

Internet Media Influence

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Motivation and application

Project motivation

With a rapid growth of e-commerce segment, the influence of internet media platforms can be used as a strong marketing tool to promote goods. The project is focused on two things in particular:

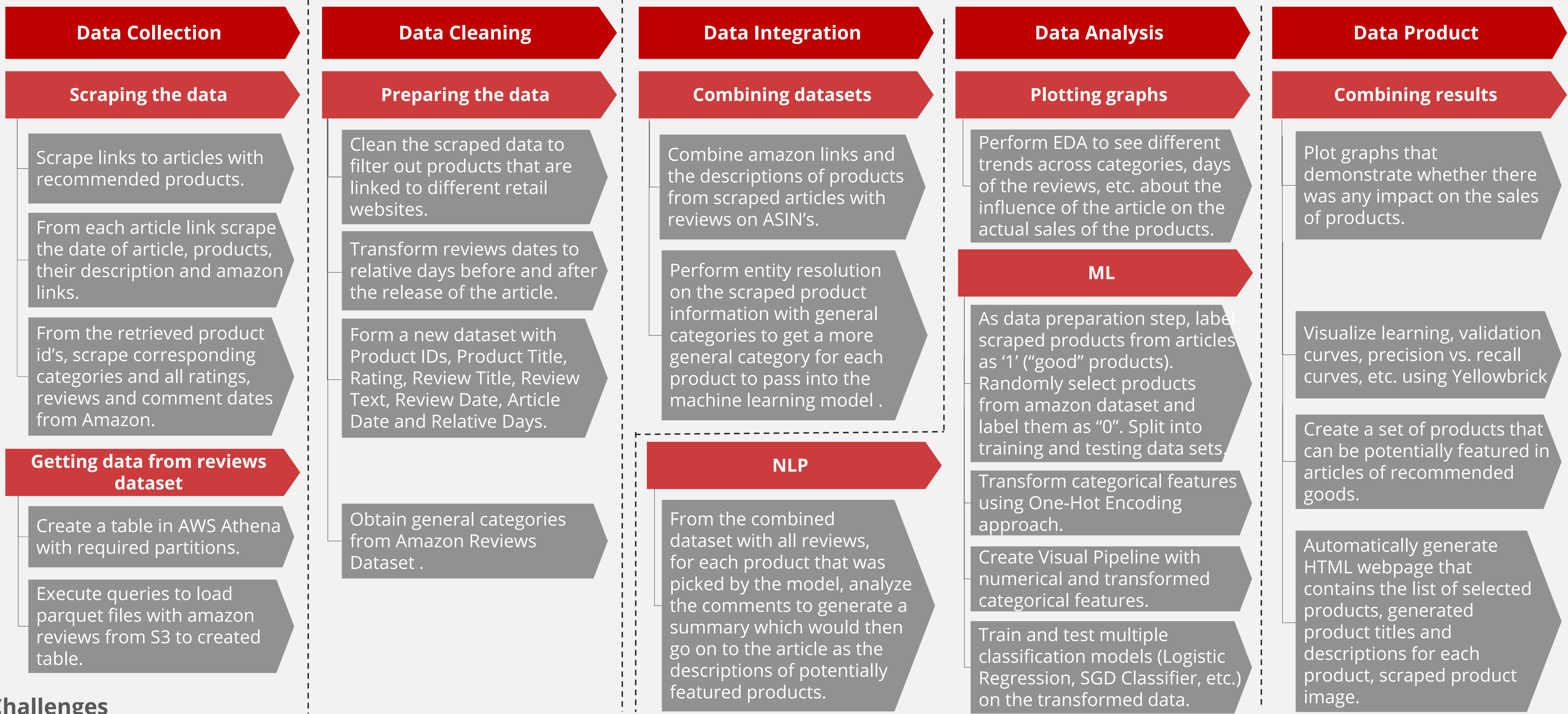
- First, identification and evaluation of the impact of internet media platforms on e-commerce.
- Second, development of a tool that will automatize the creation of articles for internet media platforms.

Real-world application scenario

The results of completed project can find multiple applications:

- Businesses and sellers will find the results from data analytics stage useful to plan out their marketing strategies based on the observations that were made throughout the data analysis and make data-driven decisions to identify which marketing approach will give them the highest Return of Investment (ROI);
- Internet media platforms can exploit the developed tool model to automatize the process of picking products that can potentially be featured in future articles. Along with that, the NLP tool will also construct the article itself, which will reduce the labor cost that is spent on the creation of such articles.

Work process and challenges



Loading the comments database onto the AWS S3 and then finding out a way to query it	Amazon dataset provides reviews only until 2015, had to scrape data from amazon website.	Amazon website blocks all scrapers – need to access through the use of selenium.	Understanding structure of different websites for different scrapers to avoid discrepancies while scraping data for a long duration.	Generalizing the categories of the scraped data by performing ER with the categories in the amazon dataset.	Generating keys for each product so that all team members are able to access the data properly	Choosing an efficient model that predicts products with the highest accuracy.	Restructuring the comments data and then using NLP to obtain a description of the product being put on the article
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Experiments and results

