



Ice Cream Reviews

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What are People Saying About Ice Cream



Highest Ratings

- Best
- Favorite
- Creamy
- Sweet



Lowest Ratings

- Disappointed
- New
- Same
- Last

What Data Can We Ignore?

Most information in the review is not relevant

- Many reviews name the flavor or some comparison flavor
- Manual List of stop words is too cumbersome
- Adjectives are the most useful

Middling reviews are removed

- ~13% of reviews
- 3- and 4-star reviews often have both positives and negative descriptions
- May be influenced by non-flavor qualities (price, store experience, etc.)

Recommendation Example

My Favorite Flavor – Peanut Butter World

Descriptors

- best favorite other perfect good first more new only whole rich amazing
salty wonderful special

What Flavors Align with that?

- Karamel Sutra® Core – rich
- Coconut Caramel Chocolate TRIO CRISPY LAYERS – salty

Show a few more flavor recommendations

Oreo

- Rum Raisin Ice Cream, Natural Vanilla, Coffee Ice Cream, Homemade Vanilla, Chocolate

Chocolate

- Butter Pecan Ice Cream, Natural Vanilla, OREO®, Chocolate Peanut Butter, Homemade Vanilla

Vanilla Caramel

- Double Belgian Chocolate Chip Ice Cream, Half Baked®, PACIFIC COAST PISTACHIO GELATO, SNICKERS®, MADAGASCAN VANILLA BEAN GELATO

Future Work

- Combine part of speech tagging with the parent and children words to determine what is “creamy” or “bland”
- Remove additional non-useful adjectives
 - Perfect
 - Favorite
 - Delicious
 - Frozen

Appendix

- Table Structure

	five	four	three	two	one
Salted Caramel Core high	VANILLA FUDGE COOKIE high	The Tonight Dough® high	Netflix & Chilll'd™ high	Everything But The...® high	SALTED CARAMEL TRUFFLE high
Salted Caramel Core low	Mint Chocolate Cookie low	New York Style Cheesecake high	Cookies & Cream Cheesecake Core low	CARAMEL COOKIE CRUNCH GELATO low	Salted Caramel Core high
Netflix & Chilll'd™ high	Oat of This Swirled™ high	ROMAN RASPBERRY SORBETTO high	Salted Caramel Core high	SALTED CARAMEL TRUFFLE high	CARAMEL COOKIE CRUNCH GELATO high
Netflix & Chilll'd™ low	OREO® high	OREO® low	Chubby Hubby® high	Green Tea Ice Cream high	Sweet Like Sugar Cookie Dough Core low
Chip Happens high	Oat of This Swirled™ high	Coffee Vanilla Chocolate TRIO CRISPY LAYERS high	S'mores high	Boots on the Moooo'n™ high	Gimme S'more!™ high