



Sentimental Analysis for Reviews of Beauty Products of Different Brands on Amazon

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Introduction

The main aim of this project is to analyze the reviews given by the Customers based on the three different brands of a product on popular Amazon website.

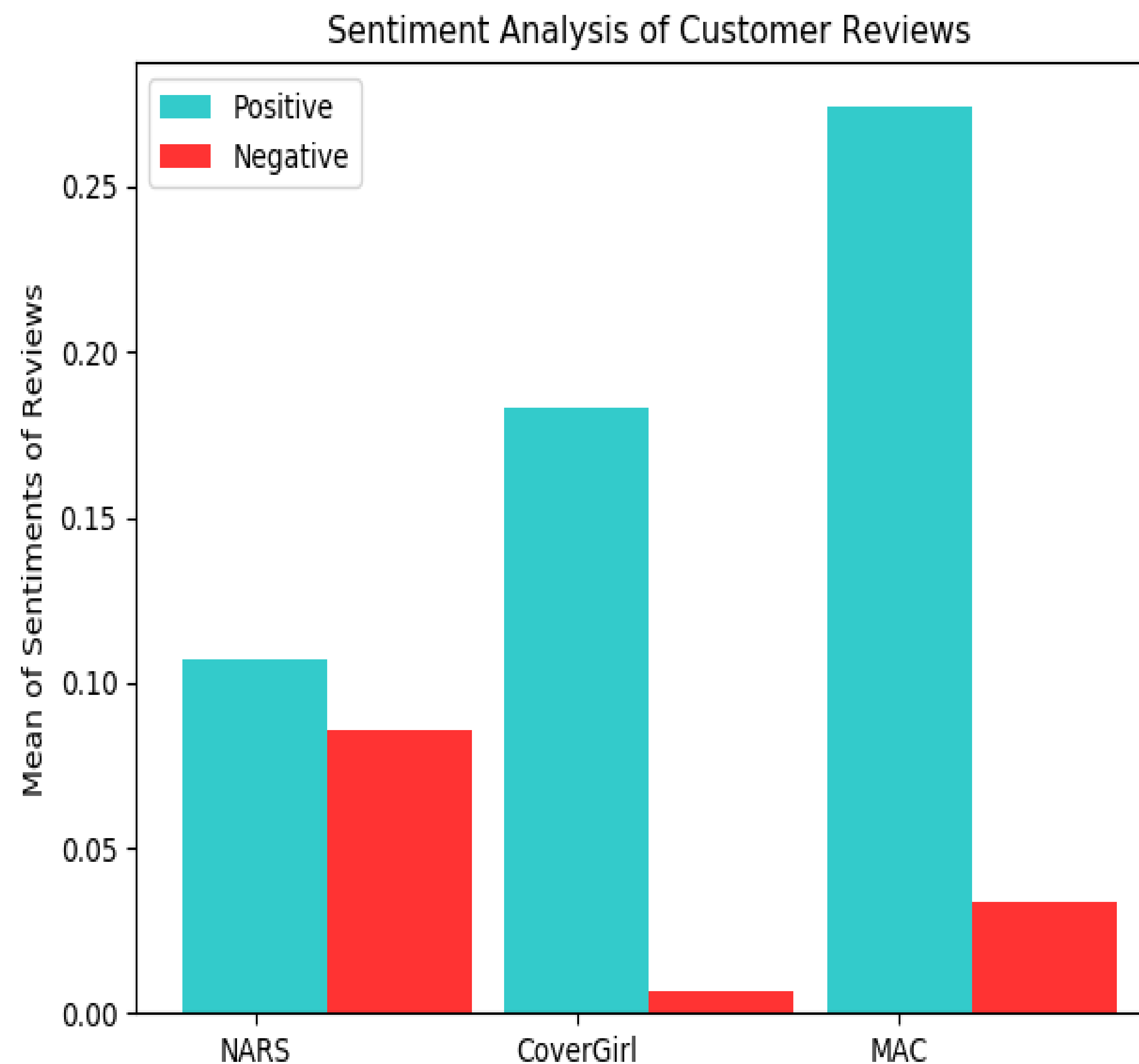
Procedure

Here, I used Web Scraping to fetch the product data from Amazon website.

I have used matplotlib to obtain the bar graph for the different beauty products.

I have also used Natural Language Toolkit (**NLTK**) which is one of the popular packages in Python that can aid in **sentiment analysis**.

Results



Conclusion

On Comparing the three different beauty products such as NARS, CoverGirl and MAC, the conclusions drawn were:

- MAC has got most positive number of reviews compared to NARS and CoverGirl.
- CoverGirl has got the second most positive reviews and is also the first most product which has got the least negative reviews Compared to NARS and MAC.
- Finally, NARS is the product which has less positive reviews than CoverGirl and MAC and highest negative reviews compared to both the other products.
- On the whole, customers will easily identify which product has got more number of positive reviews and hence could choose the product.

Additional Resources

Matplotlib.pyplot.bar: <https://matplotlib.org>

Links to the different products: [Luminous Weightless Foundation-#3](#) , [Fluid Foundation SPF15](#)

[Ageless Foundation](#)

Logo Link: [amazon logo](#)

Repository

[GitHub](#)