

Dynamic Facet Ordering for Faceted Product Search Engines

ABSTRACT

Faceted browsing is widely used in Web shops and product comparison sites. The price plays a role when a consumer decides to choose where to buy a product online. Therefore, online retailers pay special attention to the usability and efficiency of their Web shop user interfaces. Nowadays, many Web shops make use of the so-called faceted navigation user interface, which referred to as 'faceted search'. Facets are used by some users as a search tool, while others use it as a navigation and/or browsing tool.

EXISTING SYSTEM

Most commercial applications that use faceted search have a manual, 'expert-based' selection procedure for facets or a relatively static facet list. However, selecting and ordering facets manually requires a significant amount of manual effort. Furthermore, faceted search allows for interactive query refinement, in which the importance of specific facets and properties may change during the search session. Therefore, it is likely that a predefined list of facets might not be optimal in terms of the number of clicks needed to find the desired product.

Disadvantages

- Need to spend a significant amount of time to create an effective list
- With a fixed list of facets it can happen that a facet becomes useless if all products that match the query are associated to that particular facet

PROPOSED SYSTEM

We intend an approach for dynamic facet ordering in the e-commerce domain. The focus of our approach is to handle domains with sufficient amount of complexity in terms of product attributes and values. As part of our solution, we devise an algorithm that ranks properties by their importance and also sorts the values within each property. For property ordering, we identify specific properties whose facets match many products. The proposed approach is based

on a facet impurity measure, regarding qualitative facets in a similar way as classes, and on a measure of dispersion for numeric facets. The property values are ordered descending on the number of corresponding products. Furthermore, a weighting scheme is introduced in order to favor facets that match many products over the ones that match only a few products, taking into Account the importance of facets.

ADVANTAGES

- Less amount of time is needed to create an effective list
- Querying and getting results takes less time

MODULES

Facet optimization algorithm

SYSTEM REQUIREMENTS

H/W System Configuration:-

| | | |
|-----------|---|---------------------------|
| Processor | - | Pentium –III |
| RAM | - | 256 MB (min) |
| Hard Disk | - | 20 GB |
| Key Board | - | Standard Windows Keyboard |
| Mouse | - | Two or Three Button Mouse |
| Monitor | - | SVGA |

S/W System Configuration:-

| | | |
|--------------------|---|----------------------|
| Operating System | : | Windows95/98/2000/XP |
| Application Server | : | Tomcat5.0/6.X |
| Front End | : | HTML, Jsp |
| Scripts | : | JavaScript. |

Server side Script : Java Server Pages.

Database : MySQL 5.0

Database Connectivity : JDBC

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