

# Geo-notifications Location Based Services Using Sentiment Analysis

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**Abstract** - In this article, we provide the location based services to the user. The service is provides as per client requirement using the to-do-list when user ask for it. This application is dealing with the geo-notification based services and it is reliable to provide the location based information to the user, which will help to identify that the client enter or leave the Dedicated zhone .the technology behind providing location based services is called as Geofencing. This paper present new way of monitoring the user's location in the environment. here the mobile phone's are considered as client's, they are responsible to locate itself. the service offers a discount and the probability of the service selected by user would significantly improved which lead to changes of the service status. this article introduce the new way of Location Specific information with the sentiment analysis. Sentiment analysis is nothing but the collecting the reviews of the clients this will help to analyze the services based o the user's reviews.

**Key Words:** Geofencing, Location Based Services, To-Do-List, Sentiment analysis, NLP.

## 1. INTRODUCTION

Today's world as standard of living has being raced to high, interest of people have changed to have location based services in less amount of time. this Application provides the service as per client requirement using the to-do-list when user ask for it. it is dealing with the geo-notification based services and it is reliable to provide the location based information to the user, which will help to identify that the client enter or leave the Dedicated Zhone .the technology behind providing location based services is called as Geofencing.

### 1.1 Location Based Services

This paper present new way of monitoring the user's location in the environment. here the mobile phones are considered as client's, they are responsible to locate itself. the service offers a discount and the probability of the service selected by user would significantly improve which lead to changes of the service status. this article introduce the new way of Location Specific information with the sentiment analysis. Sentiment analysis is nothing but the collecting the reviews of the clients this will help to analyze the services based o the user's reviews. Sentiment analysis is the field of study of analyzing people's opinions, sentiments, evaluations, attitudes, and emotions from written language. Sentiment analysis systems are used in almost

every domain because opinions are central to almost all human activities. They are key influences of our behavior. Sentiment analysis uses natural language processing and text analysis to identify and extract information about a particular field of interest. this application is also used to rate the particular store that we visit based on that the best services will be provided to the client. for the rating purpose the sentiment analysis is used. Thus will help to generate the user's feedback as a rating. It help to advertisement of the shops based on the rating.

## 2. Concept Of Geofencing

The geo-notification based services are reliable to provide the location based information to the user, which will help to identify that the client enter or leave the particular area .the technology behind providing location based services is called as Geofencing.

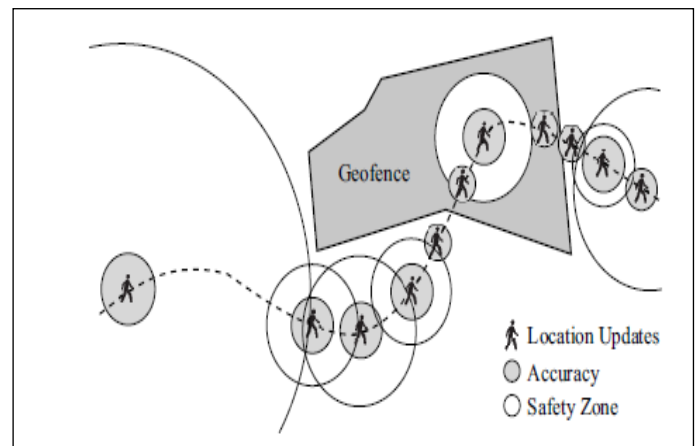


Fig : Dedicated Zhone of Geofencing

### 2.1 Geo-notification Scenario

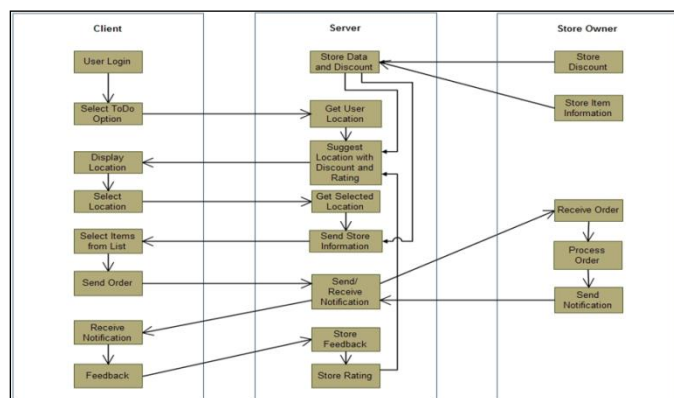
Nowadays, location-specific services are an important feature of mobile devices like smart phones or tablets. While considering the client's location into account, they are mainly used to search for location-based information (e.g. surrounding shops, nearby friends, available rental cars.) Thereby, a LBS is being queried and the required information is being introduced by a mobile application only when request is done by the user. In the existing system user need to find individually point of interest on the map, and there no such provision to provide a point of interest on current location for any to-do list.



**Fig: Geo-notification Based Services**

### 3. Related Work

This Application Provide notification for client's current location by considering the clients To-Do-List. In this project a to-do list is used to get the list of user's interest and by using current location of the user nearby points of interest is notified with best available offers and user reviews. Notifications for order tracking are also provided. The user have maintain or create an to do list according his/her need.



**Fig : System Architecture**

The actual fundament aspect is that to create a to do list and then used to get access from the service provider who have being already being registered with the database which is used to store the residing data. the user have to place an order according to his need which the accessed by the owner an accepting the order and giving adequate services with ease and proper management. Geofencing as proposed can be classifide as either being a mobile-based or centralized solution. AS per our known centralized system, a mobile device is mainly being tracked by the surrounding scenario e.g. by proximity sensing.

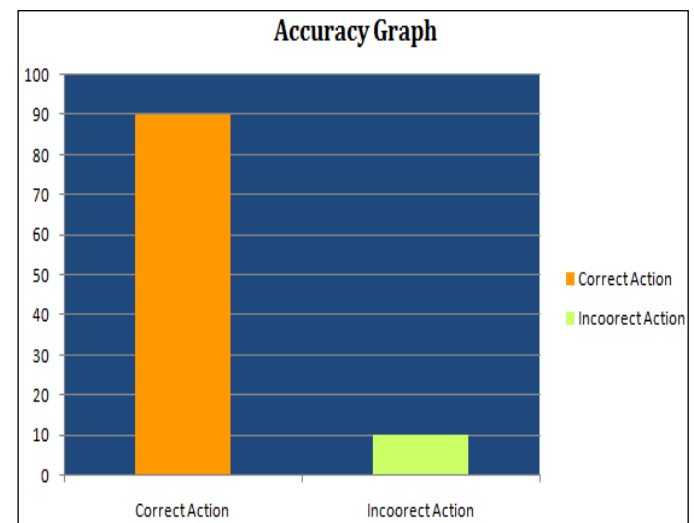
A Specific Geofencing component within the infrastructure ,e.g. owned by a mobile-operator or as a 3rd-Party service. The user request the service provider for the service and its is being collected in the database and forwarded to the

service provider the service provider accepts the order and again send an notification about the service vice versa it also notifies the user about the location which the user is requesting for the accessibility. once the information is being obtained the user can send a feed back for the rating purpose using sentiment analysis. The actually the working is like one to one interfacing. The whole application is working based on above description .The notification used to remind the user what he/she is for looking for and can easily access the service.

### 4. Evolution of System Functionality

This application provide Geo-notification based services to client by considering two major factor's that is current location of the client and the mentioned To-Do-List. After getting the service from the store owner client give the feedback to the store and then based on the feedback the particular shop is rated. For the feedback and rating purpose we used sentiment analysis. Sentiment analysis is nothing but the collecting the reviews of the clients this will help to analyze the services based o the user's reviews.

#### 4.1 Accuracy Graph



**Fig: Accuracy Graph**

### CONCLUSION

The system we implement is a new application framework which will introduce the Geo-notification based services with the sentiment analysis. This will help to make the smart selection of the services based on the feedback and rating of the shops.

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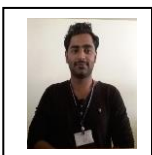
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