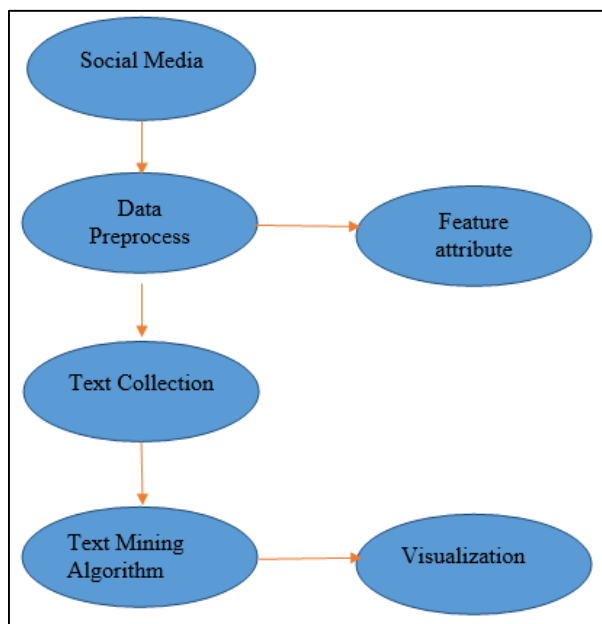


Fig. 2: Structure of text mining

- 1) Step 1: Collect the information from the social media such as Facebook and blog to get the review of customers. The review of Swiggy and Zomato are taken and they are collected together.
- 2) Step 2: Do the cleaning process that is the necessary attributes are only taken from the dataset and the remaining are just eliminated in the process of feature attribute.
- 3) Step 3: After completing the step 2 the dataset are free from noisy data and that are further taken to the process of algorithm. This step gives the result for the study of prediction analysis on the big two food delivering companies.
- 4) Step 4: Then this is the last step that the results are taken for the visualization for the better understanding of knowledge for the viewers.

## IV. STUDY ON PROPOSED WORK

The comments and likes received in Facebook are gathered for the text mining process. The information of comments are gathered for the both Swiggy and Zomato from the Facebook page this gives the more actual result. This case study proves that which is the best food service system provided for the people.

Swiggy and Zomato are the two best food delivery system and these two big company had analyzed according to the customers review on websites and Facebook are processed with text mining.

S.No	Industry Name	Facebook Page likes/Follow
1	Swiggy	859,746 862,619
2	Zomato	251,856 251,843

### A. Example of customer review

- 1) Swiggy -I ordered Swiggy on 12-02-2019. Basically, I'm a very good customer of Swiggy. They are not delivered proper food and arguing with the customer not even understanding the situation. Three times they delivered missing food orders to me. I was waiting for another couple of hours for the right food..
- 2) Zomato -I tried to contact each and every one but my order was not delivered yet. I am dying in hunger now. I ordered chole bhature but when I contacted the restaurant from where my order got placed then they said they received an order of only chole masala and I was charged 160 rs.

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