

# Amazon Toy Reviews Analysis



Foundations of Data Science (3250 - Sec 027)

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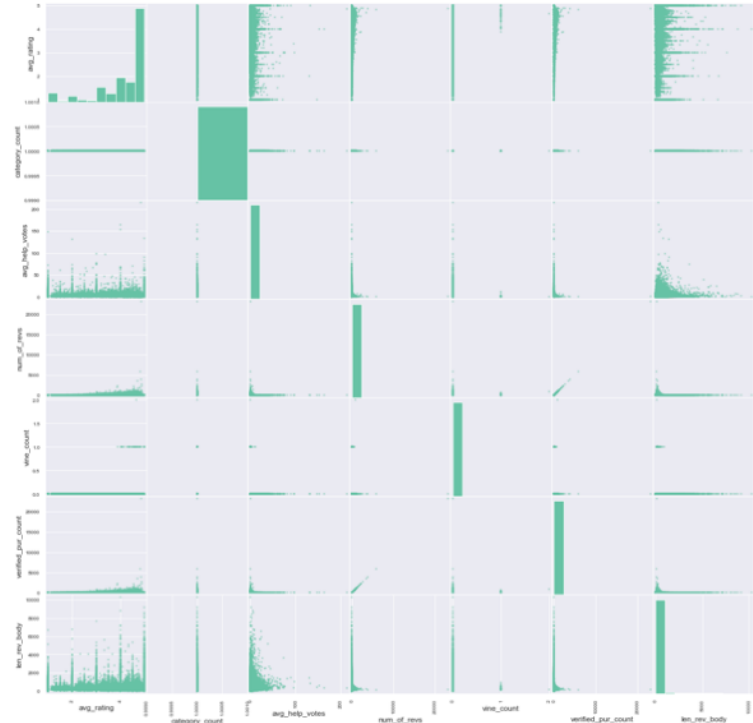
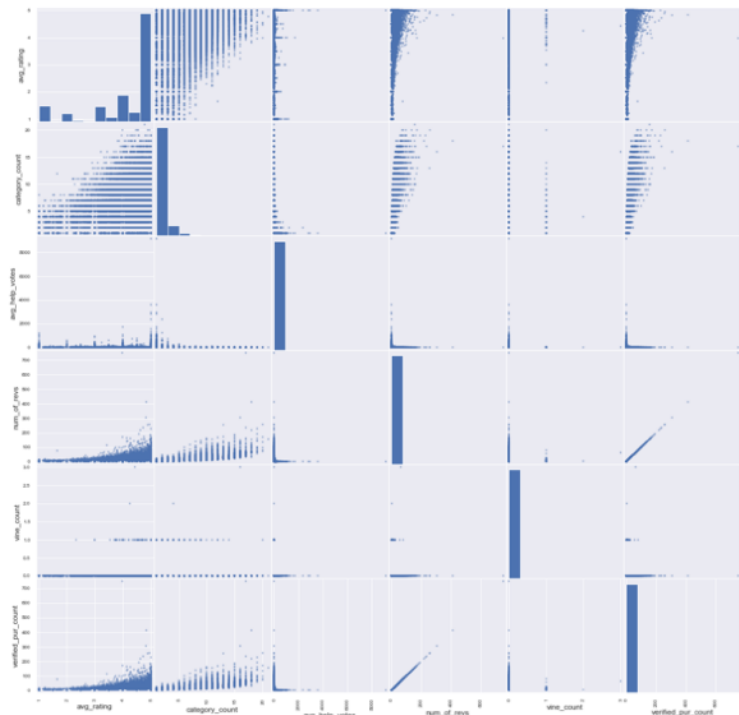
University of Toronto @ Summer 2019

# Introduction

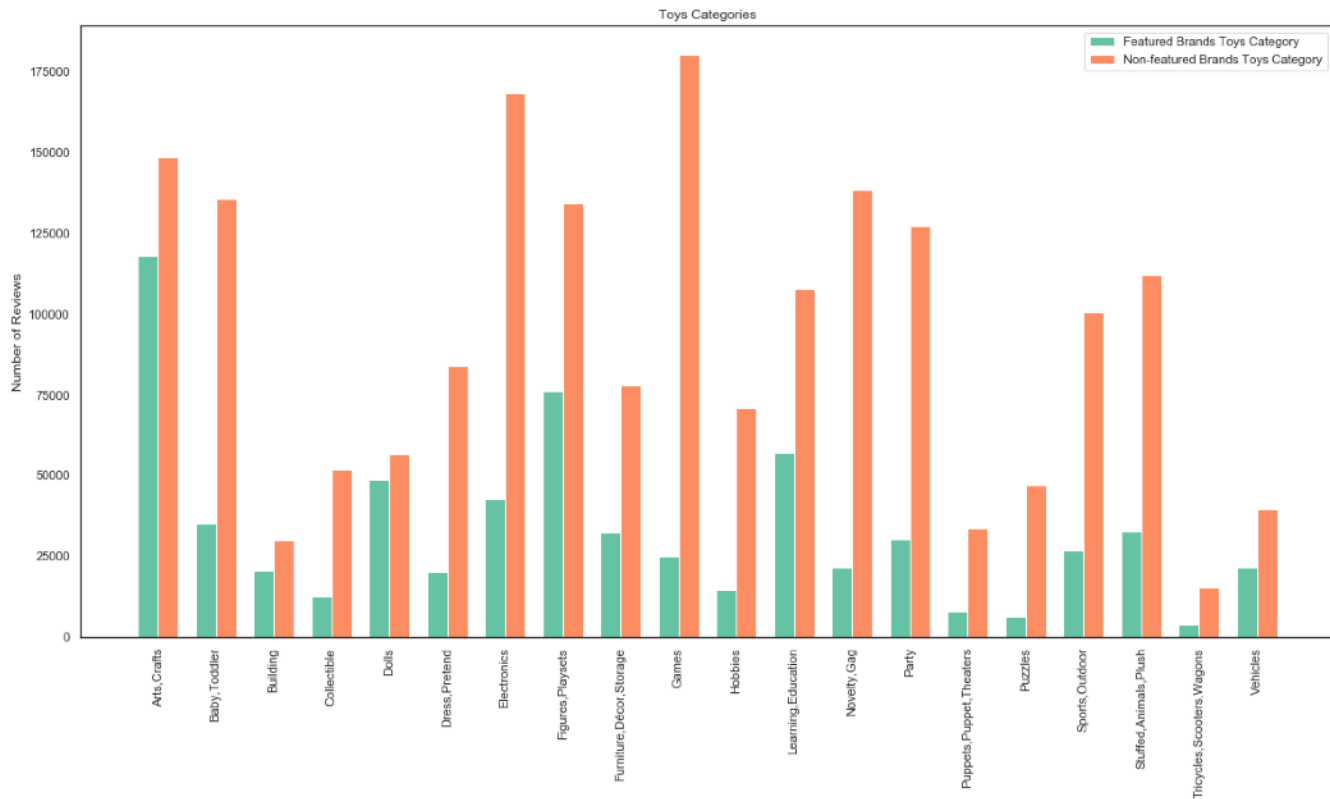
- Why Amazon Dataset
- Why Start-Ups
- Why Toys



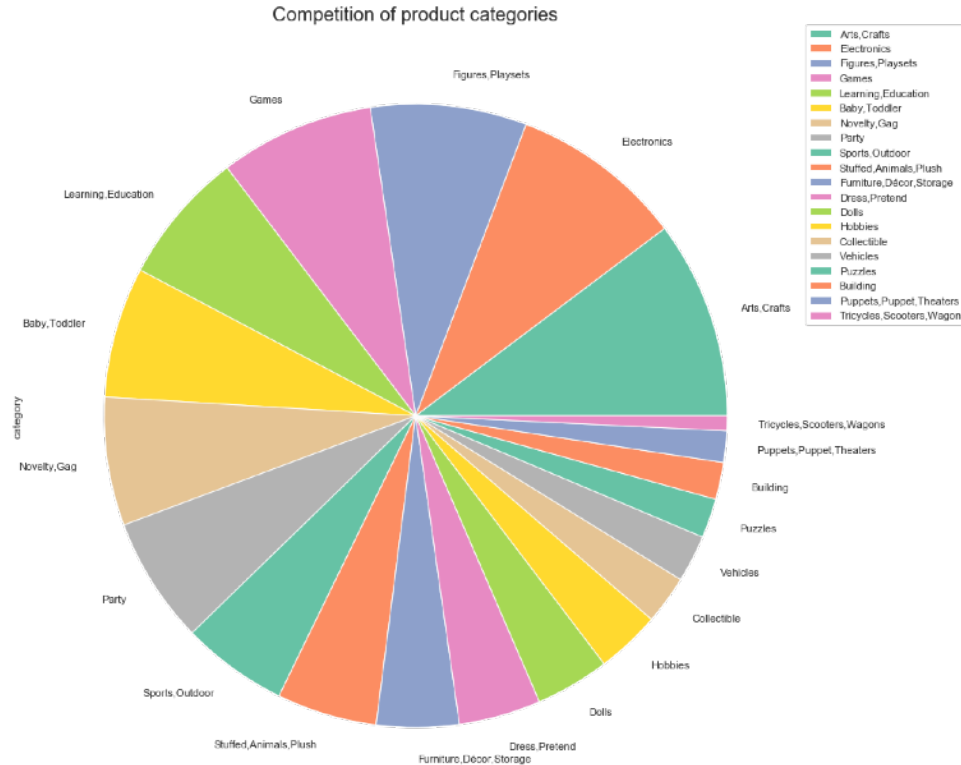
# Is our data making sense?



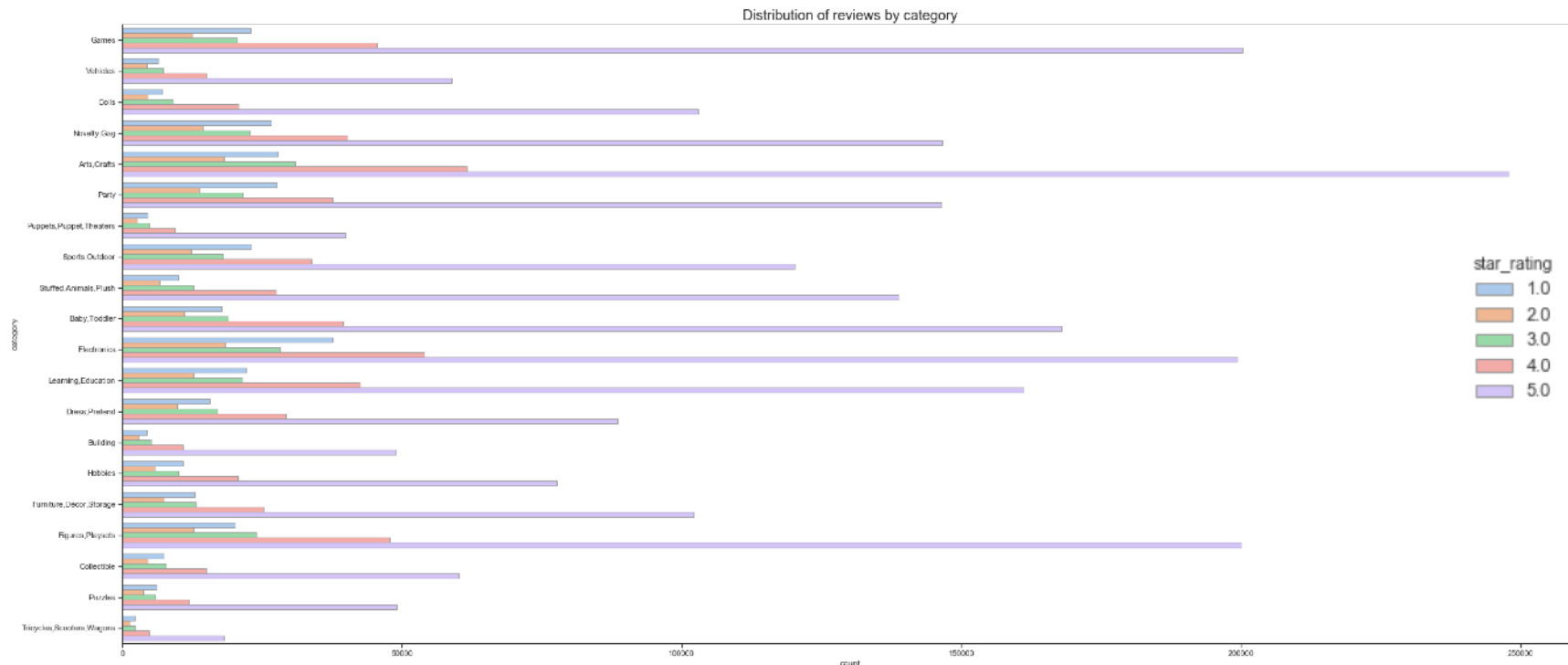
# Can a non-featured brand be successful?



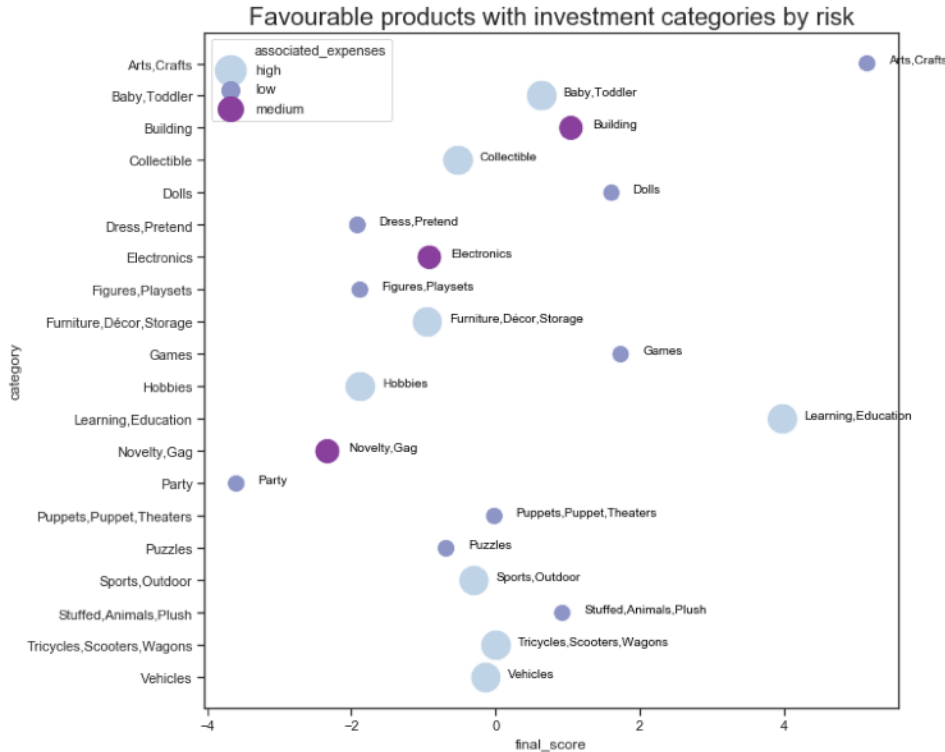
# Favourable Categories. Exploring Competition



# Favourable Categories. Exploring Reviews



# Suggested Favourable Categories



Based on:

- Demand
- Competition
- Likelihood for negative reviews
- Likelihood for positive reviews

# Features of Select Products

## High Investment

Joissu Flingshot Slingshot Flying Screaming Monkey

*MONKEY, BROKE, FIRST TIME, SCREAM DIDN'T WORK, QUALITY ETC*

1 Pack of Shocking Gum, Funny Shock Gag Random Color

*DIDN'T WORK, DIDN'T EVEN GET ONE SHOCK, BROKE, GUM BAD, WONT WORK ETC*

Rainbow Loom Crafting Kit includes Loom, Metal Hook, Mini Rainbow Loom, 600 Rubber Bands + 24 Clips

*NOT real product, counterfeit, fake, not original broke*

## Medium Investment

Money Maze Bank by Dragonpad

*Broke, plastic, waste, gift, Christmas, arrive late*

UDI U818A 2.4GHz 4 CH 6 Axis Gyro RC Quadcopter with Camera RTF Mode 2

*Battery, charger, drone, fly first only good*

## Low Investment

Gazillion Bubble Hurricane Machine

*USE WORKED, ONLY ONE TIME, TOPPED, BATTERIES, MOTOR, BROKE*

Disney Frozen Enchanting Elsa Dress

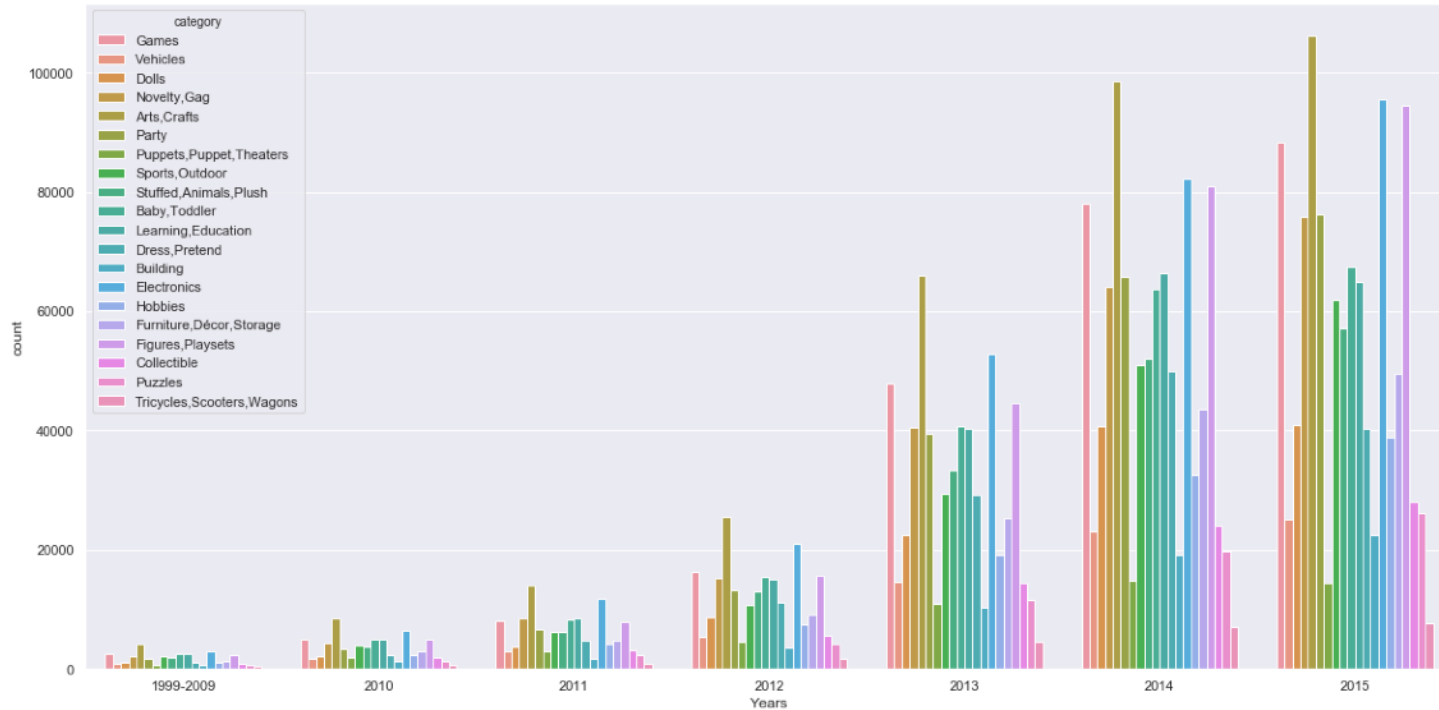
*DRESS MATERIAL, ITCHY, SCRATCHY, SLEEVES, CHEAP QUALITY*

4M Glow 3D Solar System

*STARS, DON'T GLOW, ADHESIVE, LIGHT OFF, STICK, FELL, WASTE*

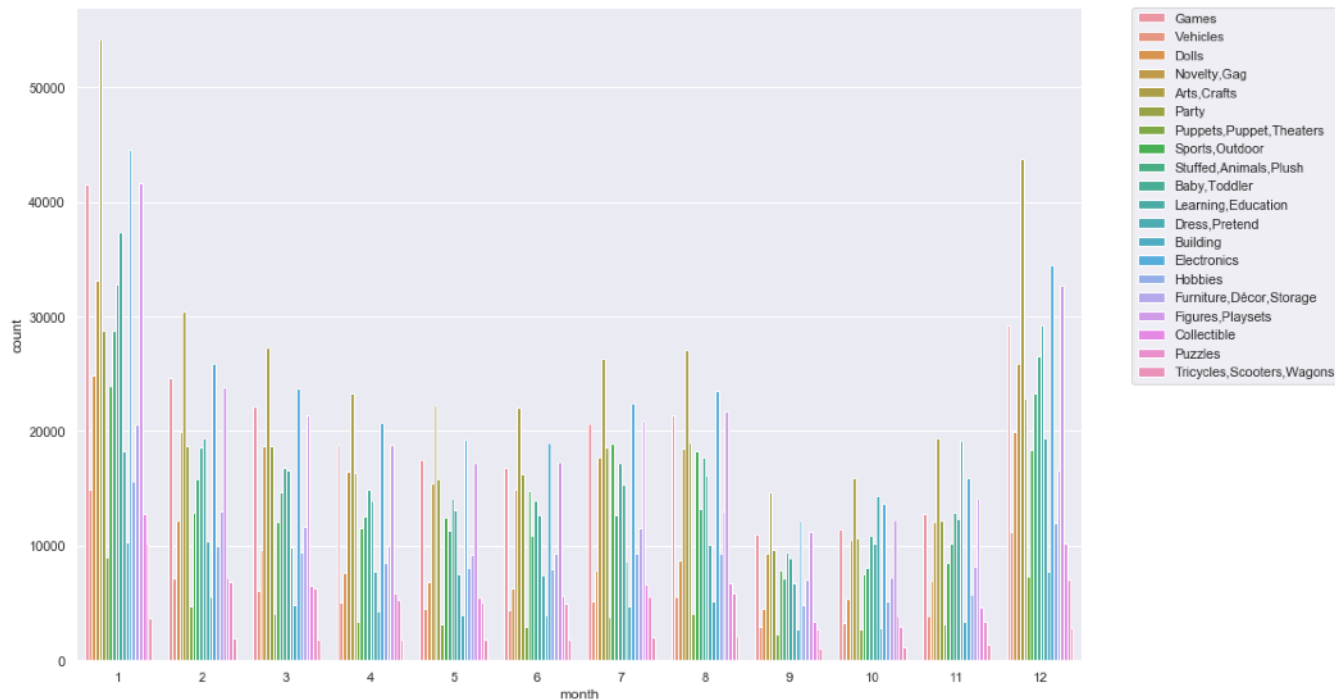


# Year over Year Analysis - Steady Popularity



YOY Number of  
Reviews For All  
Toy Categories

# Seasonal Month Over Month Analysis



MOM Analysis Sale/Holiday

Months:

- Black Friday - November  
(11) – **no spikes**

Outliers: costumes

- Christmas - December  
(12) – **has spikes**
- Year-End Deals - January  
(1) – **has spikes**



G4 BIG DATA AGENCY

