Data Appendix

- reviews_cleaned.csv
  Each observation (row) of *reviews_cleaned* contains the data associated with a
  unique Amazon review regarding a specific book

  o user_id: unique identifier of reviewer
  o profileName: profile name of reviewer
  o book_title: unique book identifier, name of book in review
  o book_price: price of book in review
  o helpfulness: ratio of rated helpful/total rates
  o rated_helpful: number of times rated helpful
  o rated_total: number of times rated today
  o rated_unhelpful: number of times rated unhelpful
  o text_word_count: word count of body text of review
  o summary_word_count: word count of summary text of review
  o vader_sentiment: Vader polarity decimal score (-1 to 1)

- books_cleaned.csv
  Each observation (row) of *books_cleaned* contains the data associated with a
  unique book offered on Amazon

  o title: unique identifier of book
  o description: descriptive summary of book
  o authors: author(s) of book
  o previewLink: URL for book preview
  o publisher: publishing company of book (contains NULL values)
  o publishedDate: year the book was published
  o categories: categorical classification of book
  o ratingsCount: number of recorded reviews of book