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Our Team

A large, thick, orange swoosh that starts from the left edge of the slide, curves upwards and then downwards, ending with a small hook-like shape on the right side.

Motivation

Targeting customers based on data analysis is a striving goal for all companies

Goal

Get some useful business insights to be used in recommending products for users based on data analysis

Why Amazon?

In the 25 years since its creation, Amazon has grown to become the top ecommerce platform in the country.

100+

COUNTRIES that Amazon can ship to

1.6m+

Active Sellers on Amazon

197m+

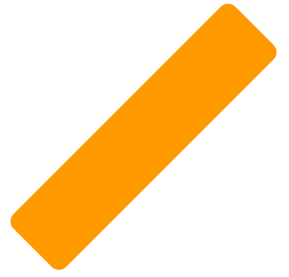
Users around the world

23%

online buyers visit Amazon
for purchasing ideas.



Dataset



The dataset is the amazon review product dataset version 2018. It is organized into folders of major product categories. Each have its own metadata, and reviews dataset.

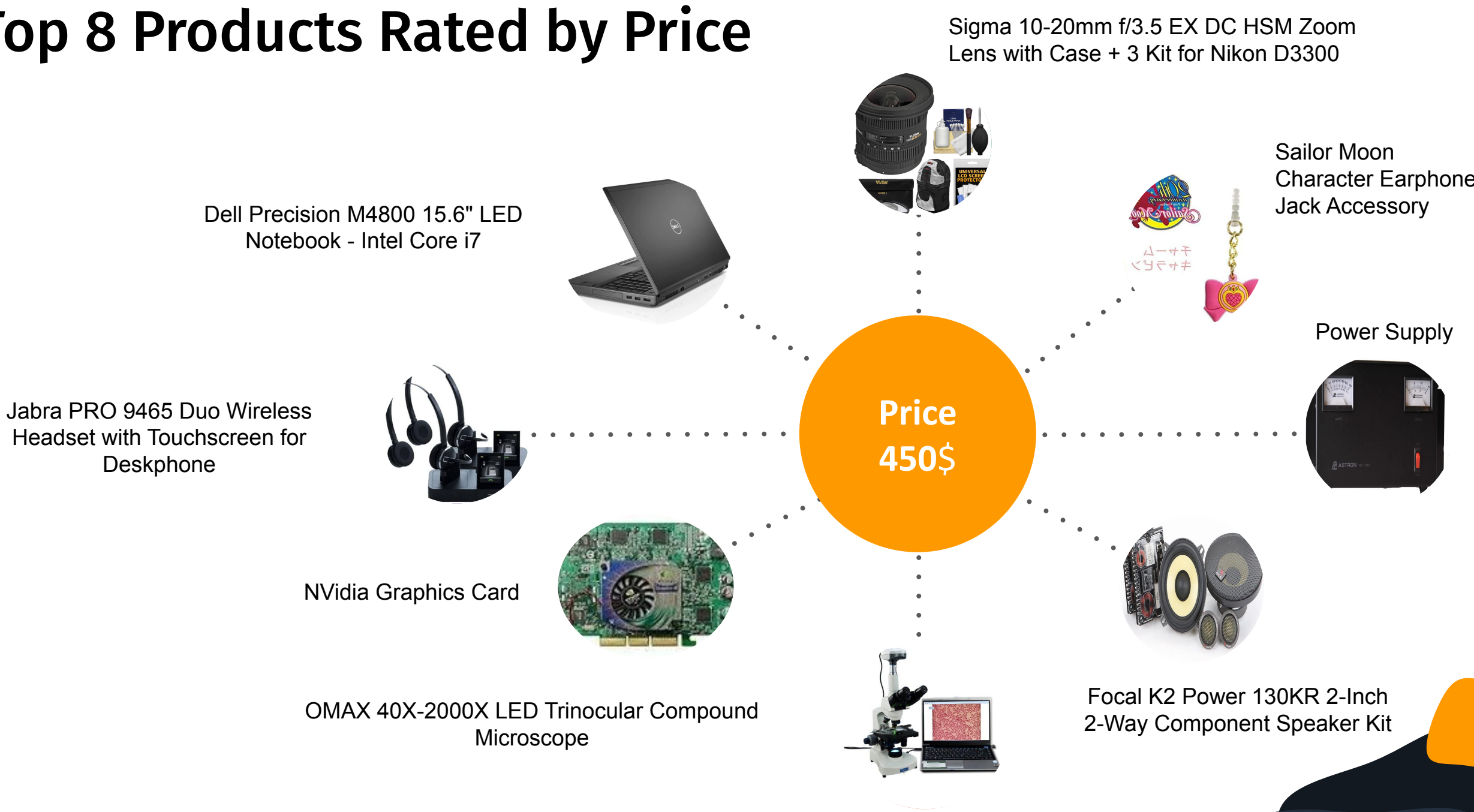
Metadata

- It holds information about the product
- It has the product price
- It contains the subcategories on which this product underlies
- It has the product brand
- It has the product features

Reviews

- It holds information about users reviews
- Each object is one review on a certain product
- It has the product_ID (asin)
- It has the rating (stars) on that product
- It may have review text and summary

Top 8 Products Rated by Price



Top 8 Products Rated by Brand

Cell Phone Case



Samsung Galaxy S3 Smartphone Cover



Notebook Bag Laptop Softcase



Stand Case Cover for iPad2



2G USB Driver

Apple New iPad 4 Bag



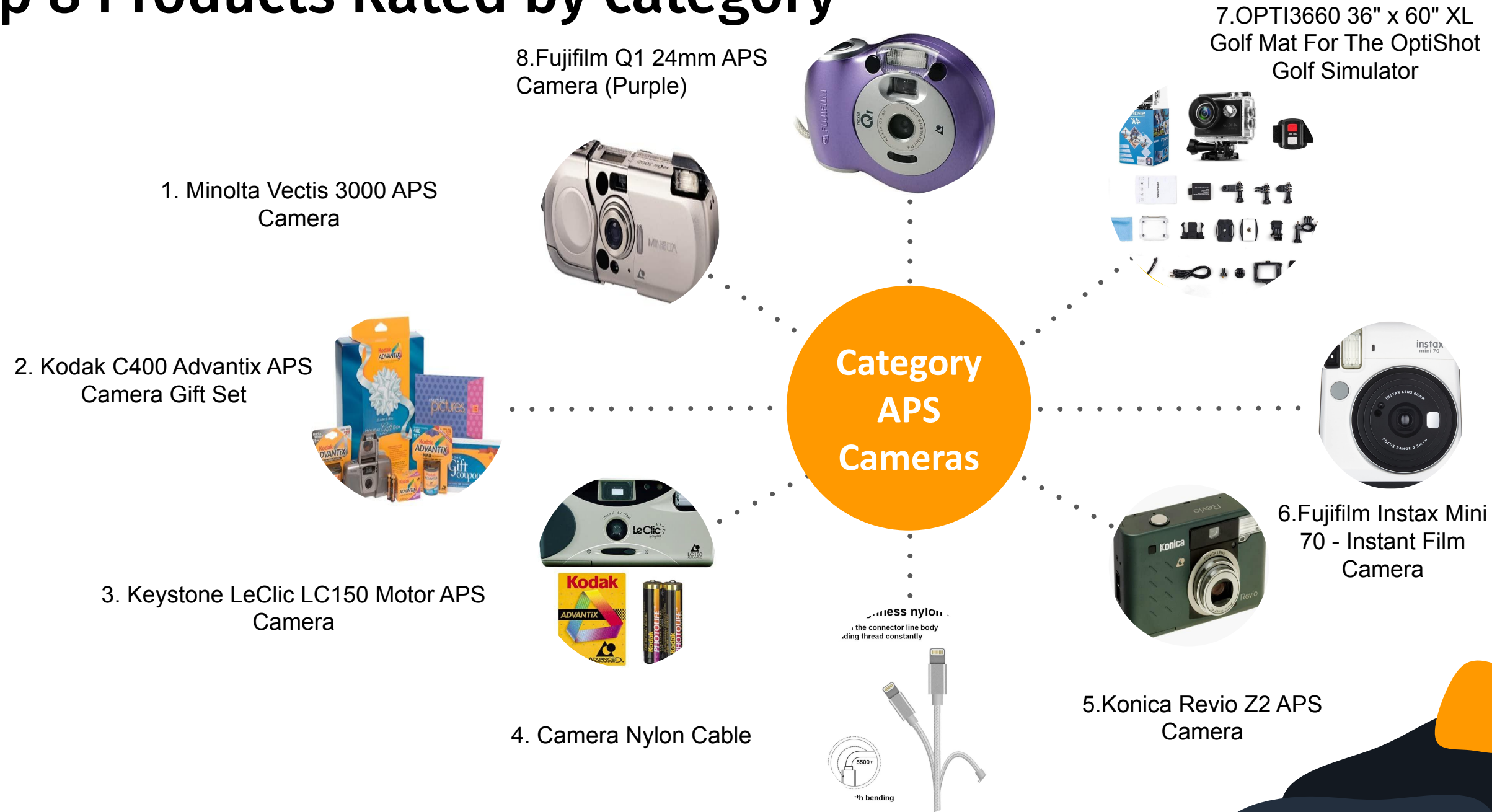
Touch pen for ipad & iphone



Wired Mouse

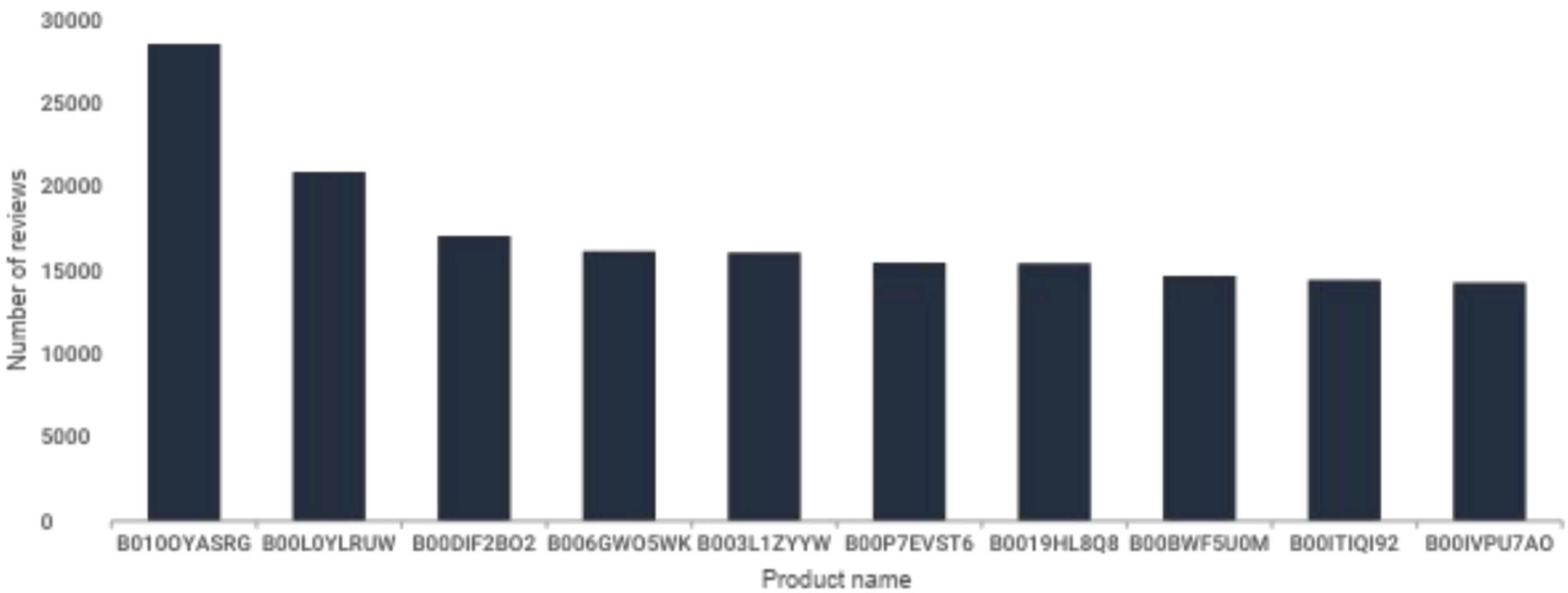


Top 8 Products Rated by category



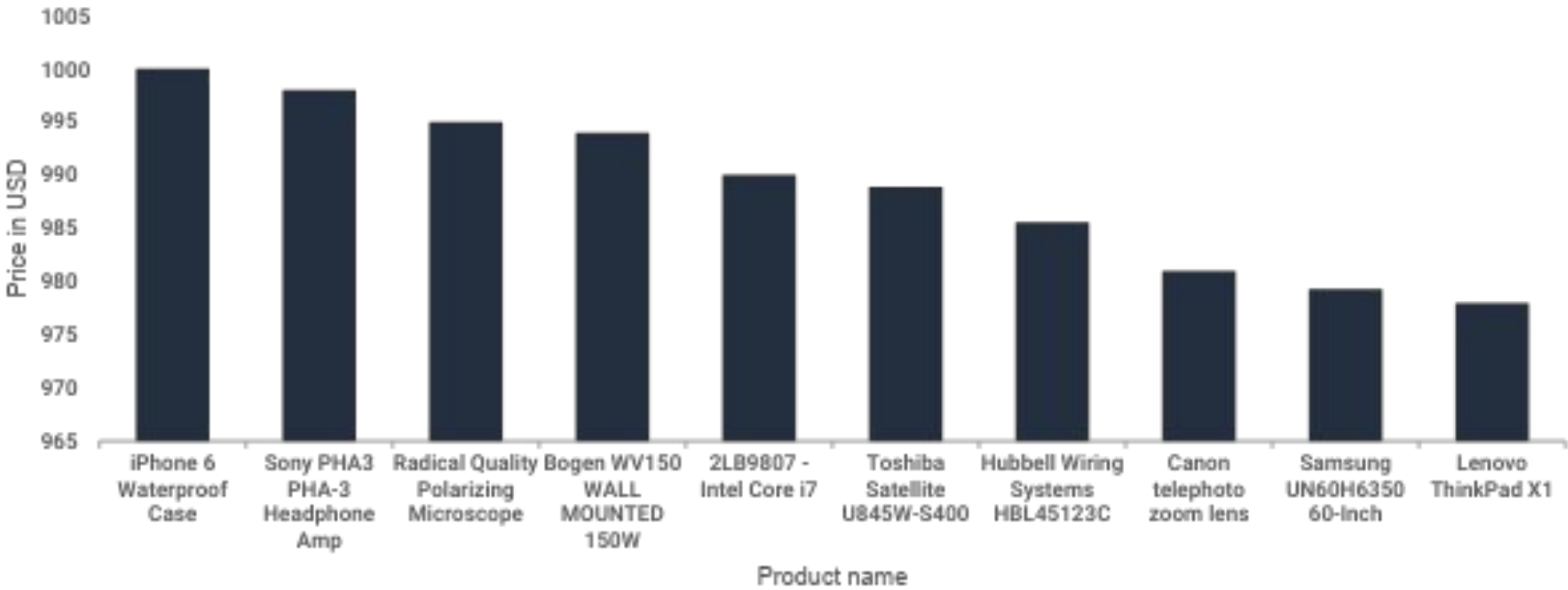
Top 10 reviewed products

This chart shows the top 10 products having reviews –either positive or negative- ranging from 28539 for the most reviewed to 14246 to the 10th most reviewed.



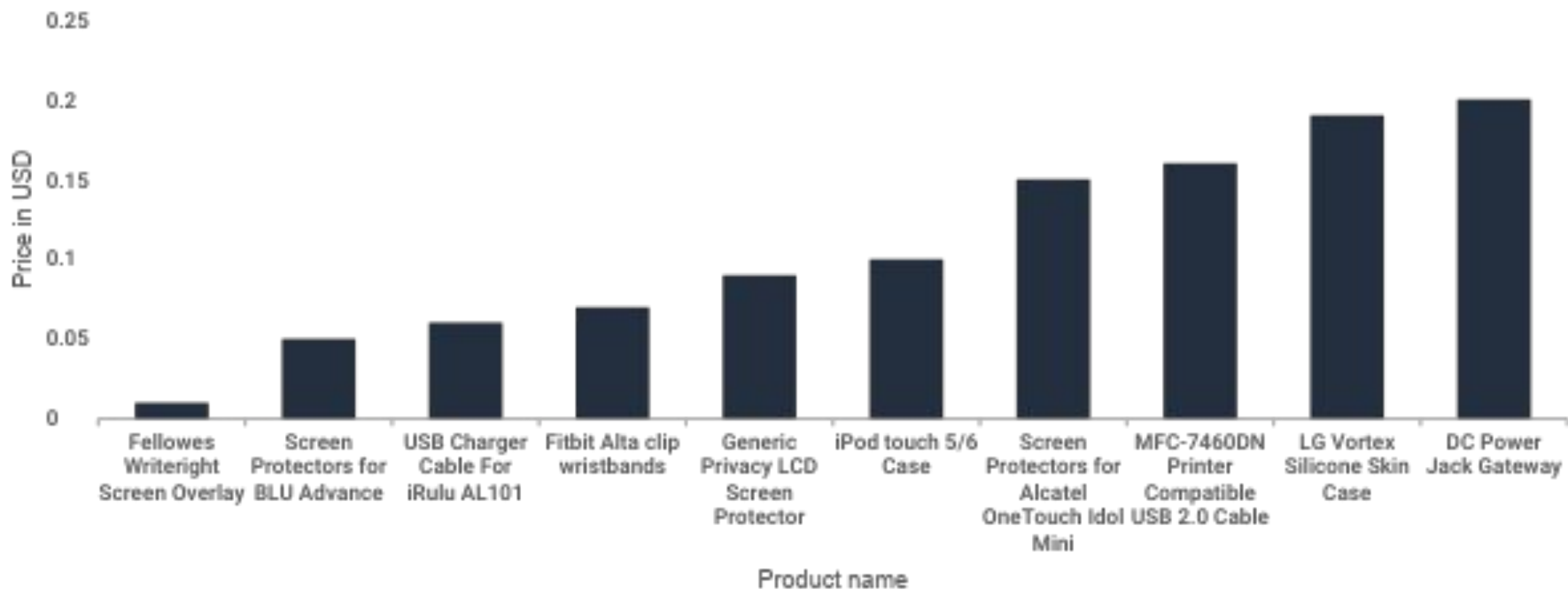
The most expensive products

This chart shows the top 10 products with respect to their prices in our dataset, ranging from \$999.99 to \$977.98



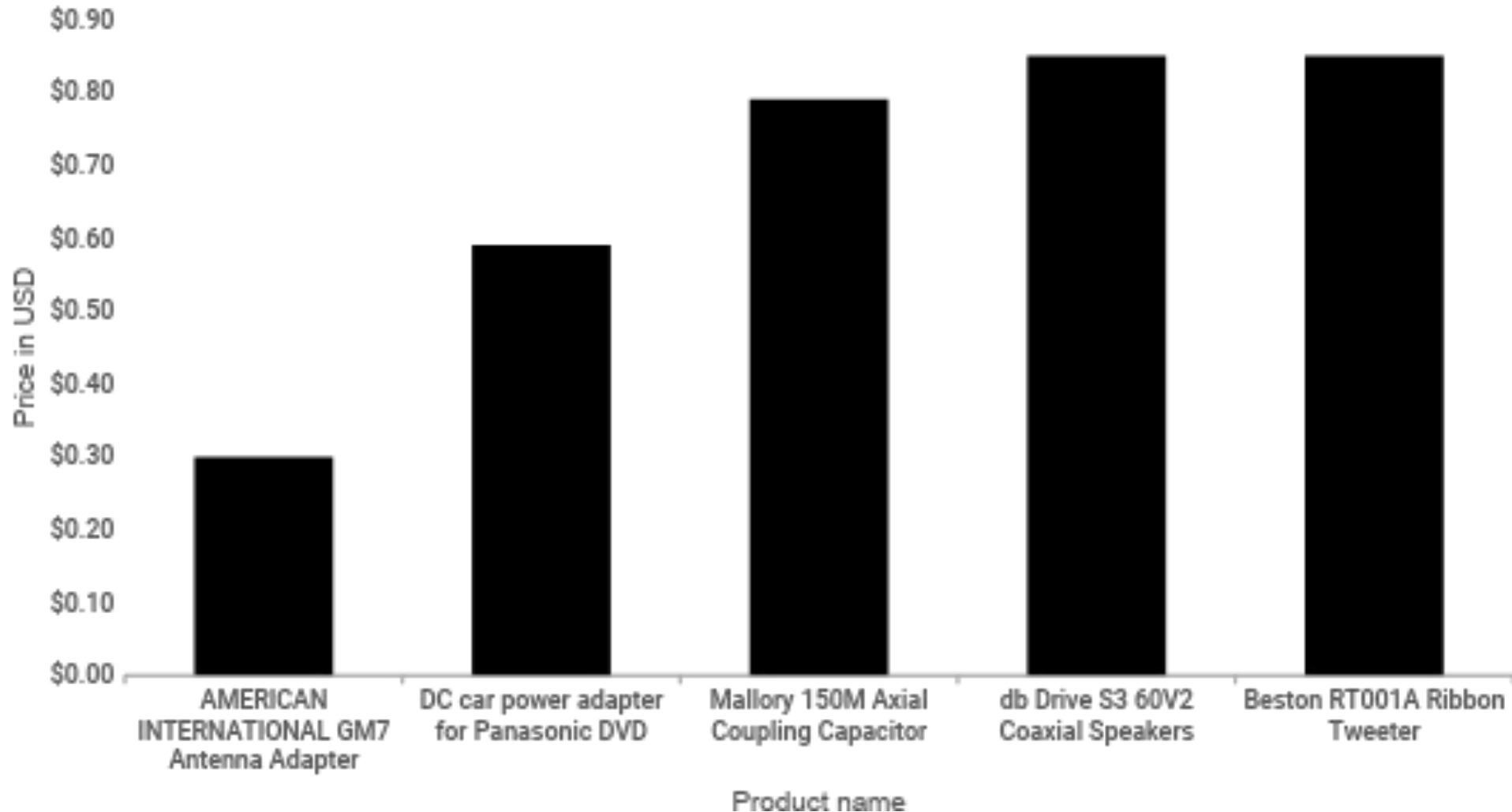
The most cheap products

This chart shows the cheapest 10 products in our dataset, ranging from \$0.01 to \$0.20



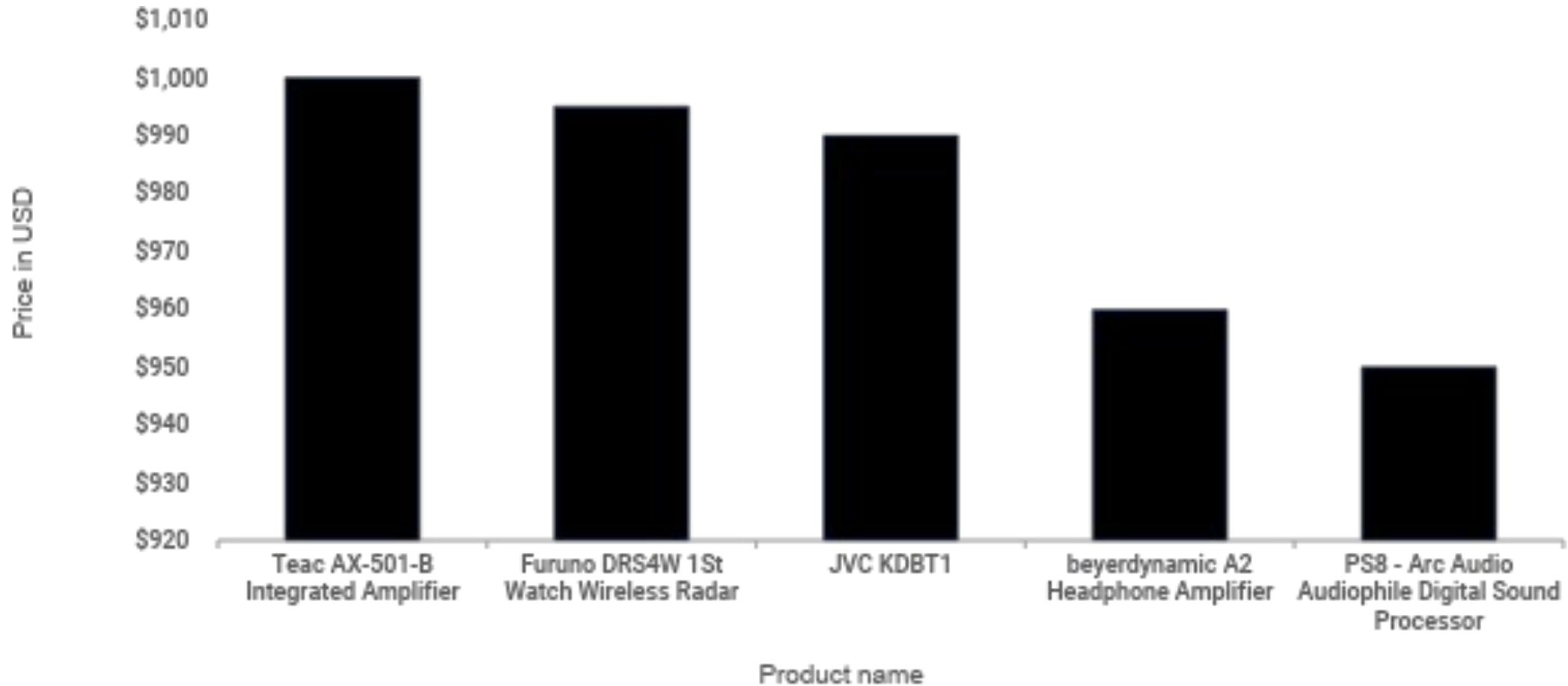
Car & Vehicle Electronics

This chart shows the cheapest 5 products in our dataset, ranging from \$0.3 to \$0.85

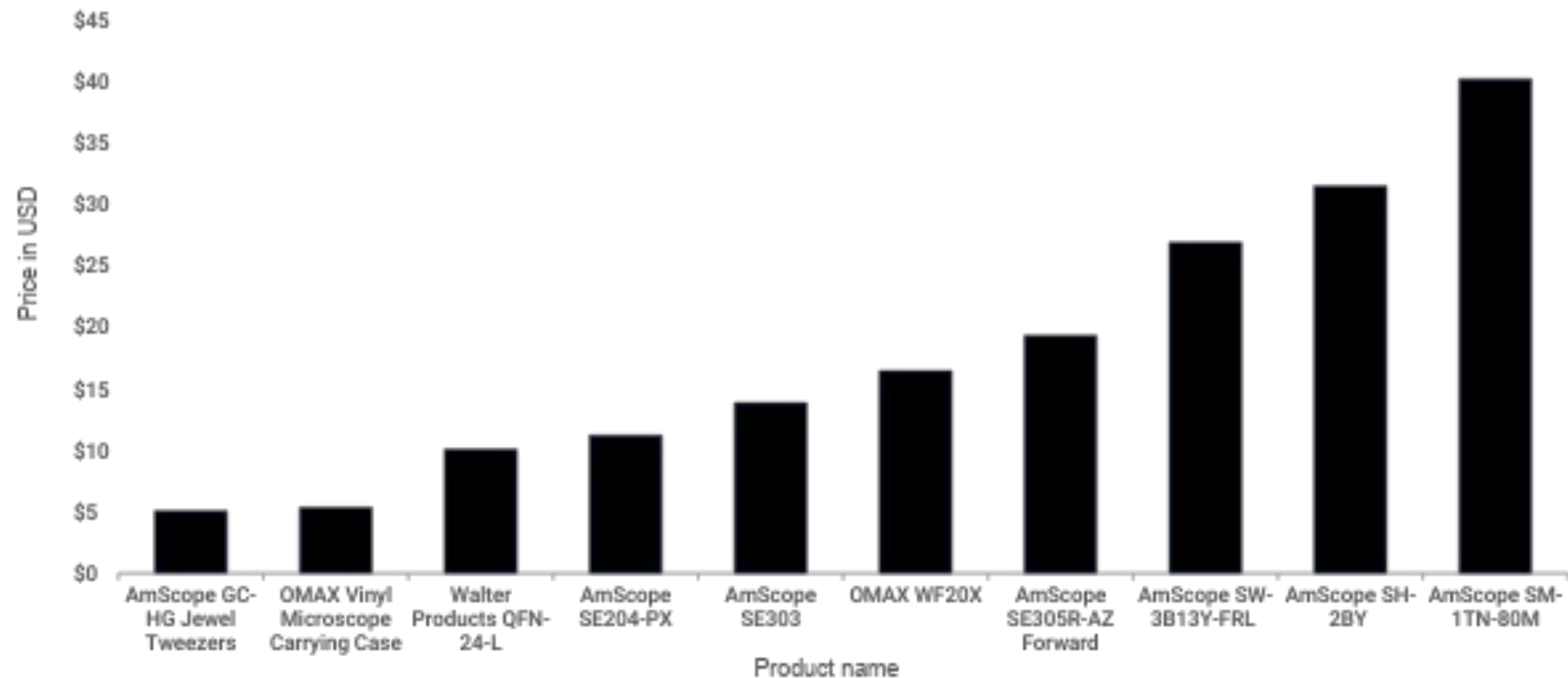


Car & Vehicle Electronics

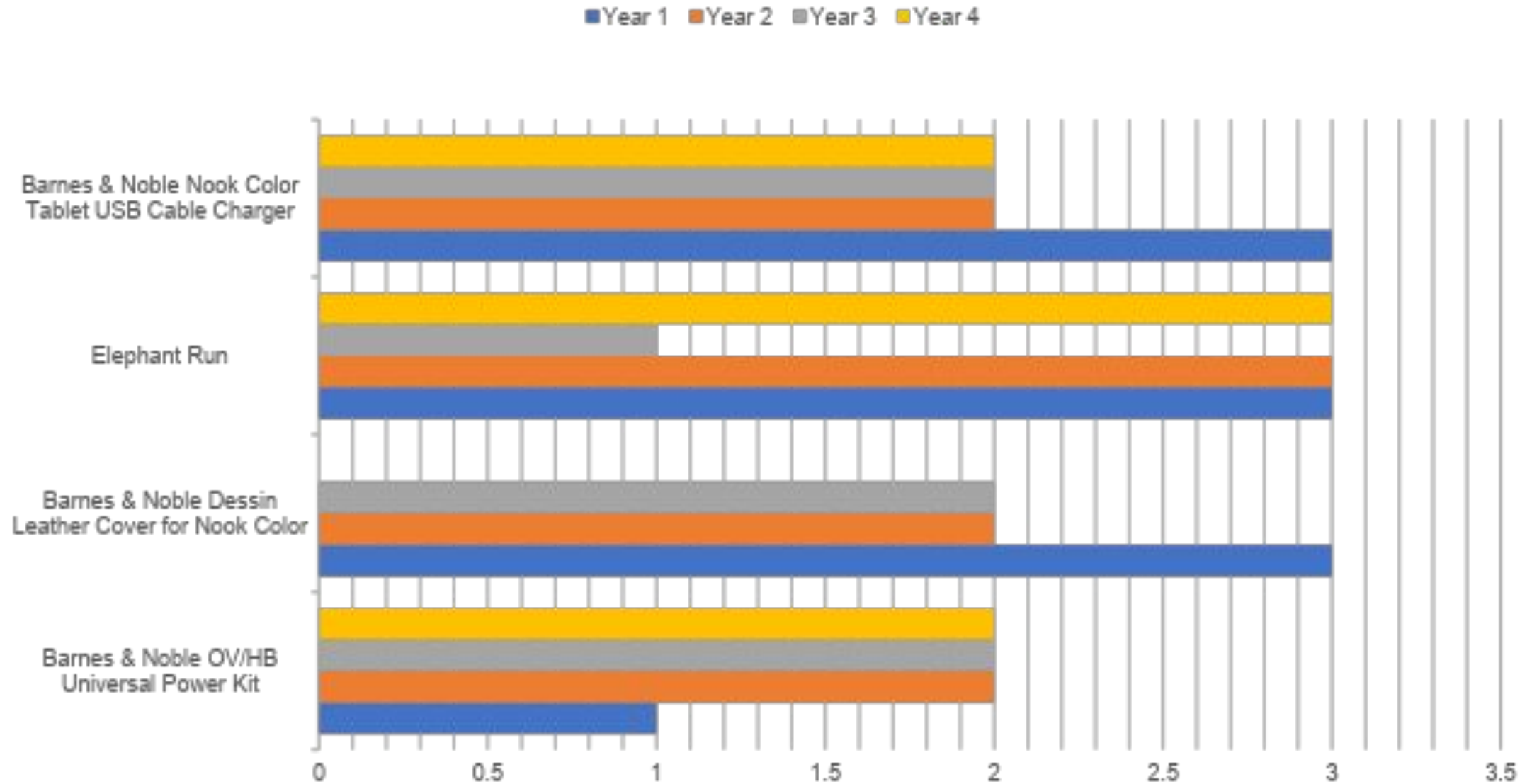
This chart shows the most expensive 5 products in our dataset, ranging from \$950 to \$1000



Stereo Microscopes prices with rate 5



Review text sentiment Analysis Per Year





Thanks!

