Sentiment Analysis-Amazon Kindle Reviews
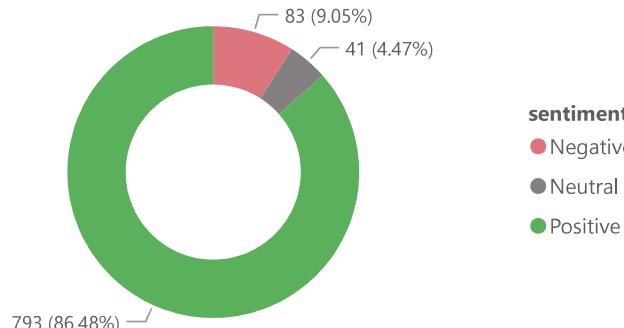
Total Reviews
917

Positive Reviews (%)
86.48%
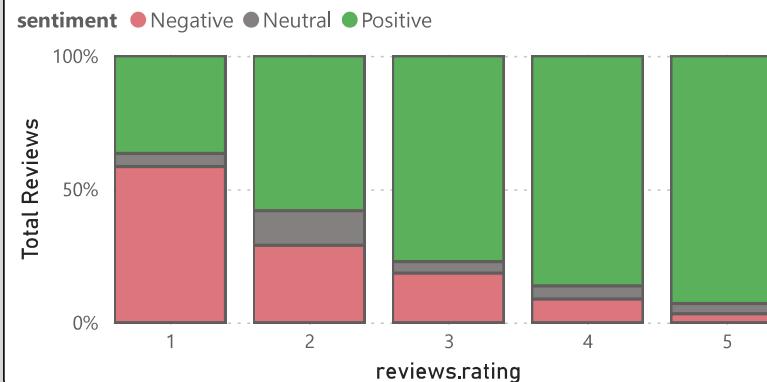
Negative Reviews (%)
9.05%

Neutral Reviews (%)
4.47%

Overall Sentiment Distribution

83 (9.05%)
41 (4.47%)
793 (86.48%)

sentiment
- Negative
- Neutral
- Positive

Sentiment Breakdown By Star Rating

sentiment ● Negative ● Neutral ● Positive

Total Reviews — reviews.rating
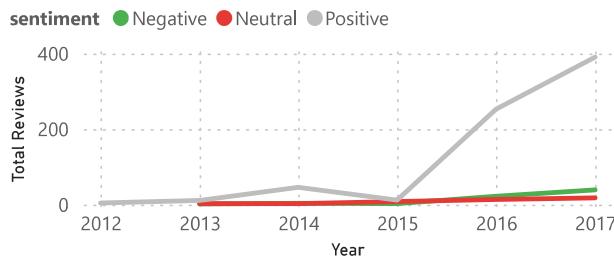
sentiment
- ☐ Negative
- ☐ Neutral
- ☐ Positive

reviews.rating
1 — 5

Sentiment Trend Over Time

sentiment ● Negative ● Neutral ● Positive

Total Reviews — Year

reviews.text

Key Insides :- Indicates that overall customer satisfaction with the product is **very high**.

Confirms that the sentiment model aligns well with the star rating behavior.

Positive: users appreciate **screen quality, reading experience, battery life, and lightweight design**.

Negative: issues are mainly around **device defects, software glitches, or delivery/packaging problems**.

Business Recommendations

Promote strengths (reading experience, screen, battery) in **marketing campaigns** and product pages.

Investigate negative reviews linked to **defects or software issues** and feed