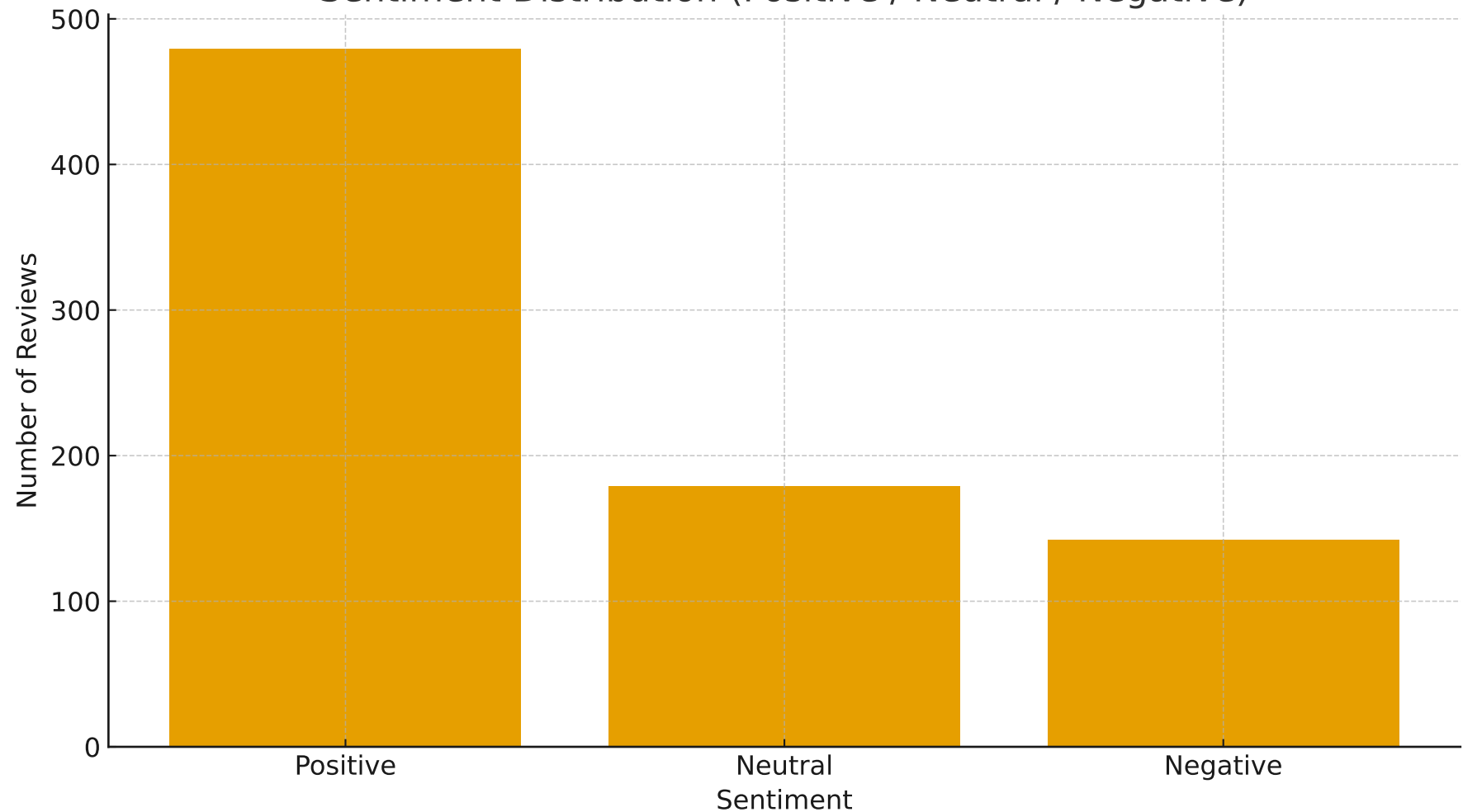# Sentiment Analysis Report

Amazon Reviews

Prepared for: Mega Varshitha

Project: Task 4 - Sentiment Analysis

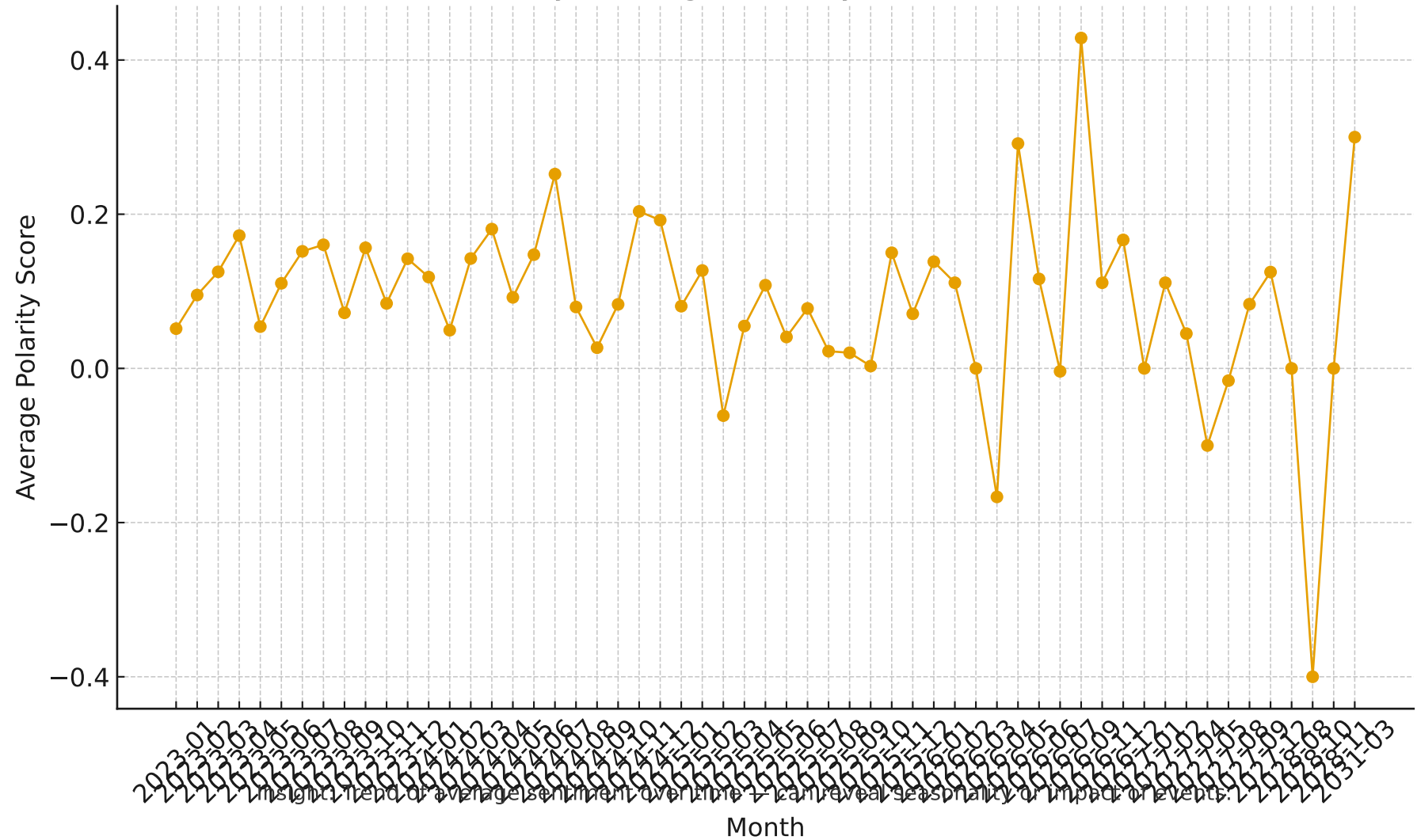Dataset: Synthetic Amazon-style reviews (800 samples)

Generated on: November 08, 2025

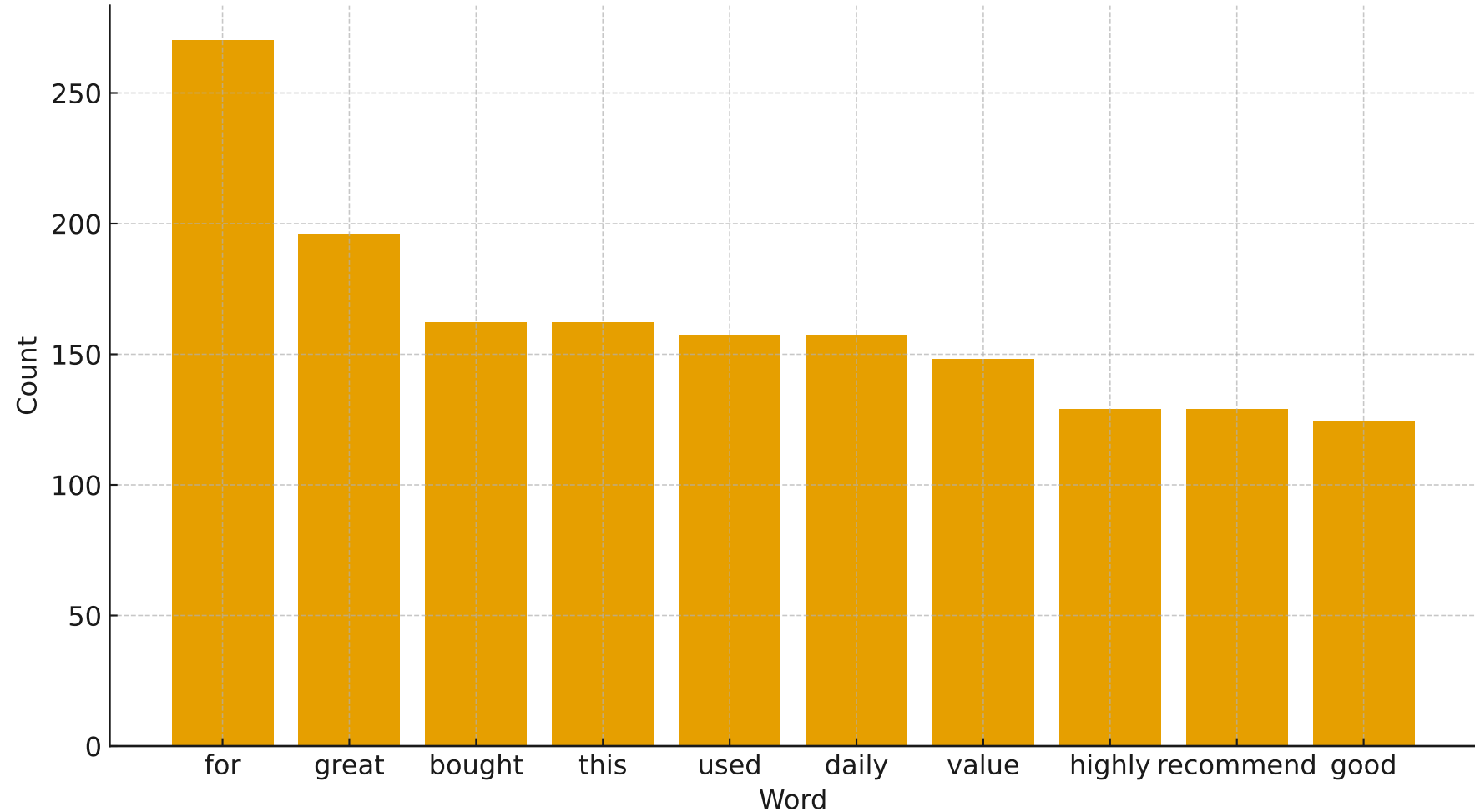# Sentiment Distribution (Positive / Neutral / Negative)

Insight: Shows proportion of positive, neutral, and negative reviews. Use this to gauge overall customer sentiment.
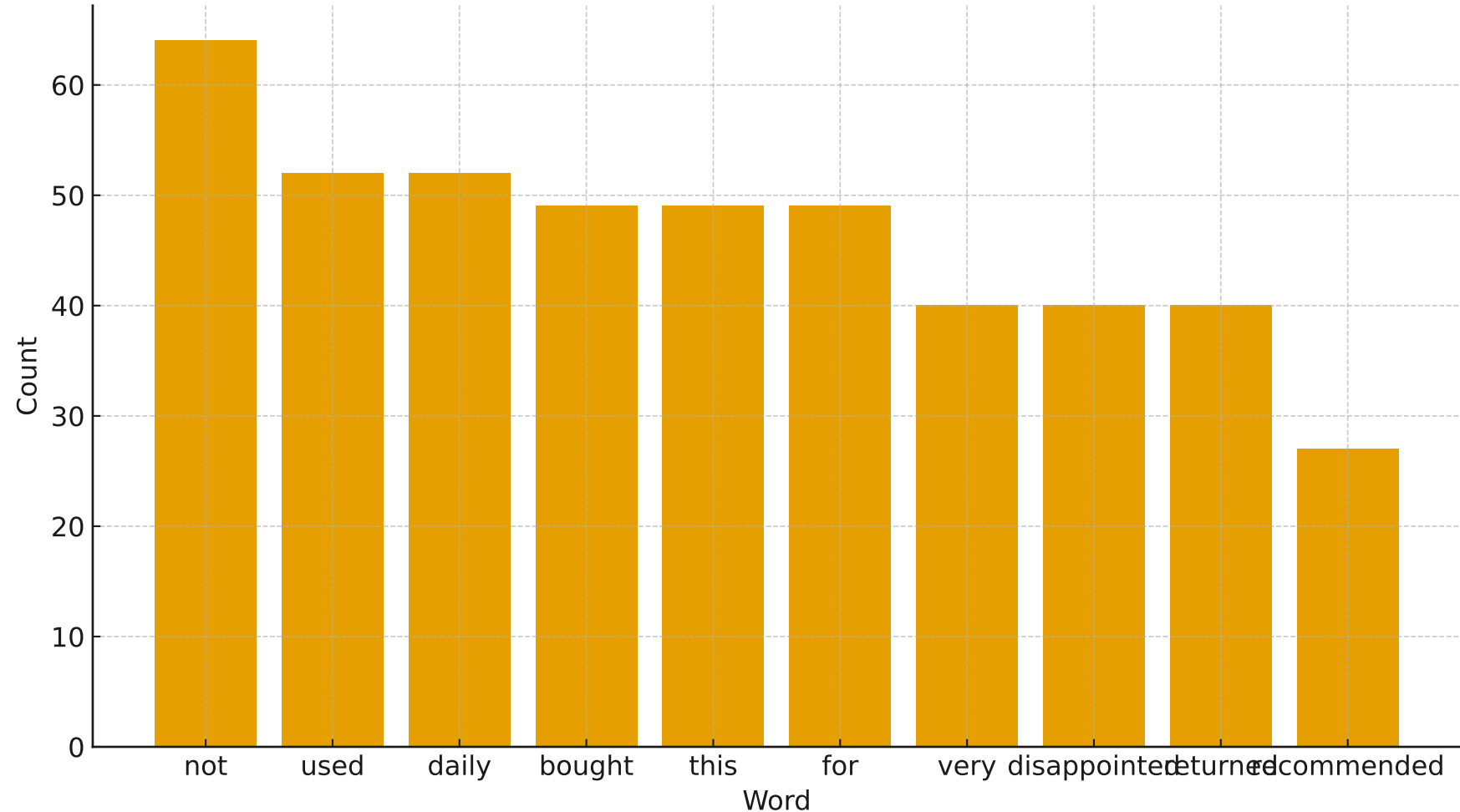
Monthly Average Polarity Score (trend)

Insight: Trend of average sentiment over time → can reveal seasonality or impact of events.
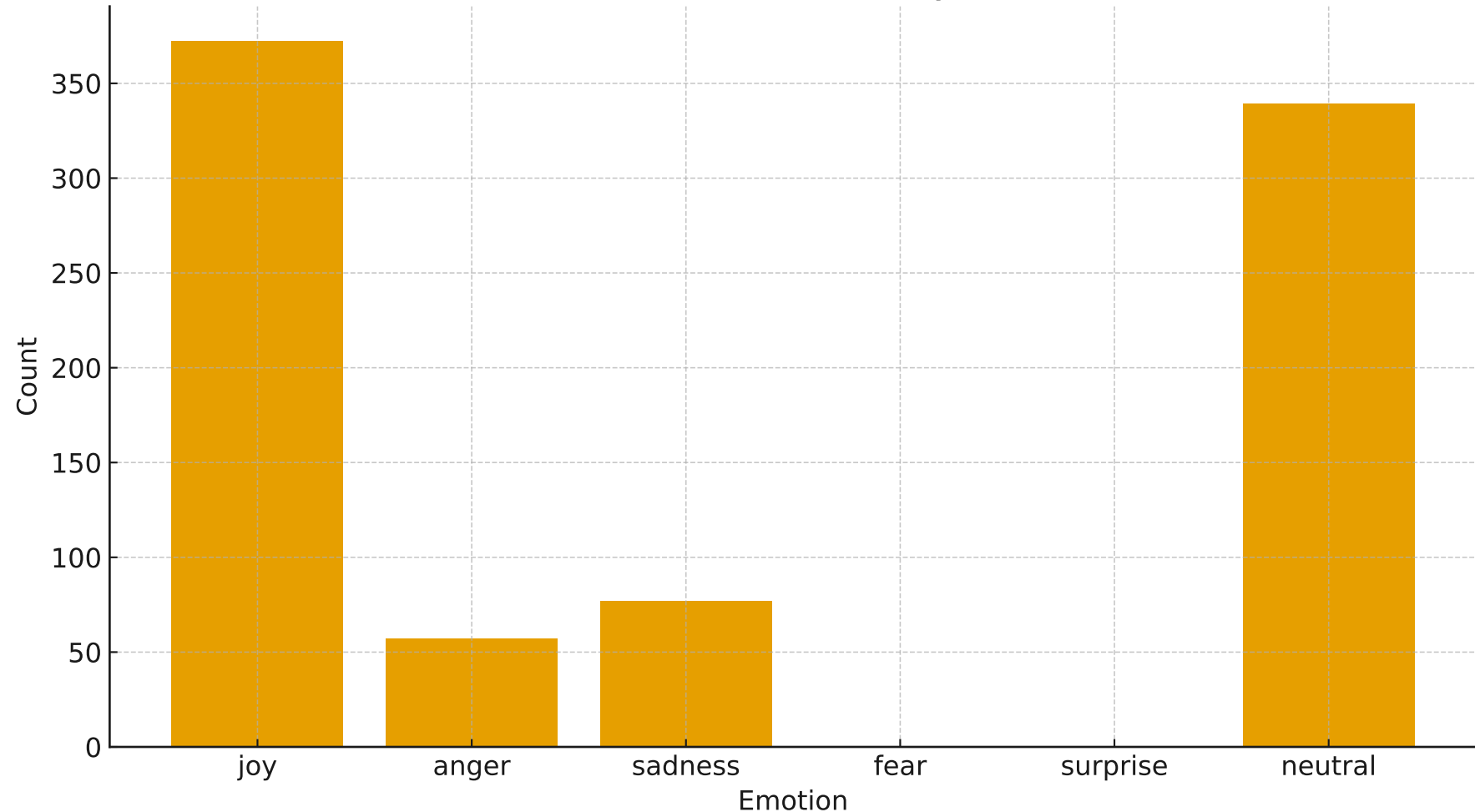
Top Words in Positive Reviews

Insight: Frequent words in positive reviews — useful for marketing messaging and feature highlights.

Top Words in Negative Reviews

Insight: Frequent complaints or negative terms — prioritize fixes and customer support.

Detected Emotion Counts (keyword-based)

Insight: Basic emotion signals extracted from reviews (keyword match).

Summary & Sample Reviews

Total reviews analyzed: 800

Positive: 479, Neutral: 179, Negative: 142

Method: Simple lexicon fallback

Top recommendation: Focus on issues flagged by negative-word list and amplify messages containing frequent positive words.

Sample reviews (first 6):

- Office Chair (4★) [Positive, score=0.40]: works great Great value for money. Used it daily.

- USB-C Charger (5★) [Positive, score=0.17]: very satisfied Used it daily.

- Office Chair (3★) [Positive, score=0.10]: works as expected Could be better. Used it daily.

- Wireless Earbuds (1★) [Negative, score=-0.40]: poor quality Very disappointed.

- Blender (4★) [Positive, score=0.25]: exceeded expectations Highly recommend. Used it daily.

- Office Chair (1★) [Negative, score=-0.18]: missing parts Very disappointed. I bought this for my travel.