Seal the Deal

Eric
- Website Design
- Website Development
- API’s integration
- Functionality Integration

Madhulika
- Facebook & Twitter API
- Database Creation
- Recommendation System
- Sentimental Analysis

Nickil
- Yelp, Google Map
- Groupon, Best Buy APIs
- Implementation
- Visualization

Lakshmi
- Scoot API
- Database Creation
- Sentimental Analysis
- Mobile App
**Introduction**

**Objective**
Seal the deal is a one stop shop for all enticing deals, easing customer online shopping experience.

<table>
<thead>
<tr>
<th>Feature</th>
<th>foursquare</th>
<th>Groupon</th>
<th>Yelp</th>
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<tbody>
<tr>
<td>Calendar</td>
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<tr>
<td>User Preference Page</td>
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<td>User Forums</td>
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<td>Sentiment</td>
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Business Case

• One stop shop for all enticing deals with user interaction
  ➢ Huge market!
  ➢ Calendar and User Forum – None of one the current deal sites have these features.

• Captures user preferences
  ➢ “My Deals” page.

• Vendors can directly advertise about their deals with a lesser rate than Facebook / Google ad rates

• Targeted ads based on customer preferences and location.

• Recommendations, based on online shopping transactions and user preferences.
Novelty

- Mobile App
- True SoLoMo (Web 3.0)
- Real time Sentiment Analysis
- Recommendation Engine
- Cloud Based
- Calendar
- User Forum
Novelty

Recommendation System

- Used **Weka** to generate association rules with Support = 0.65 & Confidence = 0.9
- **Market Basket analysis** is performed using **APRIORI Algorithm**.
- Top 2 recommendations are provided for local service deals

Sentiment Analysis On Social Forum

- Sentiment analysis on user comments to discover the users reactions on the deals.

Mobile App

- Local Services within 1.5 miles from the user location are displayed.
Revenue Model

Affiliate Revenue Model
- Used this model for Amazon, Yelp, Best Buy
- Merchants advertise and sell their products and services through partner-websites. Pay-for-performance model is based on commission.

Transaction Fee Revenue Model
- Used for Local Business
- Transaction fees are charged on a percentage of the gross amount, each buy-sell transaction that the website intermediates.

Advertising Revenue Model (Any advertisers)
- Fees are generated from advertisers in exchange for advertisements.
System Design

Amazon EC2 Cloud

Web Server

Database

Seal the Deal API

Web Access

Browser Access

Web APIs

Form Data

Web Data

Restaurant and Food Info

Best Deals Info

Web Data Scraping

Seal the Deal!
API’s & Technology Used

10 API’s Used :

- Facebook Connect
- Yelp
- Amazon Widget
- Facebook Like
- Best buy
- Amazon SES Mail
- Twitter Post
- Groupon, Sqoot
- Google Maps

Technologies Used :

- Amazon EC2 is used for hosting application on Cloud
- Amazon RDS is used as relational database in the cloud
- Bootstrap – Front End Framework
- Laravel - PHP Framework
- WEKA – Data Analytics
- Android SDK used for Mobile App
Road ahead

- Additional mobile platforms and features
- Integration with few more API’s
- Secure Payment Gateway
- Enhancing the Calendar feature
  - Integrate the Personal Calendar with the Seal the Deal Calendar
Thank You!