

DAB 303-005 Marketing Analytics

Dhrumi Patel (0793770)

Project Proposal

Introduction:

For this project, I chose the **Adidas brand**.

- Adidas is the fourth-largest apparel brand in the world, with a brand value of \$16.5 billion US dollars.
- It should come as no surprise that Adidas is one of the most valuable athletic apparel, accessories, and footwear brands in the world given its reputation for providing the best products on the market that are comfortable, above average, and long-lasting.
- The internet has changed how we buy things in modern times.
- Since we cannot personally inspect the items before making an online purchase, we must rely on the ratings and reviews of the products.
- Today's retail marketing industry also sees a significant daily influx of new products. Therefore, a customer's ability to make a buying decision must mostly depend on the reviews of the products.
- To search and compare text reviews, users could, however, find it laborious. Thus, we need a better numerical rating system that is based on reviews and will assist consumers in making simple purchasing selections.

About Dataset:

- I found this dataset from **Data.World**.
- Dataset Link: <https://data.world/crawlfeeds/adidas-us-retail-products-dataset>
- The dataset includes fields such as name, selling price, original price, currency, availability, color, category, source website, breadcrumbs, description, brand, images, country, language, average rating, and reviews count.

Problem Statement and Analysis:

- Customers use rating systems to find useful reviews as quickly as feasible. Models that can extrapolate the user rating from the text review are therefore crucial.
- Therefore, in this project, I'll perform sentiment analysis on customer reviews and ratings to help consumers. By knowing customer wants, firms may also boost sales and enhance their offerings.
- This dataset can be used to predict the relationship between customer reviews and product ratings and identify the features that matter most to customers.
- The objective of this project is to create a model that uses collaborative filtering to forecast user ratings, review usefulness, and user recommendations for the most related goods.
- In this project, I'll examine customer reviews and ratings using a variety of data models and data visualization tools.