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(57) Abstract :

The present invention relates to a system (100) and method (300) for monitoring product reviews on an e-commerce site. The system (100) includes a processor configured to receive and analyze product reviews, train a classifier to distinguish between fake and genuine reviews, and assign a label of fake or genuine to each review. The system also displays the number of fake and genuine reviews on a mobile computing device. The method (300) involves collecting product reviews, analyzing them using natural language processing techniques, training a classifier, and assigning a label of fake or genuine to each review. The method also involves displaying the number of fake and genuine reviews on a mobile computing device. Overall, the proposed system and method help e-commerce platforms to ensure authenticity of product reviews and enhance their credibility.

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