International Journal of Advances in Engineering and Management (IJAEM)
Volume 3, Issue 5 May 2021, pp: 289-291 www.ijaem.net ISSN: 2395-5252

Top Seven

Aanshuk Kitawat, Preshita More, Devesh Sherlekar, Deepali Shrikhande
Vidyalankar Institue of Technology Mumbai, India
Vidyalankar Institue of Technology Mumbai, India
Vidyalankar Institue of Technology Mumbai, India
Vidyalankar Institue of Technology Mumbai, India

Submitted: 01-05-2021 Revised: 09-05-2021 Accepted: 10-05-2021

ABSTRACT - In today's world, if anyone wants to buy something or to do something first, they look for top brands in that field. For that they have to go through different websites then compare them and then take decision what is better. So, to overcome this headache we come up with this project "top seven". So, "Top Seven" is a ranking based website. Basically, Top Seven is a website where you can find articles related to top seven from any field, for example if you want top seven IT companies in India then it will display information related to them. The website "Top Seven" is work in two modules, the first and important module is for readers where anyone can read articles or get information about top seven things that they asked for. The reader can read for free also if they want a better experience then they have to register themselves into the website. After registration website will ask them for their preferences or interest, and based on that we recommend them articles for reading. The other module is for authors, where the authors can write the information of top seven for any field. We have one admin who will check if the information written by the author is suitable for publication and if the information is correct then it will be published on the website.

Keywords – Top seven, Ranking based website, Top seven articles

I. INTRODUCTION

Finding the top brands is difficult task as we have to search different website and compare all then take decision of which is better in top ranking. We are creating a project "Top Seven" so that we can make the work of a user easier wherein they can just search our site and get the top seven rated brands regarding the field they chooses rather than having a hectic job of searching various websites and then comparing, this will help the user in such a way that the user will find the top-rated brands in a single website This website work on two modules, one portal is for readers and other one is for authors or writers. we have one admin how will check the articles written by authors and if anything, wrong or vulgar information is found then it will not display on the website. For recommendation system there are few types of classification algorithm in machine learning. We are using Naive Bayes Classifier. It is a classification technique based on Bayes' Theorem with the assumption of independence among predictors. In other word, a Naive Bayes classifier assume that the presence of a feature in a class is unrelated to the presence of any other feature or that all of these properties have independent contribution to the probability. This family of classifiers is relatively easy to build and particularly useful for very large data sets as it is highly scalable. Along with simplicity, Naive Bayes is known to outperform even highly sophisticated classification methods. We have implemented search engine optimization in our project. By implementing SEO, we improving our site to increase its visibility for relevant searches. SEO is the process of maximizing the number of visitors to a particular website by ensuring that the site appears high on the list of results returned by a search engine.

II. LITERTURE SURVEY

[1] A new approach to blog information searching and curating.
Authors: Harsh Khatter; Brij Mohan Kalra

This Paper describe what is blogs. Blogs are one of the main components of Web 2.0 i.e., a Read-Write Web. Blogs are online diaries created by individuals; which provide excellent information on any topic all over the world. This paper highlights a blog model, which includes content curation method with efficient searching and rating algorithms. The paper also discusses the major characteristics of blogs, and the gaps in the currently available system.

[2] A web page recommendation using Naïve-Bayes Algorithm in hybrid approach
Author: S. Abirami, J. Bhavithra, Dr. A. saradha

International Journal of Advances in Engineering and Management (IJAEM)
Volume 3, Issue 5 May 2021, pp: 289-291 www.ijaem.net ISSN: 2395-5252

To improve the accuracy and to improve the user satisfaction this paper applies Naïve Bayes classifier along with content and collaborative based approach. Naïve Bayes classifier is considered to be more efficient as it considers dynamic and adaptive features for accurate classification. The feature that are considered in Naïve Bayes classifier are independent to each other. The performance of proposed algorithm is measured using the precision and recall.

[3] Recommender Systems Challenges and Solutions Survey

Author:Marwa Hussien Mohamed, Mohamed Helmy Khafagy

Today's Recommender system is a relatively new area of research in machine learning. The recommender system's main idea is to build relationship between the products, users and make the decision to select the most appropriate product to a specific user. There are four main ways that recommender systems produce a list of recommendations for a user - content-based, Collaborative, Demographic and hybrid filtering. This paper introduces survey about recommendation systems, techniques, challenges the face recommender systems and list some research papers solve these challenges.

[4] A Brief Review on Search Engine Optimization

Authors: Dushyant Sharma; Rishabh Shukla; Anil Kumar Giri; Sumit Kumar

This paper describes brief information on SEO. Search Engine Optimization is a process of increasing the chances of a webpage to appear in the first page of the search result. SEO use Page Ranking Algorithm to rank web pages according to the quality of their content and their presence over the world wide web.

III. PROBLEM STATEMENT

Problem Definition:

It is default to find top rated brands from any field as we have to go through different websites and get the information about that. It is very time-consuming process. So, we thought to create a platform where you can get the top seven things from any field. So, it is very useful to user and not consume more time of users.

Proposed solution:

The proposed system “Top Seven” is a ranking based website where user can get the information about top seven things from any filed. It will overcome the searching time of users and get the immediate result. Also, any author can write an article related to top seven things that they know. So proposed system work as repository where you can get information about top seven things from any field.

IV. AIM AND OBJECTIVE

The main Objective of proposed system is to create website which overcome the work of users to find top brands related to any field, as we provide top seven things for any field. And any author or writer can give their opinions or articles related to top seven brands in any field.

Aim of proposed system

1. To provide information of Top Seven brands in any field:

The user or reader can get all the information on same platform, they don’t have to search many websites.

2. Provide platform to authors:

Anyone can write articles related to any top seven from any field.

3. Recommendation based suggestions:

If reader register himself and choose the field of interest then they will be notifying as new article is come which belongs to their interest.

V. HARDWARE AND SOFTWARE REQUIREMENT

Hardware Requirements: i3 or higher Configuration computer, 2 GB RAM, Stable Internet Connection.

Software Requirements: Windows 7 or higher, html, CSS, php, JavaScript.

VI. METHODOLOGY

We will be using waterfall model in order to develop our project. The reasons for using waterfall model are as follows:

• It allows for departmentalization and control. A schedule can be set with deadlines for each stage of development and a product can proceed through the development process model phases one by one.

• All the requirements are documented beforehand.

• The waterfall model progresses through easily understandable and explainable phases and thus it is easy to use.

• In this model, phases are processed and completed one at a time and they do not overlap.

International Journal of Advances in Engineering and Management (IJAEM)
Volume 3, Issue 5 May 2021, pp: 289-291 www.ijaem.net ISSN: 2395-5252

Fig. 1 Waterfall Model

Feasibility Study

- Technical feasibility: Technical feasibility focuses on the technical resources (software and hardware) available and also helps to determine whether the technical team is capable of converting the ideas into working system.
- Economic feasibility: This assessment typically involves a cost/ benefits analysis of the project. This project cost is effective.
- Economic feasibility: This assessment typically involves a cost/ benefits analysis of the project. This project cost is effective.

VII. CONCLUSION

We are creating a project so that we can make the work of a user easier wherein user can just search our site and get all the top seven rated things regarding the field they chooses rather than having a hectic job of searching various websites and then comparing, this will help the user in such a way that the user will find all the top-rated things in a single website.

REFERENCE

[1]. Harsh Khatter; Brij Mohan Kalra "A new approach to blog information searching and curating"
[2]. S. Abirami, J. Bhavithra, Dr. A. saradha, "A web page recommendation using Naïve-Bayes Algorithm in hybrid approach"
[3]. Dushyant Sharma; Rishabh Shukla; Anil Kumar Giri; Sumit Kumar, "A Brief Review on Search Engine Optimization:"
[4]. Zakie Shevked; LudmilDakovski, "Blogging - A Modern Paradigm in Internet Communication Technologies"
[5]. Marwa Hussien Mohamed, Mohamed Helmy Khafagy "Recommender Systems Challenges and Solutions Survey"
[6]. S. Godfrey Winster, S. Swamynathan "Blog Trust Model for Blog Readers"
[7]. Sung-Woo Byun; So-Min Lee; Seok-Pil Lee; Kwang-YongKim "A recommendation system based on object of the interest"
[8]. Aiswarya Thomas; A. K. Sujatha "Comparative study of recommender systems"
[9]. Meng Cui; Songyun Hu "Search Engine Optimization Research for Website Promotion"
[10]. Lihong Zhang; Jianwei Zhang"The research on Search Engine Optimization based on Six Sigma Management"