

Project 1: Data visualization

What makes a good review?

Robert Castellano

Project 1:
Data
visualization
What makes a
good review?

Robert
Castellano

I. Overview of
the Data

II. Helpfulness
of Reviews

III. Word
count

IV. Frequency

V. Conclusions

I. Overview of the Data

Data

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- Over 500,000 Amazon “fine food” reviews.

Data

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- Over 500,000 Amazon “fine food” reviews.

**Number of
people who
found the
review helpful**

**Number of people
who indicated
whether or not the
review was helpful**

129 of 134 people found the following review helpful



What a great TV. When the decision came down to either ...

By [Cimmerian](#) on November 20, 2014

What a great TV. When the decision came down to either sending my kids to college or buying this set, the choice was easy. Now my kids can watch this set when they come home from their McJobs and be happy like me.

[1 Comment](#)

Was this review helpful to you?

Rating

-Product ID

-Reviewer User ID

Summary

Review

Initial questions

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- Amazon reviews are often the most publicly visible reviews of consumer products.

Initial questions

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- Amazon reviews are often the most publicly visible reviews of consumer products.
- How helpful are reviews?

Initial questions

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- Amazon reviews are often the most publicly visible reviews of consumer products.
- How helpful are reviews?
- What factors affect a review's helpfulness?

Ratings

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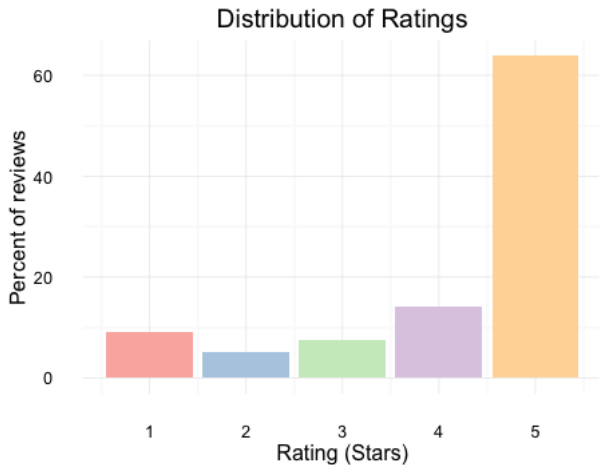
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Commonly used words in reviews

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Positive reviews



Negative reviews

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II. Helpfulness of Reviews

How many reviews are helpful?

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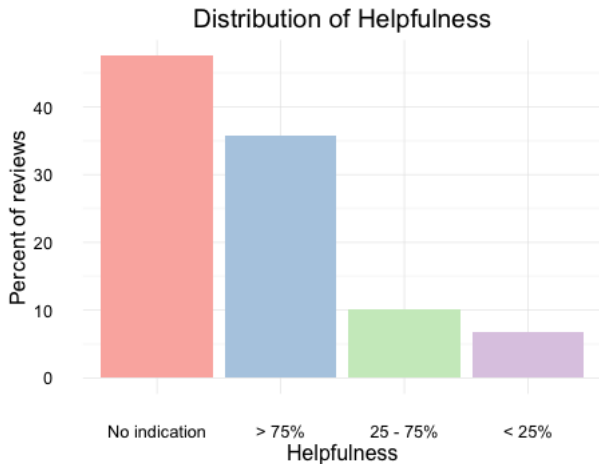
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How do ratings affect helpfulness?

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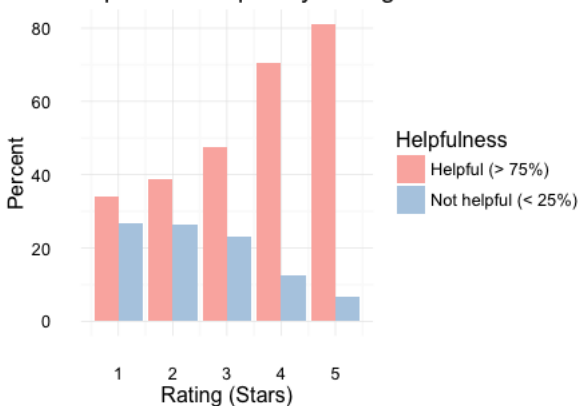
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Percent of Reviews Found
Helpful/Not Helpful by Rating



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III. Word count

How do word counts vary by rating?

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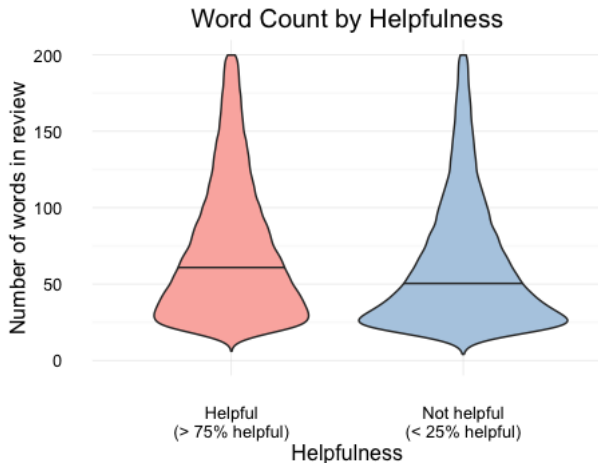
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Reviewer frequency

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- Defining a frequent reviewer as one who has made over 50 reviews, frequent reviewers account for almost 10% of all reviews.

Reviewer frequency

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- Defining a frequent reviewer as one who has made over 50 reviews, frequent reviewers account for almost 10% of all reviews.
- Does the behavior of frequent reviews differ from that of infrequent reviews?

Are frequent reviewers more discerning?

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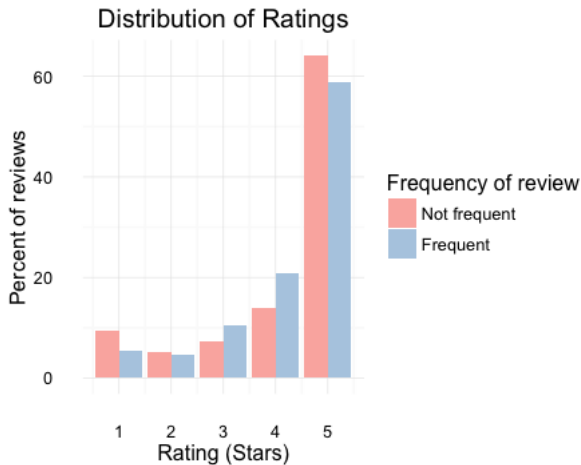
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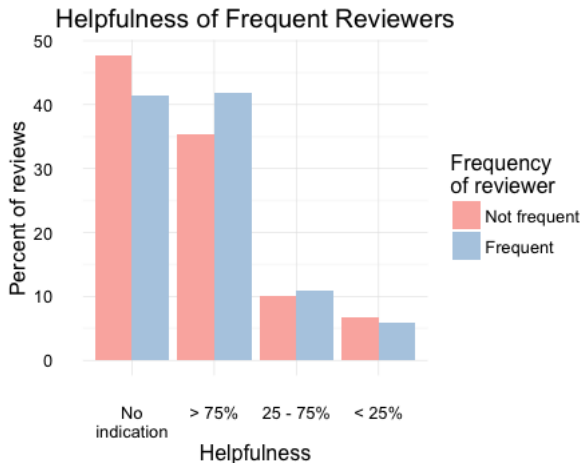
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Are frequent reviews more verbose?

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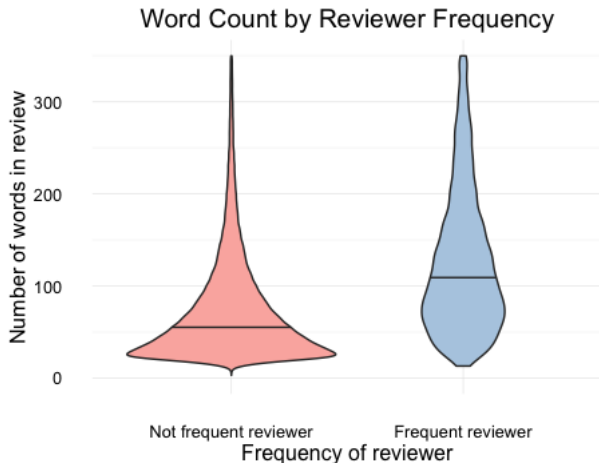
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- Positive reviews are very common.

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- Positive reviews are very common.
- Positive reviews are shorter.

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- Positive reviews are very common.
- Positive reviews are shorter.
- Longer reviews are more helpful.

Conclusions

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- Positive reviews are very common.
- Positive reviews are shorter.
- Longer reviews are more helpful.
- Despite being more common and shorter, positive reviews are found more helpful.

Conclusions

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- Positive reviews are very common.
- Positive reviews are shorter.
- Longer reviews are more helpful.
- Despite being more common and shorter, positive reviews are found more helpful.
- Frequent reviews are more discerning, write longer reviews, and are more helpful.

Further directions

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- Analyze categories of products.

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- Analyze categories of products.
- Prediction model for the helpfulness of a review.

Further directions

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- Analyze categories of products.
- Prediction model for the helpfulness of a review.
- Relationship between products and reviewers.