Women's E-Commerce Clothing Reviews _EDA

Prepared by

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Abstract

The goal of the Women's E-Commerce Dataset project is to help the marketing department better target their markets and how they can use their customers' feedback in order to improve their business and products. The unique goal of the project is to know the products with the highest number and rating and the number of products for each type to make a successful marketing plan to help attract their customers.

Design

Statistical analysis of the project on e-commerce reviews is designed based on the number of reviews for the reactions of each product, the effectiveness of each product, the satisfaction and attraction of customers to buy it again, and the number of times each product is evaluated.

Data

The project's statistical analysis data on e-commerce reviews contains a large number of product names that customers recommend to buy and high ratings for each product.
The data model I chose is about 20 products and how each product affects each product's average life, rating, and customer recommendation for each product. The dataset contains 23,486 rows and 10 feature variables.

Algorithms

1. **Load Dataset**
2. **Explore Dataset**
    - Work to discover data through some methods such as :
    - df.head() , df.info() .
3. **Cleaning Dataset**
    - **Clean** the data, identify the rows and columns that contain an missing value , and delete the rows that we do not need.
    - **Rename** some rows to have meaning in the dataset.

4. Methodology of exploring the data

After cleaning the data, identifying the rows that contain a missing value,deleting them, renaming some columns, and then analyzing the data. Then, calculate the average of the most rated products for the productsand calculate the average ages for each product's recommendation. Calculate the number of product values for each category.

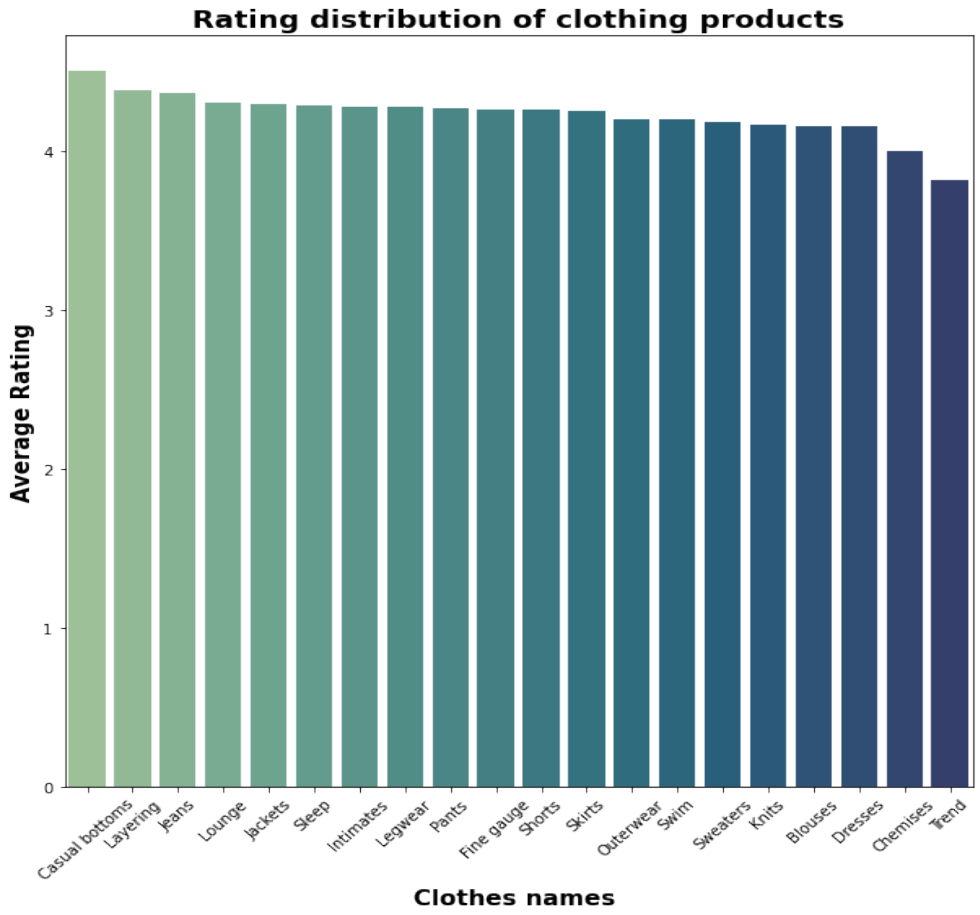
Tools

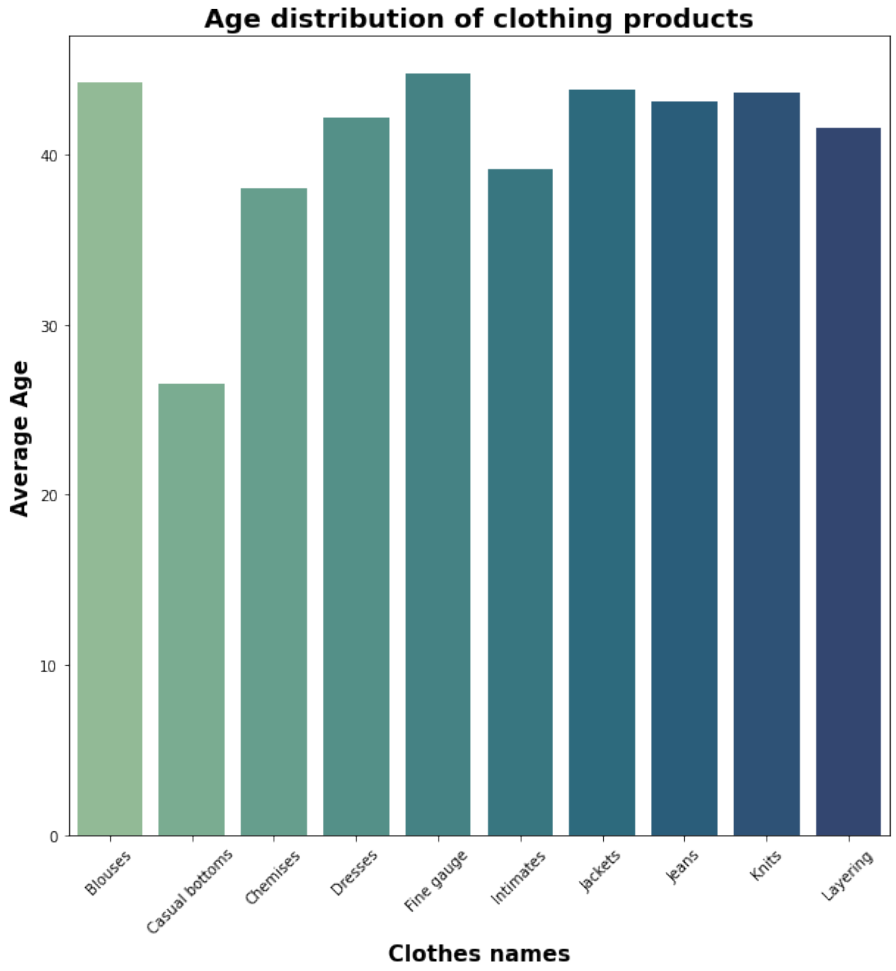
• Python and Jupyter Notebook

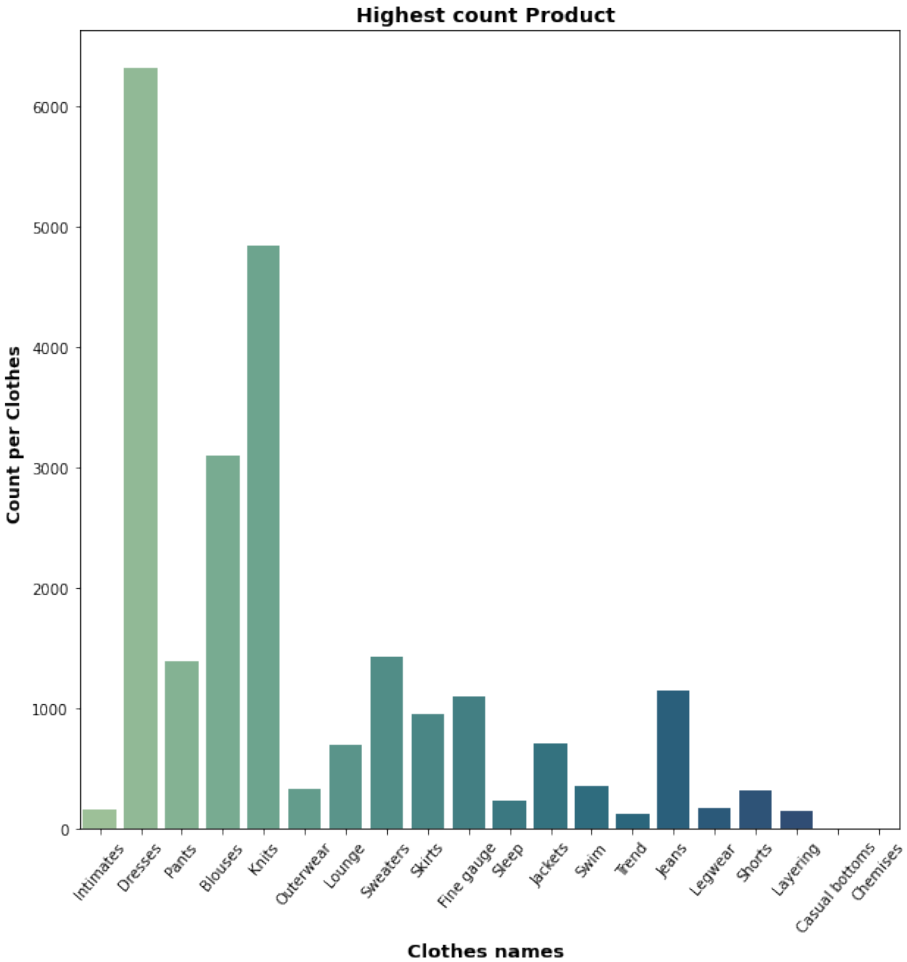
• Pandas for data manipulation

• Matplotlib and Seaborn for plotting visualization

Communication




Age distribution of clothing products
Average Age
0
10
20
30
40
Blouses
Casual bottoms
Chemises
Dresses
Fine gauge
Intimates
Jackets
Jeans
Knits
Layering
Clothes names


Highest count Product
Count per Clothes
0
1000
2000
3000
4000
5000
6000
Intimates
Dresses
Pants
Blouses
Knits
Outerwear
Lounge
Sweaters
Skirts
Fine gauge
Sleep
Jackets
Swim
Trend
Jeans
Legwear
Shorts
Layering
Casual bottoms
Chemises
Clothes names