**Assignment 3**

Web Analytics ISGB/BYGB 7978

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**Question 1**

A focal product of interest: website: Amazon

Competitors: eBay, Costco

1. product feature of interest: Price, Customer review and Shipping

**Question 2**

|  |  |
| --- | --- |
| Product | Relevant keywords/hash tags |
| Amazon(focal) | Books, #Amazon, kindle, $, prime |
| Costco(competitor) | #Costco, family, frozen, food, $, membership |
| eBay(competitor) | #eBay, save, vintage, $ |

**Question 3**

I crawled 2 times using the same keywords to get more than 100 tweets for each product.

**Question 3&4** are in attachment

**Question 5**

I used the tool provided by: <https://www.wordclouds.com/>

|  |  |  |
| --- | --- | --- |
| Amazon | Costco | eBay |
| amazonkey | fjdkladj | wordcloud |

**Question 6**

**If the three product features you picked appeared in the Word Cloud:**

Based on my observation, the three product features I picked:‘customer review’ appeared in the word cloud, while ‘shipping’ didn’t appeared in any Word Could. For ‘price’, we did see ‘giveaway’ in Amazon Could but seldom have costomers mentioned price both in Costco Cloud and in eBay Could. Therefore I choose three features to provide a comparison table of the focal product and its benchmarks: customer review, anchor links and hot topic.

**Comparison table:**

|  |  |  |  |
| --- | --- | --- | --- |
|  | Customer review | Anchor links | Hot topics |
| Amazon | Positive | Many | Book,kindle |
| Costco | Positive and negative | Few | Hillary Cliton, foods |
| eBay | Neutral | Many | Nike, shoes |

Overall, the focal product, by comparing Amazon and its benchmarks, we found that Amazon is advanced in terms of customer review and anchor links and remain its charactistic as a famous book seller.

**Explaination :**

**Customer review:** There are some keywords, which can be viewed as evaluation the performance of the website, appeared in three Word Clouds. For example, in Amazon Cloud we saw ‘great’ while in Costco Cloud we saw ‘love’ but also ‘shit’.

**Anchor links:** We saw links in three Clouds. Most of these links are pointed to the shopping website itself. In my opinion, more links means people are more likely to recommend this shopping website, which is good. Furthermore, the shopping website would have more inlinks via Twitter, and Twitter itself is a high rank website, thus more or less would contribute to the page rank of a given shopping website.

**Hot topic:** By comparing hot topics, we can get a sense what people care about in terms of Amazon, Costco or eBay. In Amazon Cloud, we saw ‘book’ as a larger size font, which excatly match with Amazon, who sells a lot of books. The same as Costco and eBay, speaking of Costco, /eBay, people will think of food/buying shoes or clothing(noticed that Costco has hot topic ‘Hilary Cliton’ is because that Hilary Cliton signed books at Connecticut Costco recently). By looking at these keywords, we know the character for each shopping website. If ‘book’ is no longer the keywords appeared in Amazon and instead it appeared in eBay, Amazon needs to pay attention to it.

**Question 7**

The code is in attachment. For a keyword, I can a lot of tweets like thousands of tweets until reach the limit. The program was stopped and return an error. But if we keep changing different keywords, we could get quite a lot tweets as many as we want. In my demo, I just crawled 100+ tweets for each keyword of a given product.