

# Capstone Three: Project Proposal

## Sentiment Analysis for Amazon Fine Food Reviews

### **Objective:**

Apply the sentiment analysis process to Amazon Fine Food Reviews to be able to position the products differently or change their target audience.

### **Background:**

Review data can be analyzed to gauge overall customer response.

Companies can position products differently or change target audience.

I have been reading and writing Amazon for many years, so I am curious to know how I may apply the sentiment analysis process.

### **Impact/ benefit:**

Be able to position the products differently or change their target audience.

### **Data description and sources:**

<https://www.kaggle.com/snap/amazon-fine-food-reviews?select=Reviews.csv>

Contains some product, user and review information.

1. Text: Complete product review information.
2. Summary: Of the entire review.
3. Score: Product rating by customer.