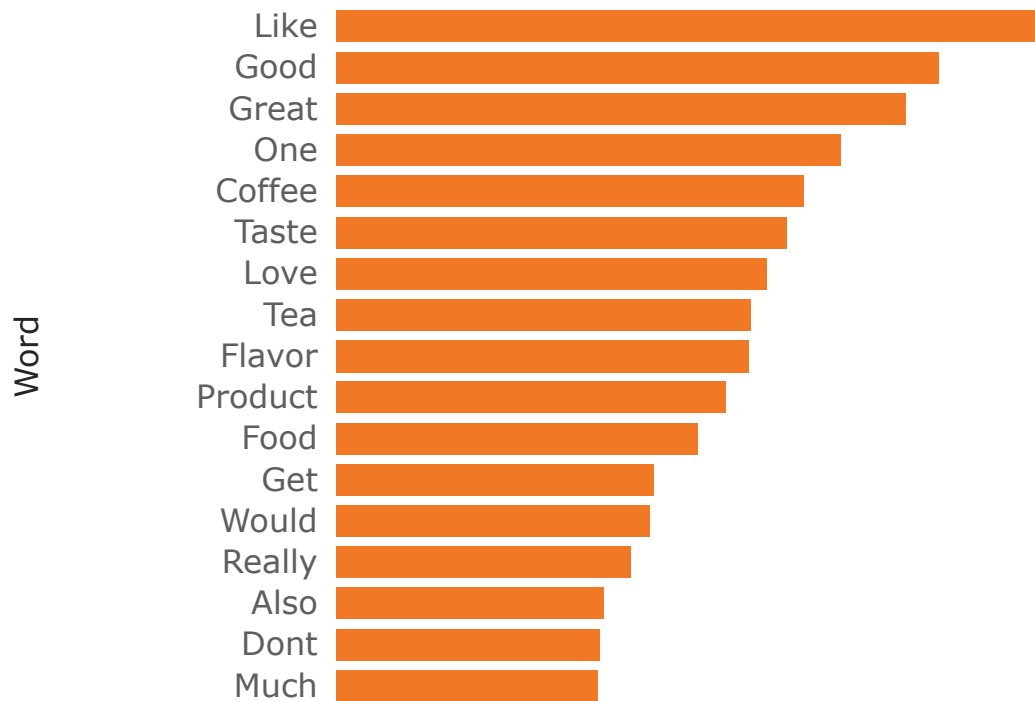


Sentiment Analysis

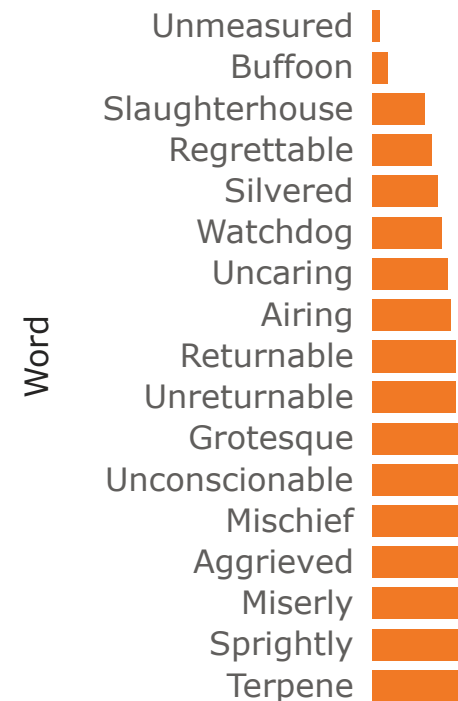
Sentiment-Driven Vocabulary in Customer Feedback

(Words extracted using python NLTK)

Positive Words



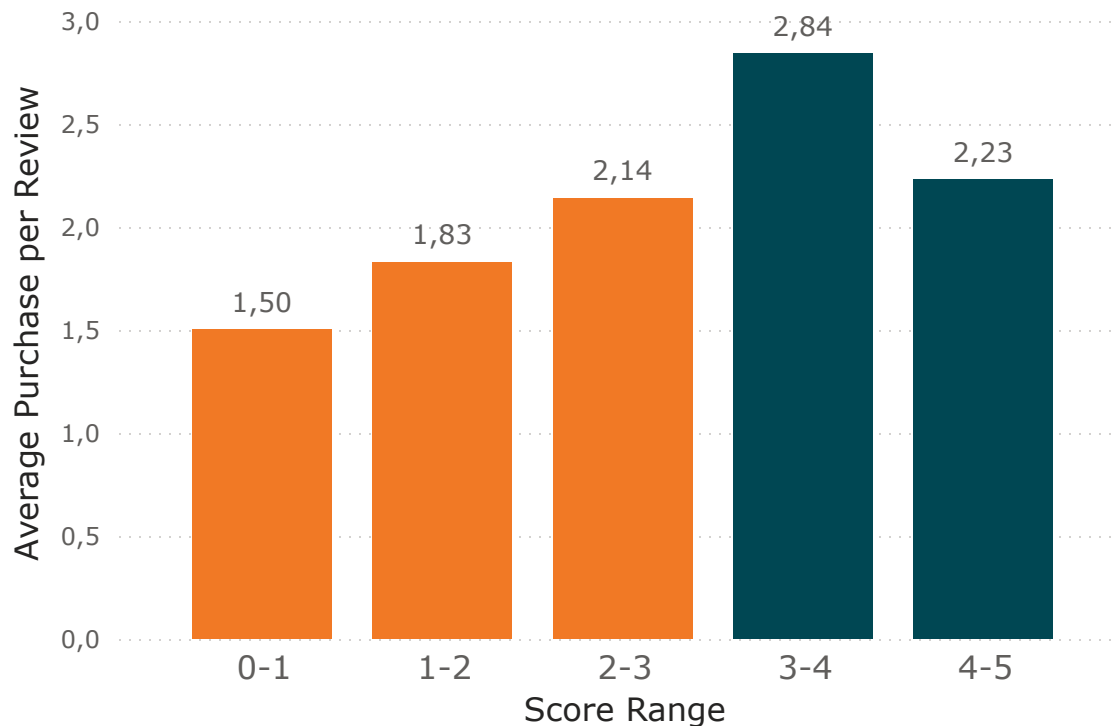
Negative Words



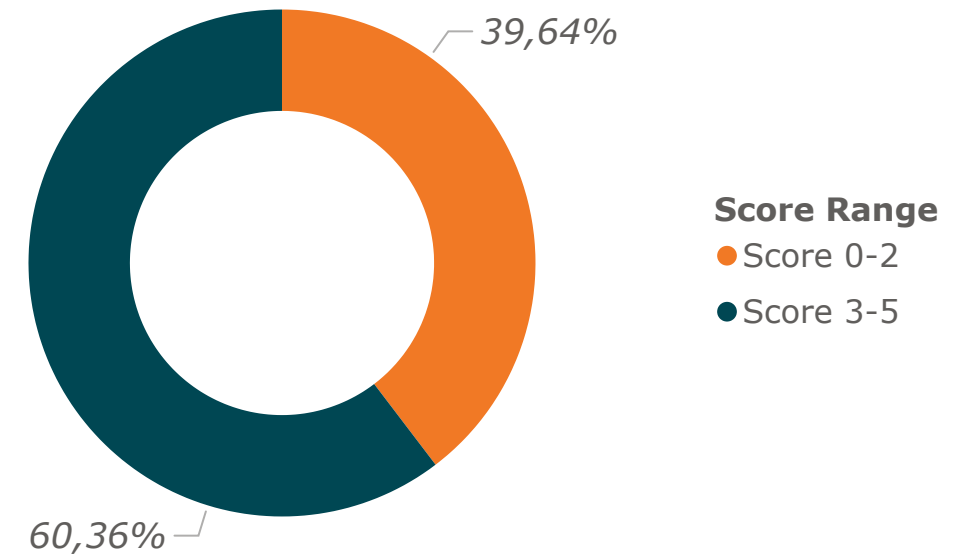
Purchases Based on Review Score

Understanding how review sentiment correlates with purchasing behavior

Average Purchase by Rating Score



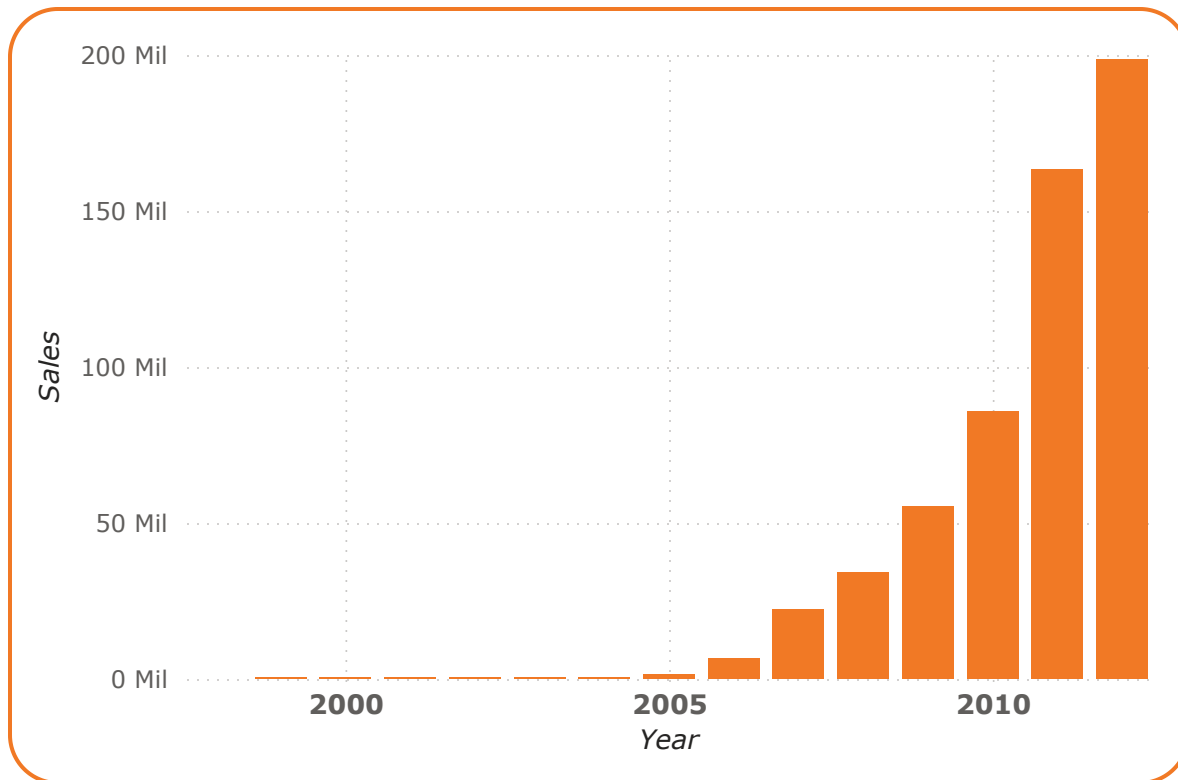
Average Purchase in Positive vs. Negative Reviews



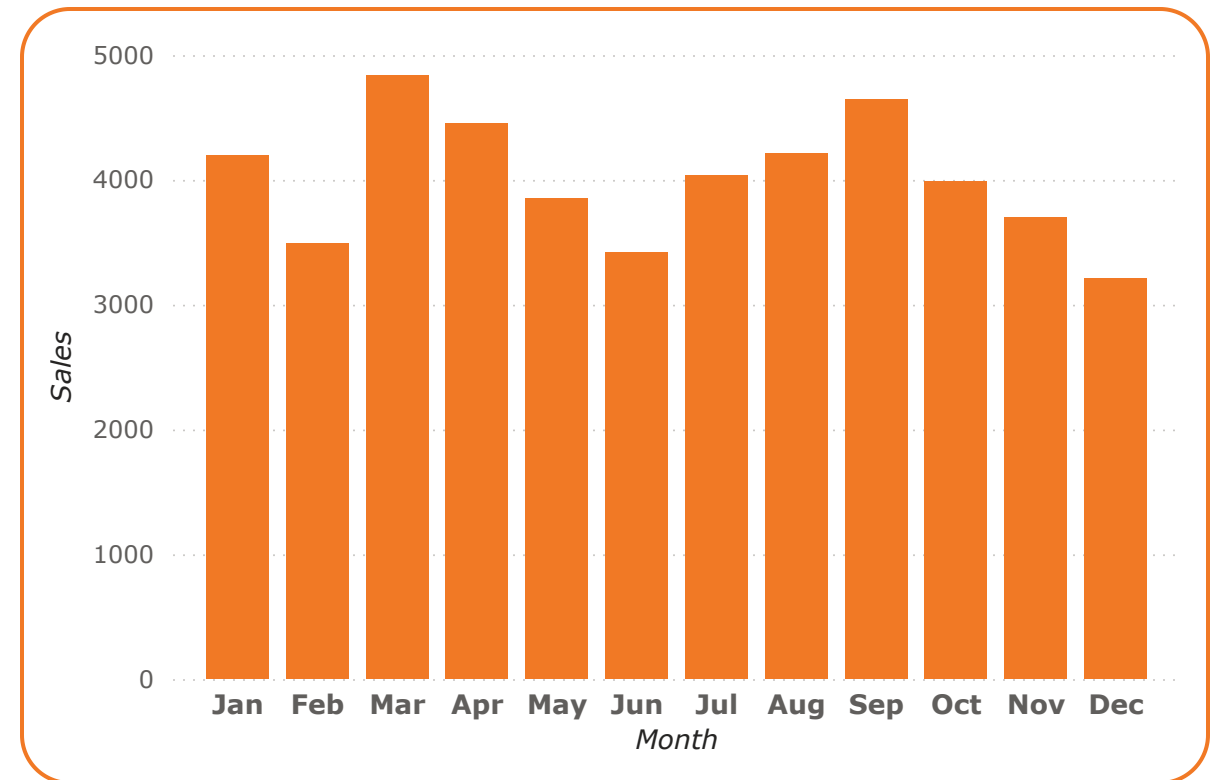
Year-Month Sales (1999 - 2012)

Tracking Sales Performance Over Time and Identifying Monthly Patterns

Sales Performance Over Time



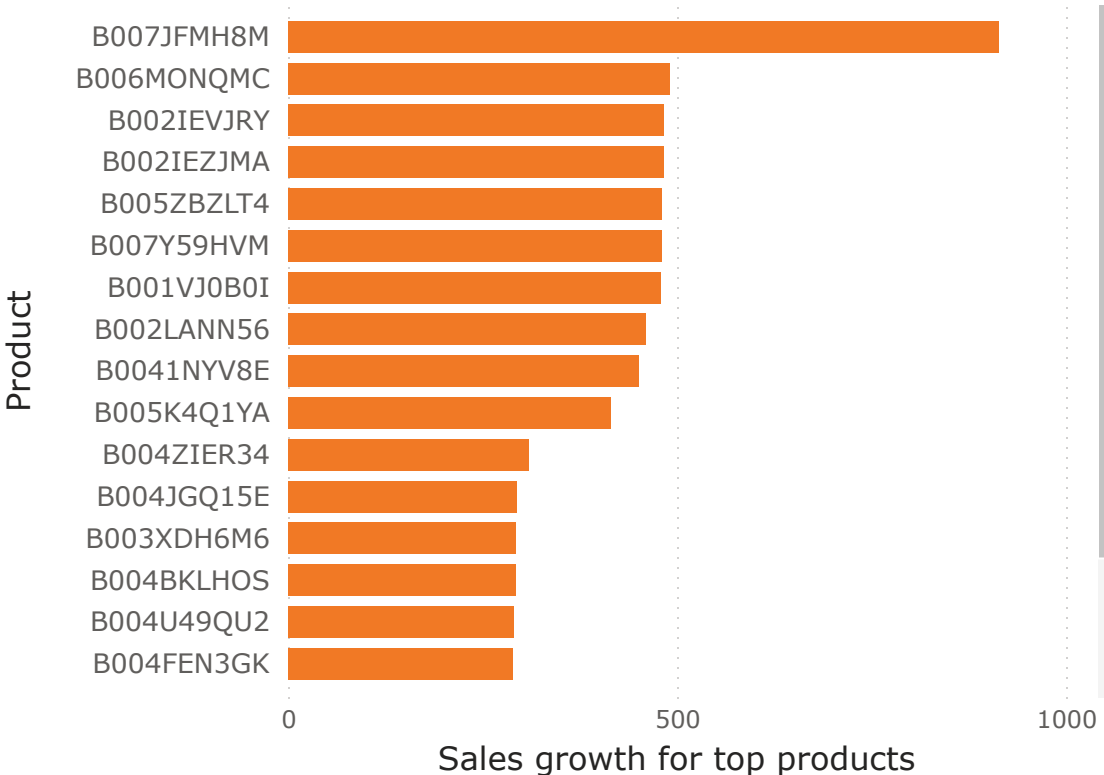
Monthly Sales Pattern



Top Food Sales

Highlighting the Best-Selling Food Products

Sales per Product



Year Filter

1999	2003	2007	2011
2000	2004	2008	2012
2001	2005	2009	
2002	2006	2010	

Key Findings

- **Logistics Over Product Quality:** Negative reviews frequently cite shipping issues rather than product flaws. *By improving logistics partnerships, Amazon sellers could reduce 1-star reviews by 20% or more.*
- **The Power of Balanced Reviews:** Products with 3-4 star ratings drive 2.5x more sales than 5-star products. *Consumers perceive moderately-rated reviews as more authentic and trustworthy than perfect scores.*
- **Explosive Market Growth:** Yearly sales consistently increased, with sales doubling from 2010 to 2011. *This surge suggests either effective marketing strategies or rising demand for online food purchases during that period.*
- **Emerging Product Potential:** Product "B007JFMH8M" (appeared only in 2012) showed unusually high sales spikes compared to established products. *New and well-positioned products can rapidly capture market share, indicating opportunities for sellers to test innovative offerings.*