1. What proportion of users find the review helpful?
2. Can we model the summary as a sentiment analysis?
3. What is the frequent itemsets that user usually buy together?
4. Who gets the most appreciated review?
5. Can we get the products that are being reviewed based on the reviews?

Basic analysis of the data:

1. Helpfulness distribution
2. Score distribution
3. Time v.s. # of reviews plot
4. Number of product one customer reviewed distribution
5. Number of reviews one product can receive distribution
6. Product average score distribution