Marilyn & Rona's

Pet Shop

Galvanize Holiday Hackathon 2020
Team 3
Marilyn Alonzo-Flores
Rona Masab
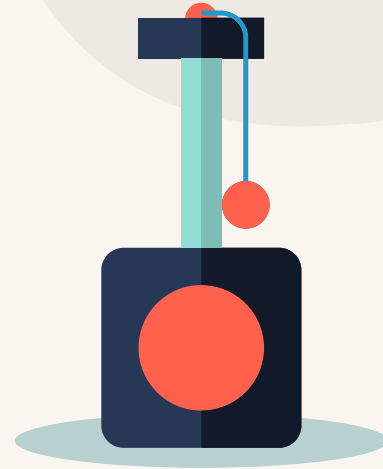
INTRODUCTION

About: Marilyn & Rona's Pet Shop is located in the borough of Queens and focuses on pet products ranging from accessories, toys, medication and food.

Goal: Marilyn & Rona's Pet Shop wants to explore ways to **expand customer reach** and **increase revenue**. To eventually include an online marketplace for their business.

SAMPLING REVIEWS

Overview of Pet Supply Reviews 2013-2017
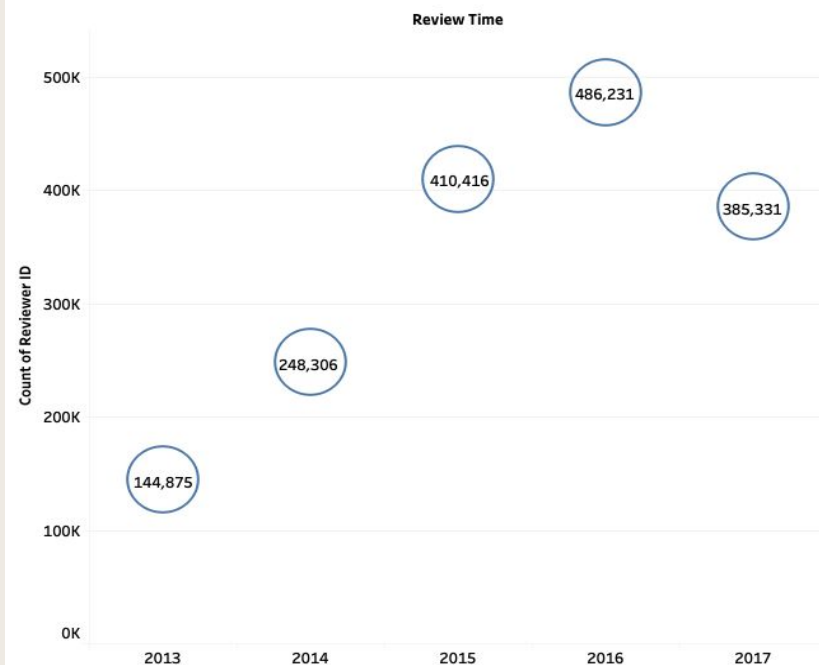
Review Time

Count of Reviewer ID for each Review Time Year. The marks are labeled by count of Reviewer ID. The view is filtered on Review Time Year, which keeps 2013, 2014, 2015, 2016 and 2017.

- 2013-2017 has shown a lot of activity in Pet Supplies Reviews.

- Generally there has been an increase in reviews over this time period.

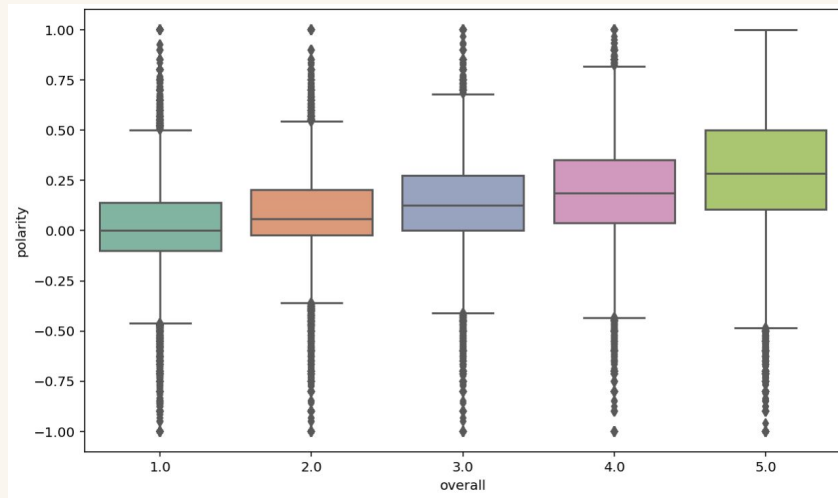- The most reviews during this time frame were in 2016 with nearly 500K reviews.
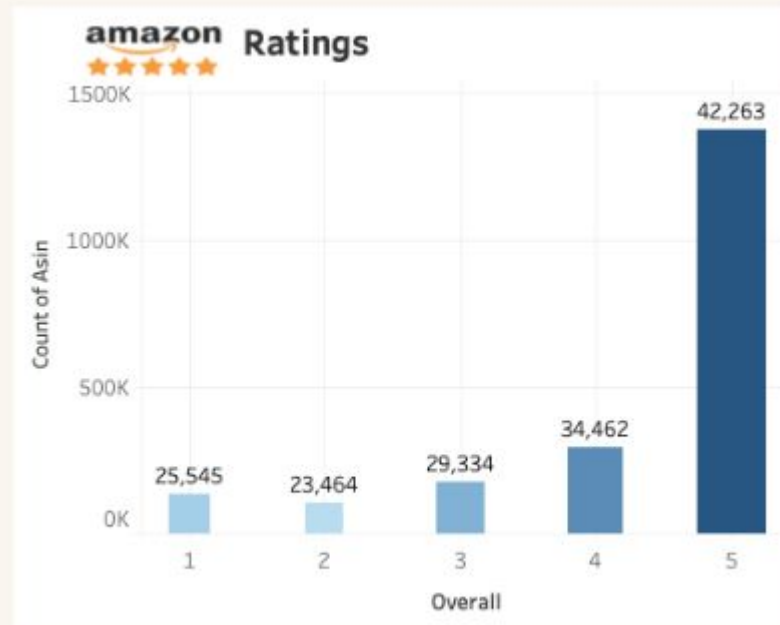
TOP REVIEWED PRODUCTS

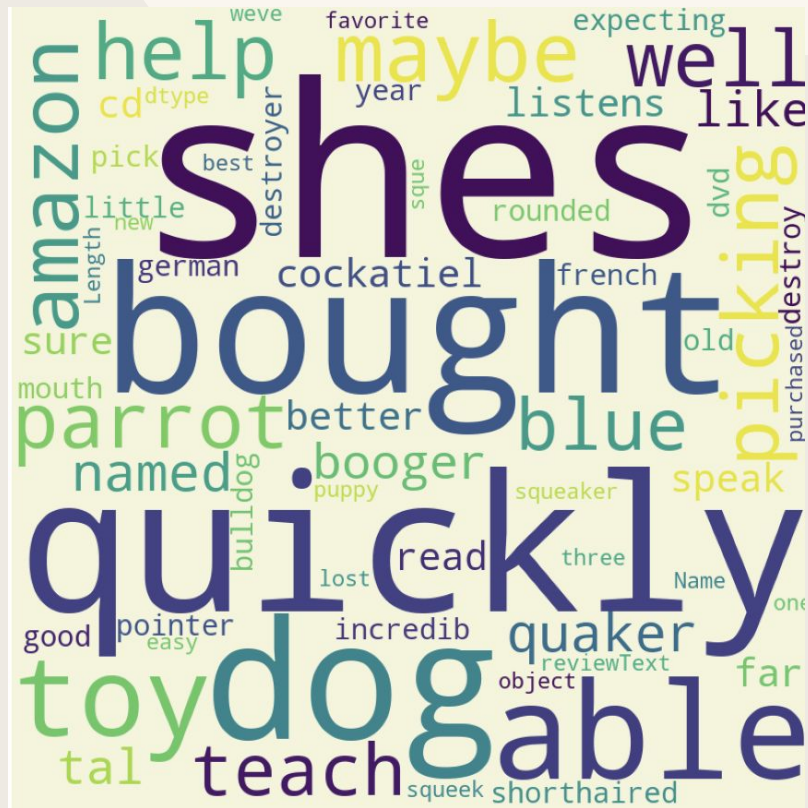# POSITIVE AND NEGATIVE REVIEWS

Polarity Grouped By Rating

Polarity is a measure which lies in the range of [-1,1] where 1 means positive statement and -1 means a negative statement.

Count of Rating

EXPLORING WHAT AMAZON REVIEWS SAY

Reviews with POSITIVE Sentiments

Reviews with NEGATIVE Sentiments

RECOMMENDATIONS

- YES move inventory into Amazon!

- Start with small products.

- Offer either free shipping or free return.

- Dog supplies is the way to go.

- Don't forget about bird owners who have a lot to say in their reviews.

M.G.
★★★☆☆ It's okay
Reviewed in the United States on December 2, 2016
Verified Purchase
I purchased this cd for my Pocket Parrot. It has both a woman and a man speaking. Pet store recommends to buy a female voice Only on bird cds because birds respond to female voice better. Con: there's some real stupid things said on this CD. Prefer female voice because pet shop recommends female voice. Pros: it's cheap. I will review again in 6 months see if my Polly picks up few words.

2 people found this helpful

Helpful | Comment | Report abuse

Daniel R
★☆☆☆☆ The producers of this CD successfully ripped off many of us
Reviewed in the United States on March 11, 2018
Verified Purchase
I should have read the previous reviews. It is literally someone repeating words over and over and over which have little to no benefit for parrot parents. I really regret purchasing and wasting my money on this CD. Again, I should have read the previous reviews. The producers of this CD should be ashamed for charging anyone the amount they do for this awful product.

One person found this helpful

Helpful | Comment | Report abuse

Feathered Phonics
The Easy Way to Teach Your Bird to Speak

NEXT STEPS

- Explore customer locations

- Gauge price points for products

- Once online store is established, explore seller versus Amazon fulfilled orders

- Conduct classifier model to classify sentiments of reviews based on words.

THANKS!

Questions - email us?

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