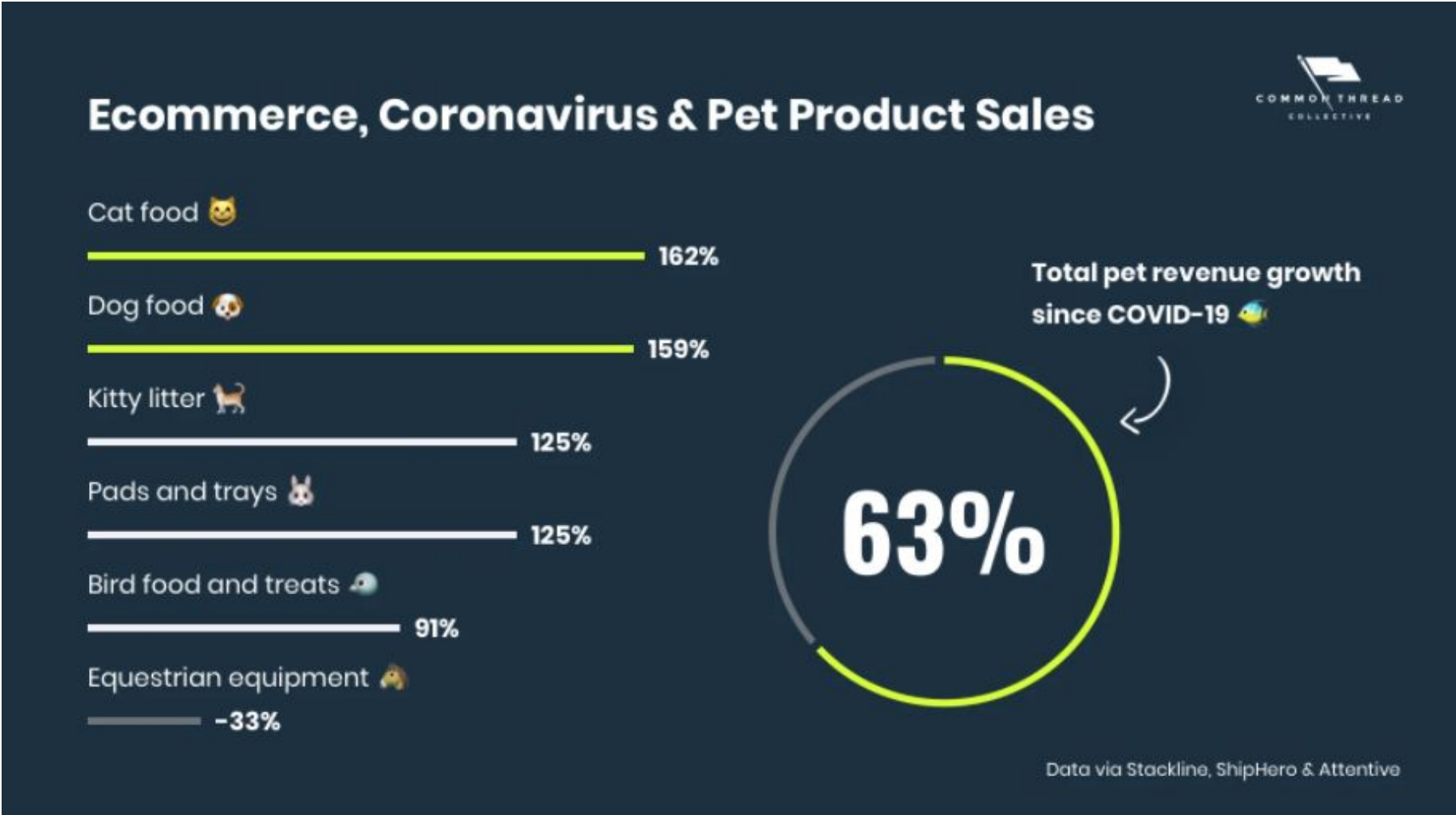


Innovation Booster

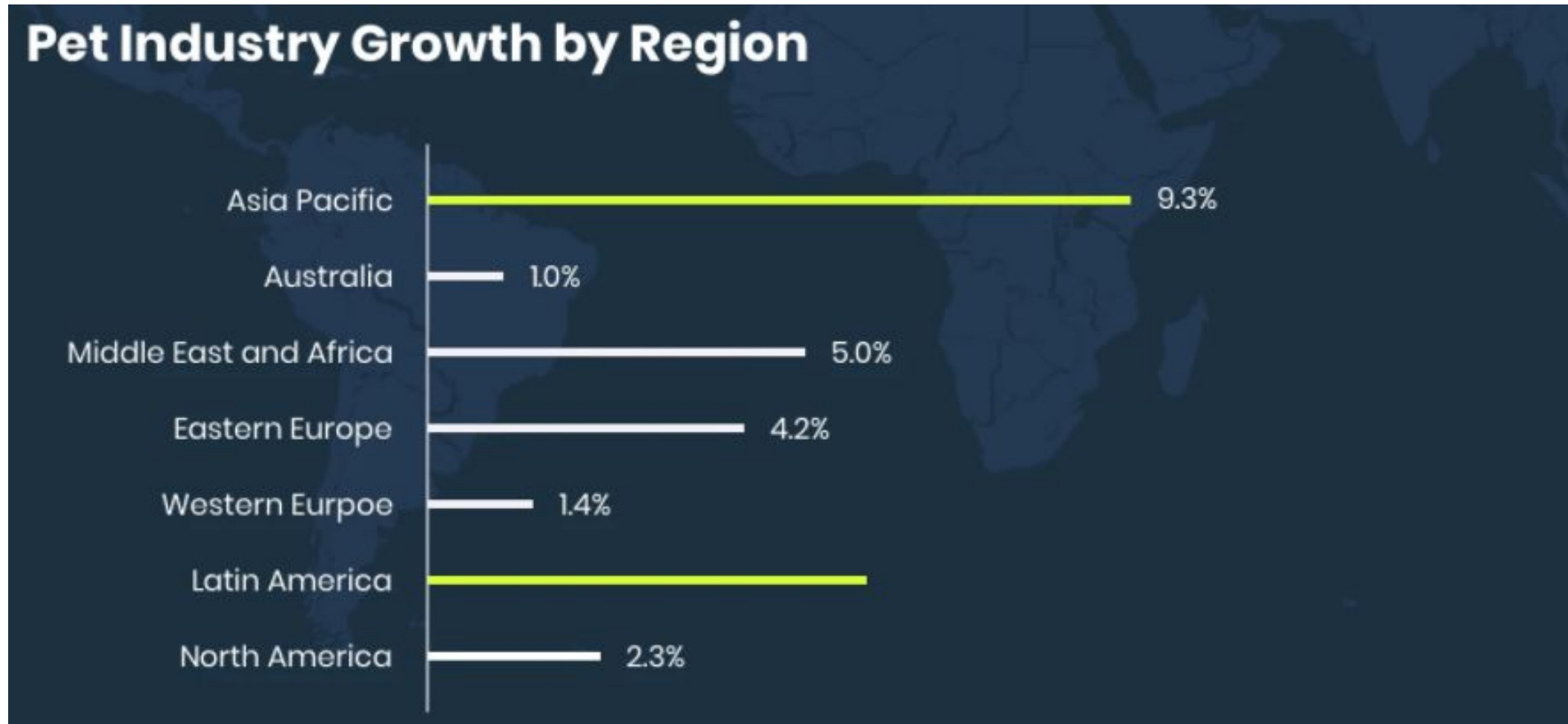
Machine Learning Case Study:
Launching a Pet Product in the US

1/19/2022

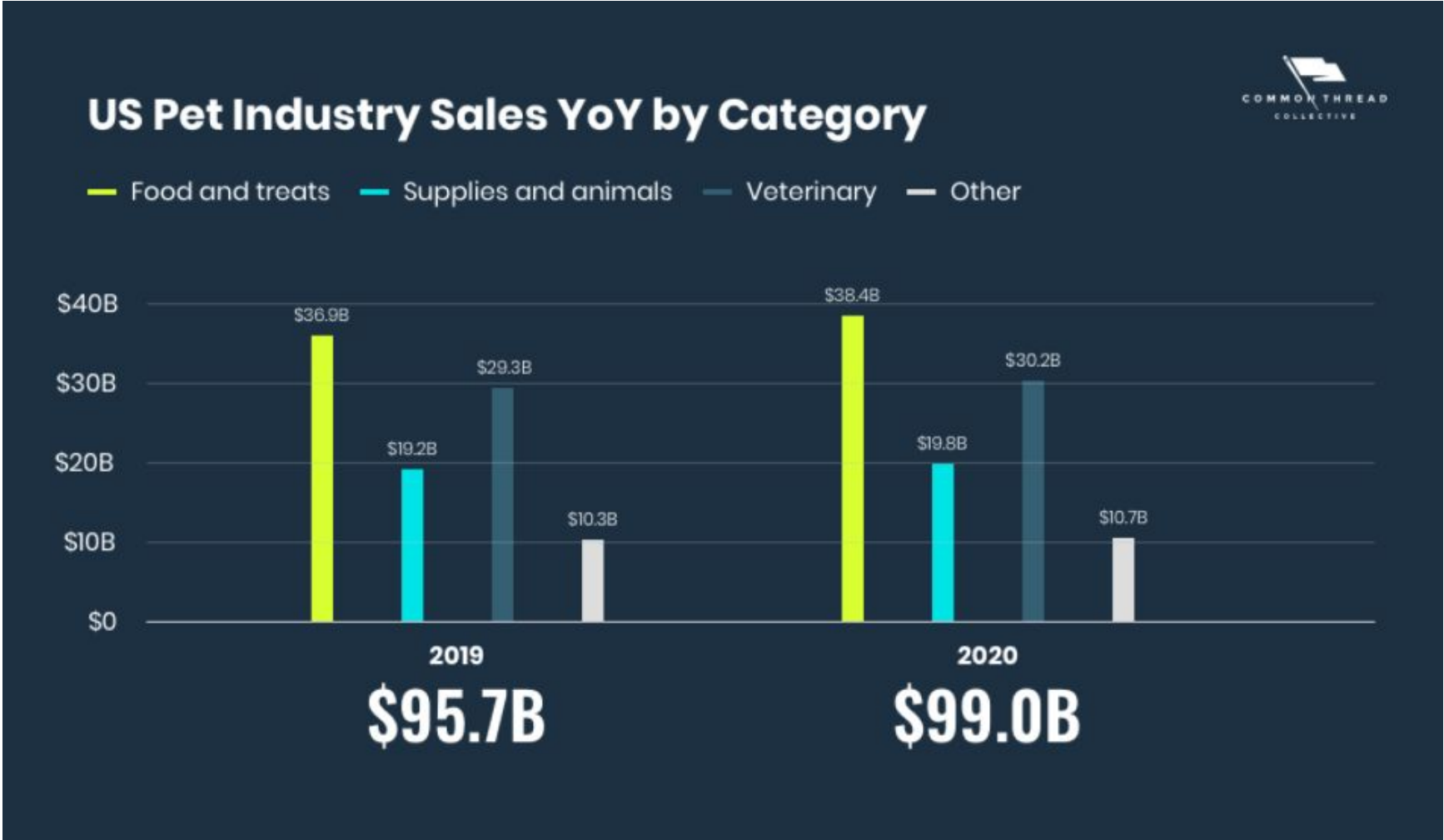
Pet Product Market



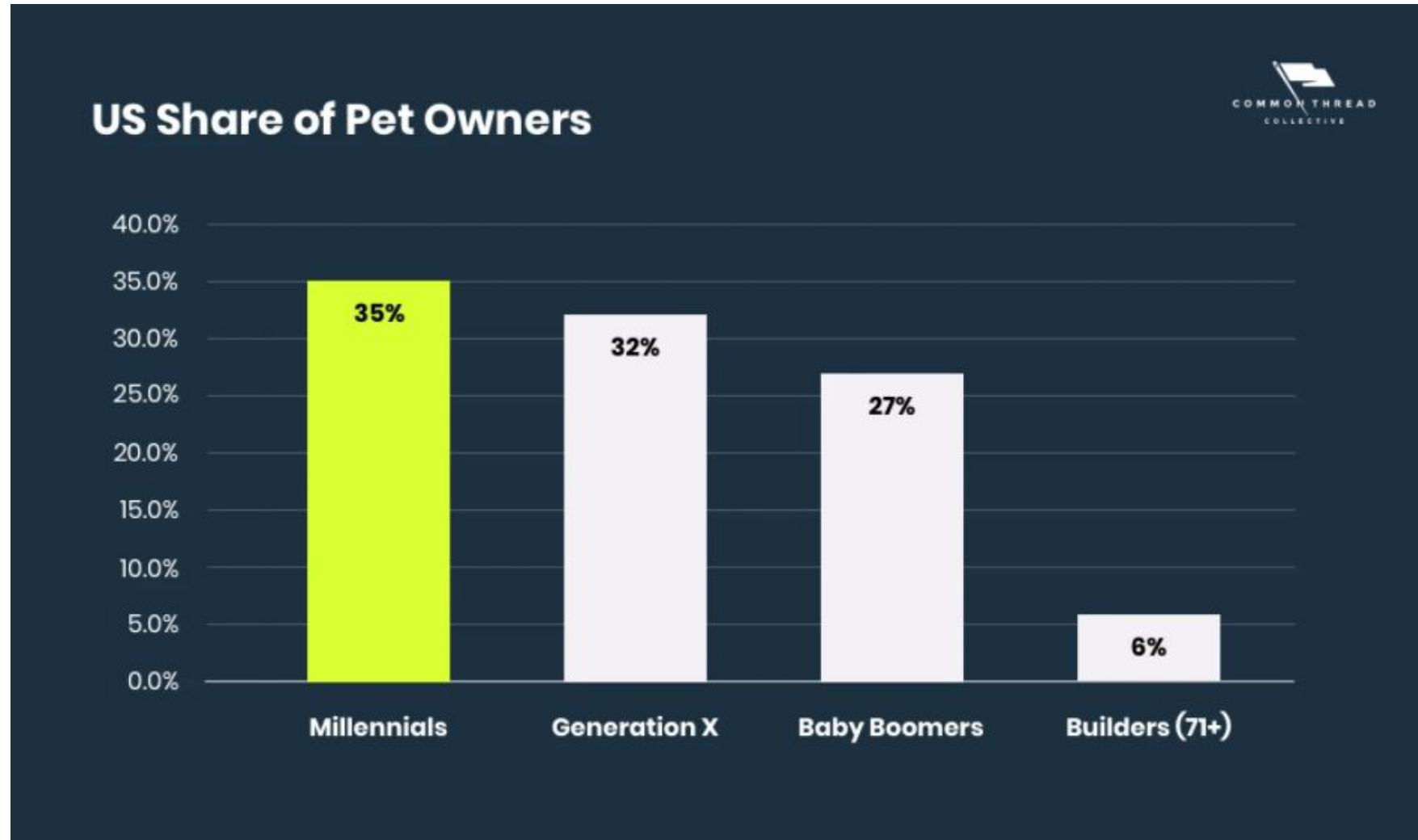
Pet Product Market



Pet Product Market



Pet Product Market



<https://commonthreadco.com/blogs/coachs-corner/pet-industry-trends-growth-ecommerce-marketing>

Case Study Specifications

Data Source: Amazon Pet Product Reviews Classification ([Kaggle](#)).

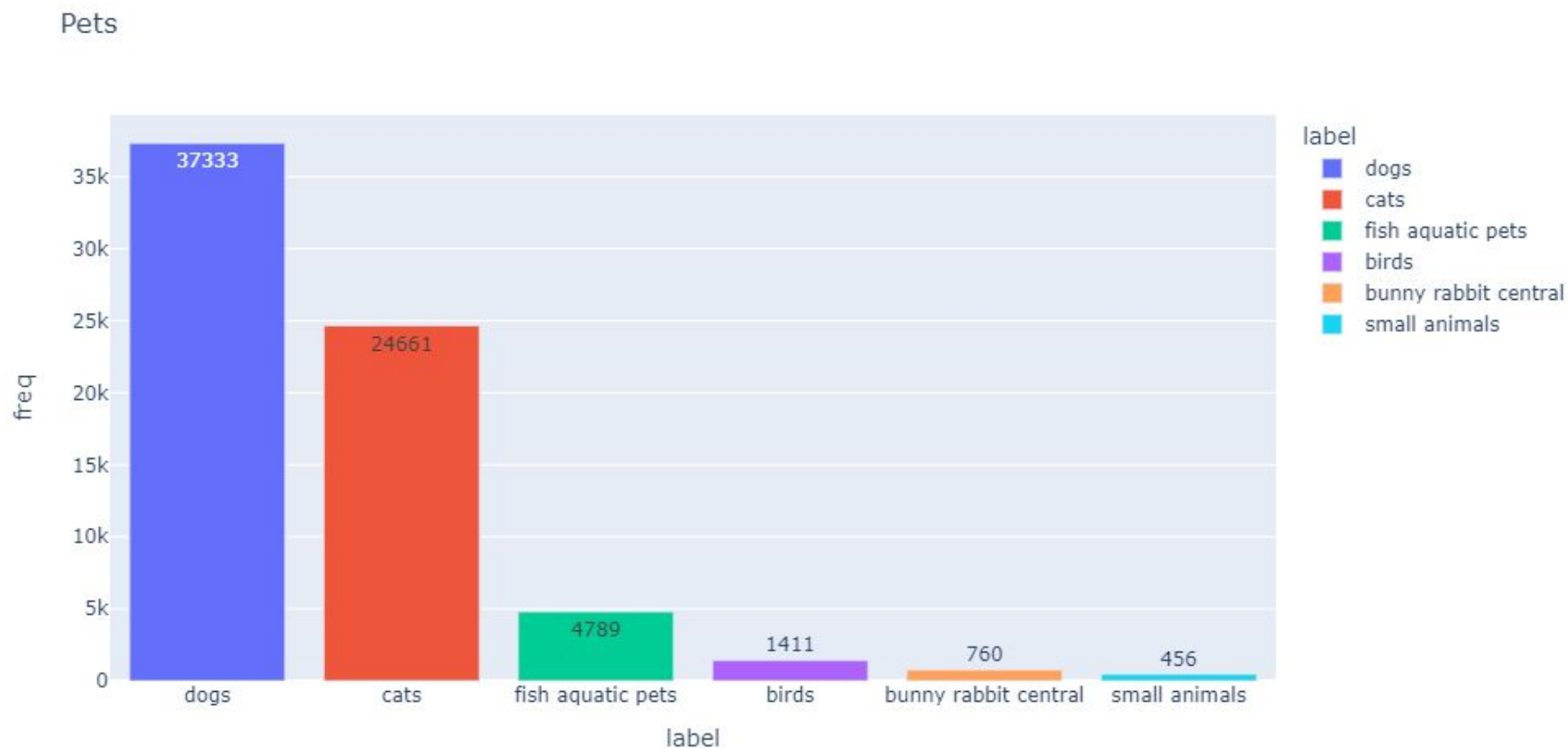
Programming Language: Python

Project Link: <https://github.com/NayibGS07/NLP-CaseStudy>

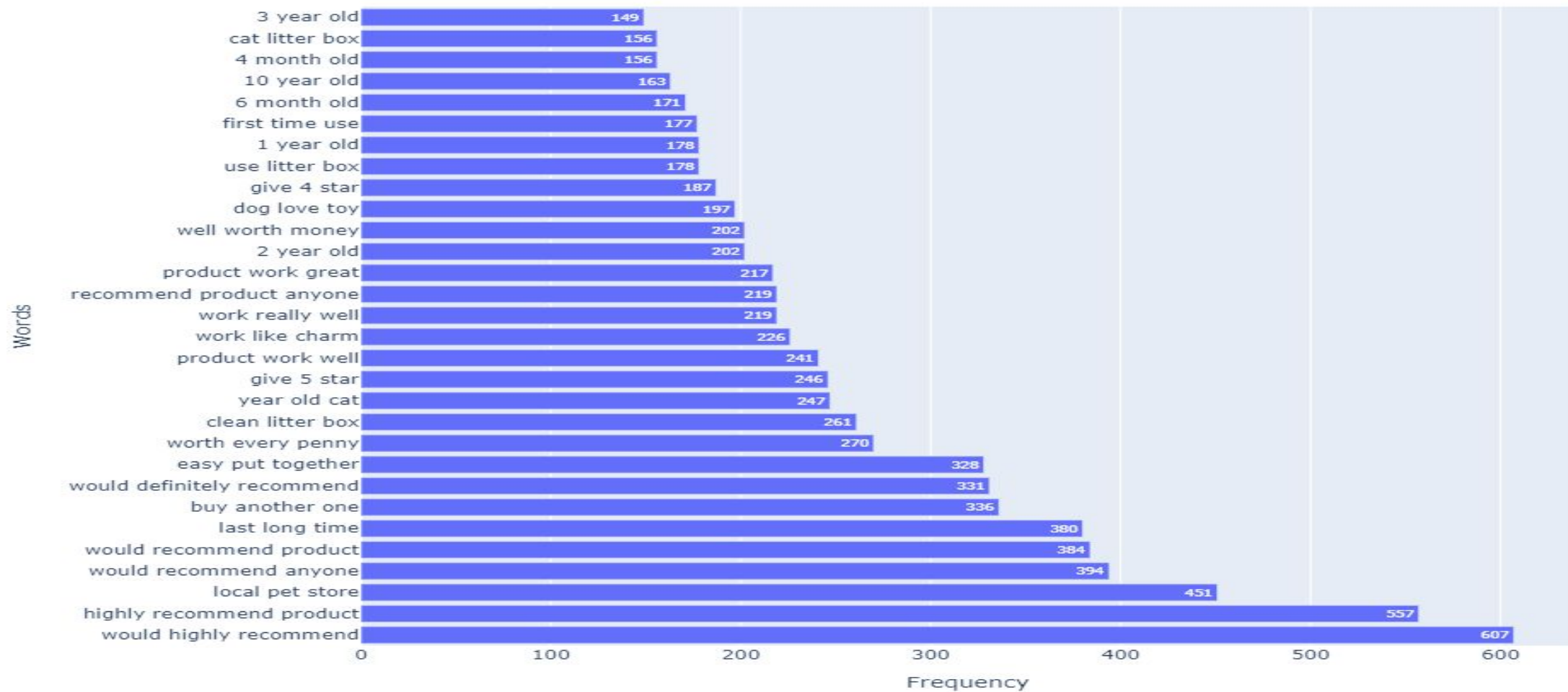


Data Exploration

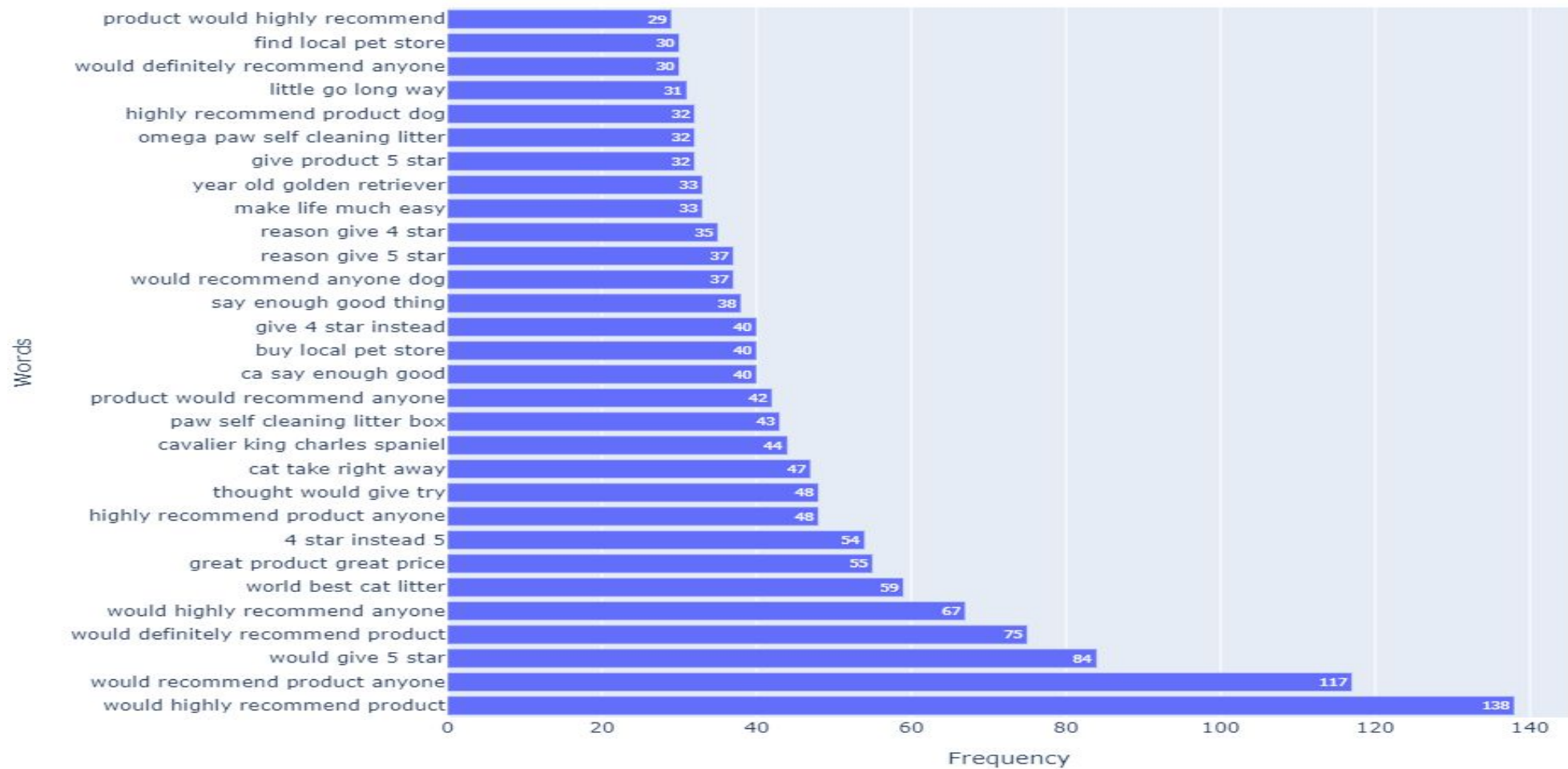
Total of comments: 69.410



Global Word Analysis



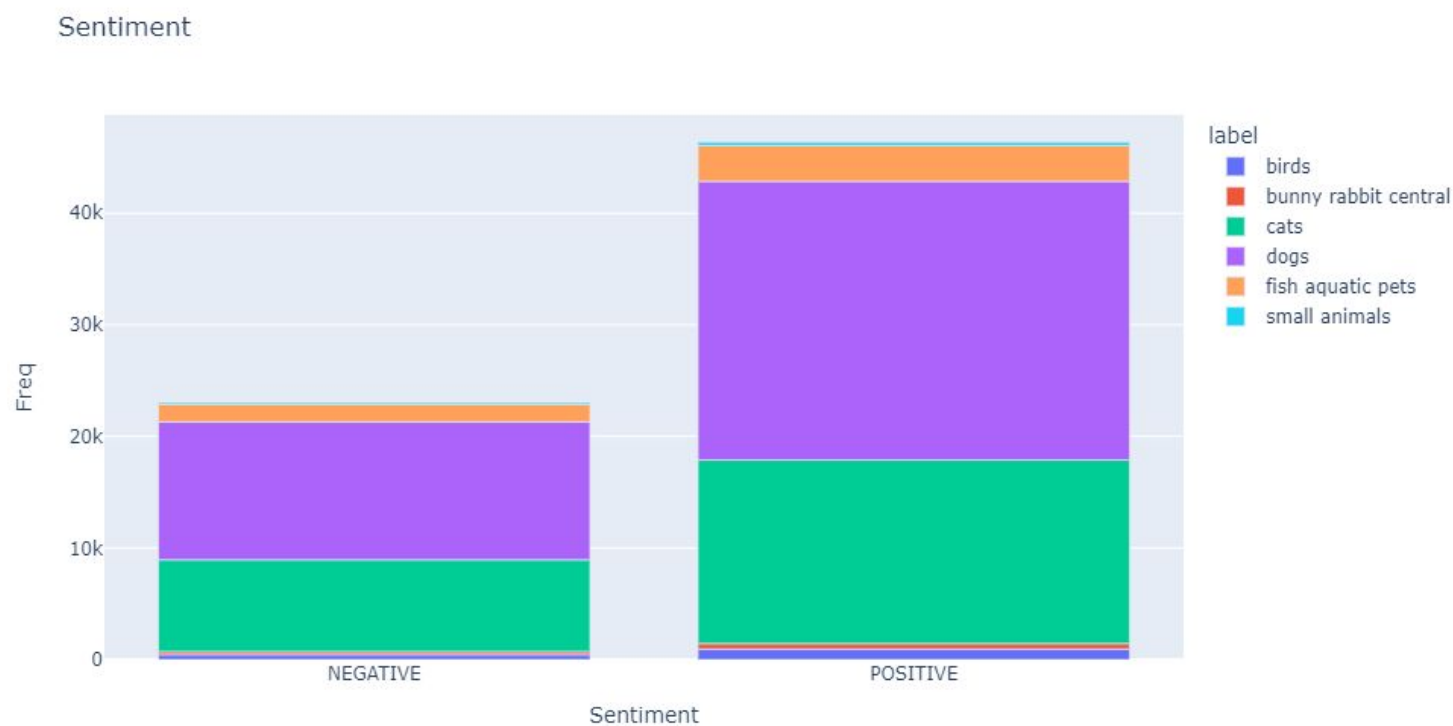
Global Word Analysis



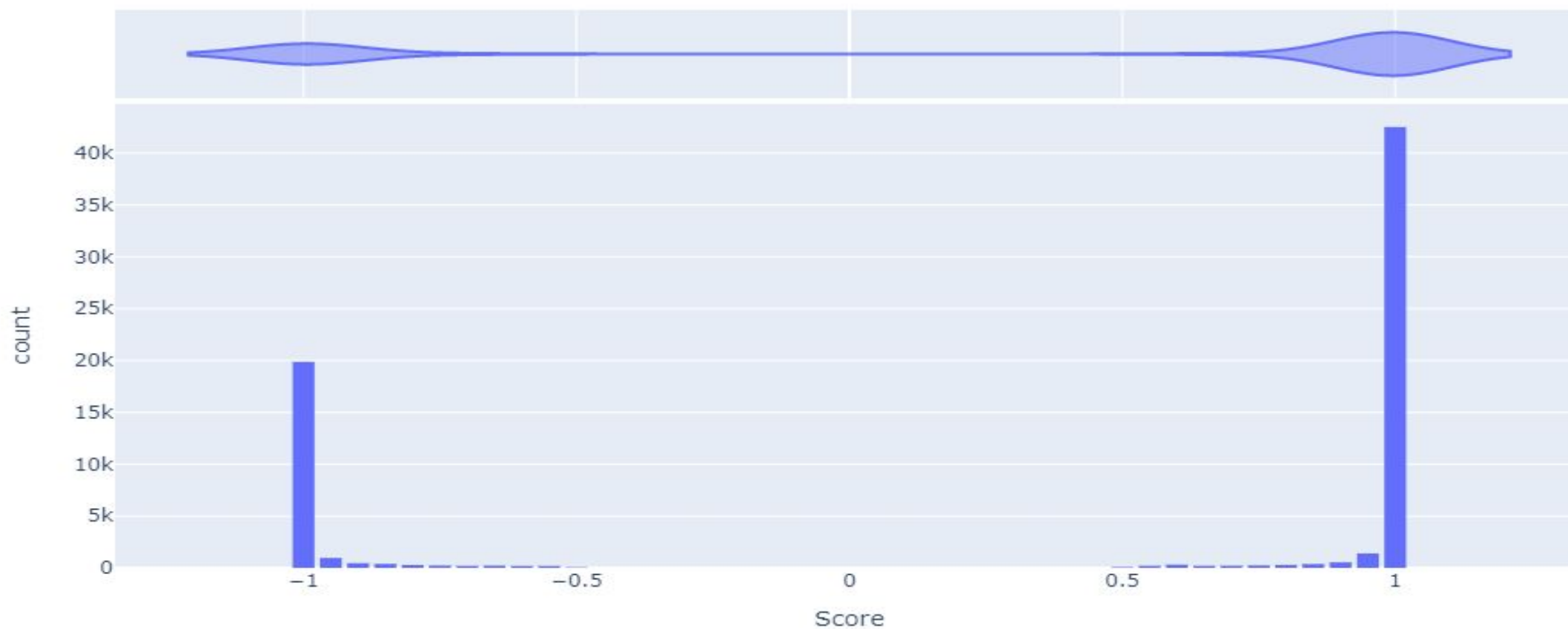
Sentiment Analysis

Model: [Flair](#)

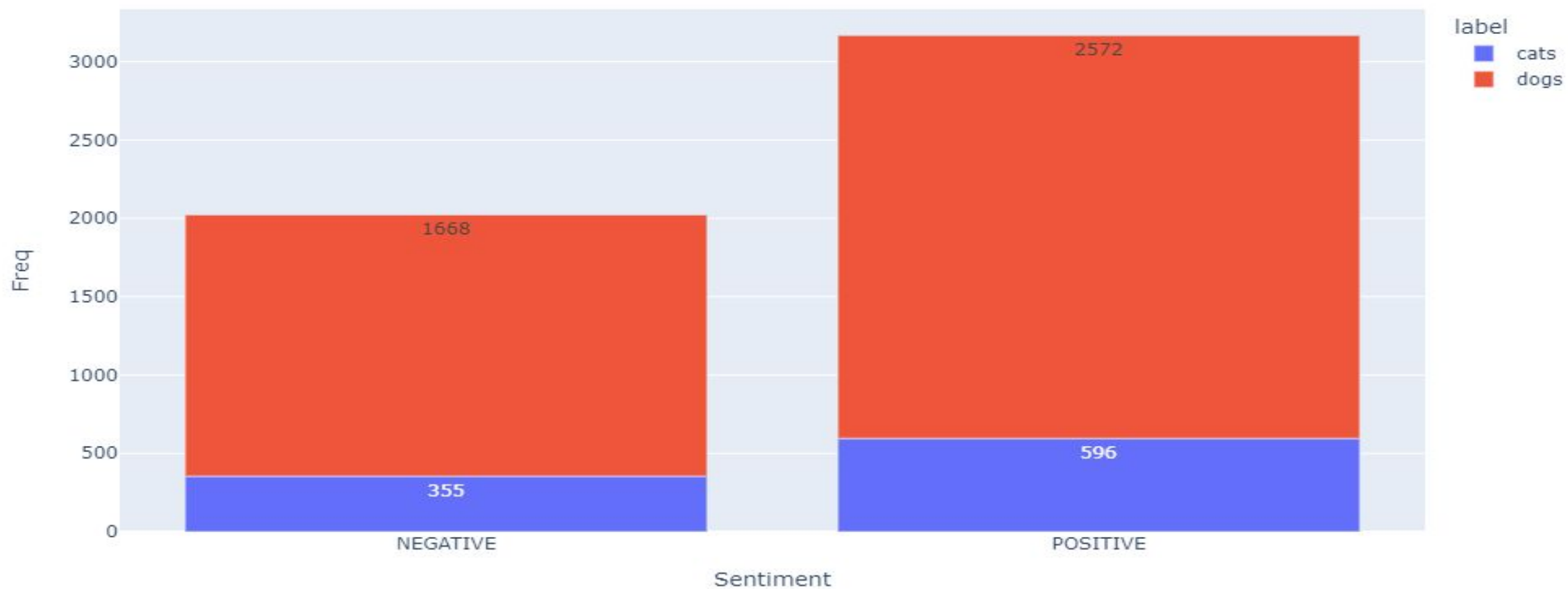
Sentiment	label	Freq
NEGATIVE	birds	453
NEGATIVE	bunny rabbit central	272
NEGATIVE	cats	8219
NEGATIVE	dogs	12365
NEGATIVE	fish aquatic pets	1581
NEGATIVE	small animals	152
POSITIVE	birds	958
POSITIVE	bunny rabbit central	488
POSITIVE	cats	16442
POSITIVE	dogs	24968
POSITIVE	fish aquatic pets	3208
POSITIVE	small animals	304



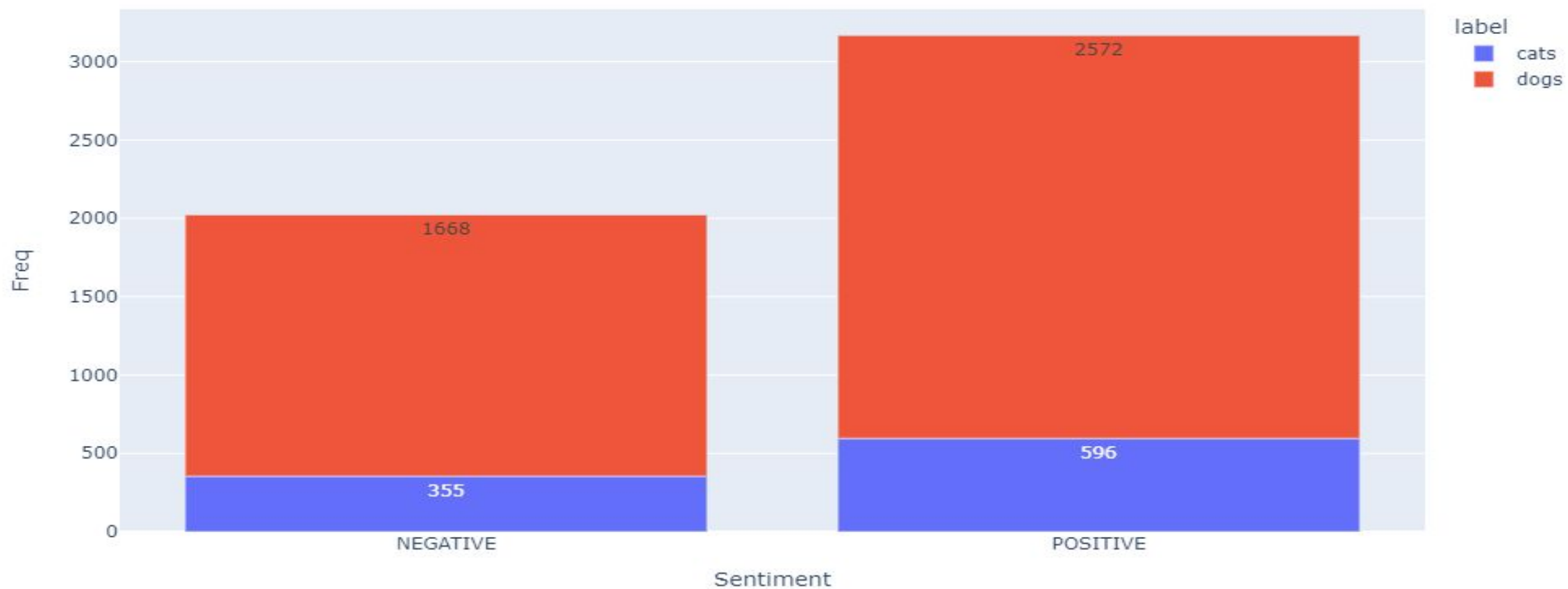
Sentiment Analysis



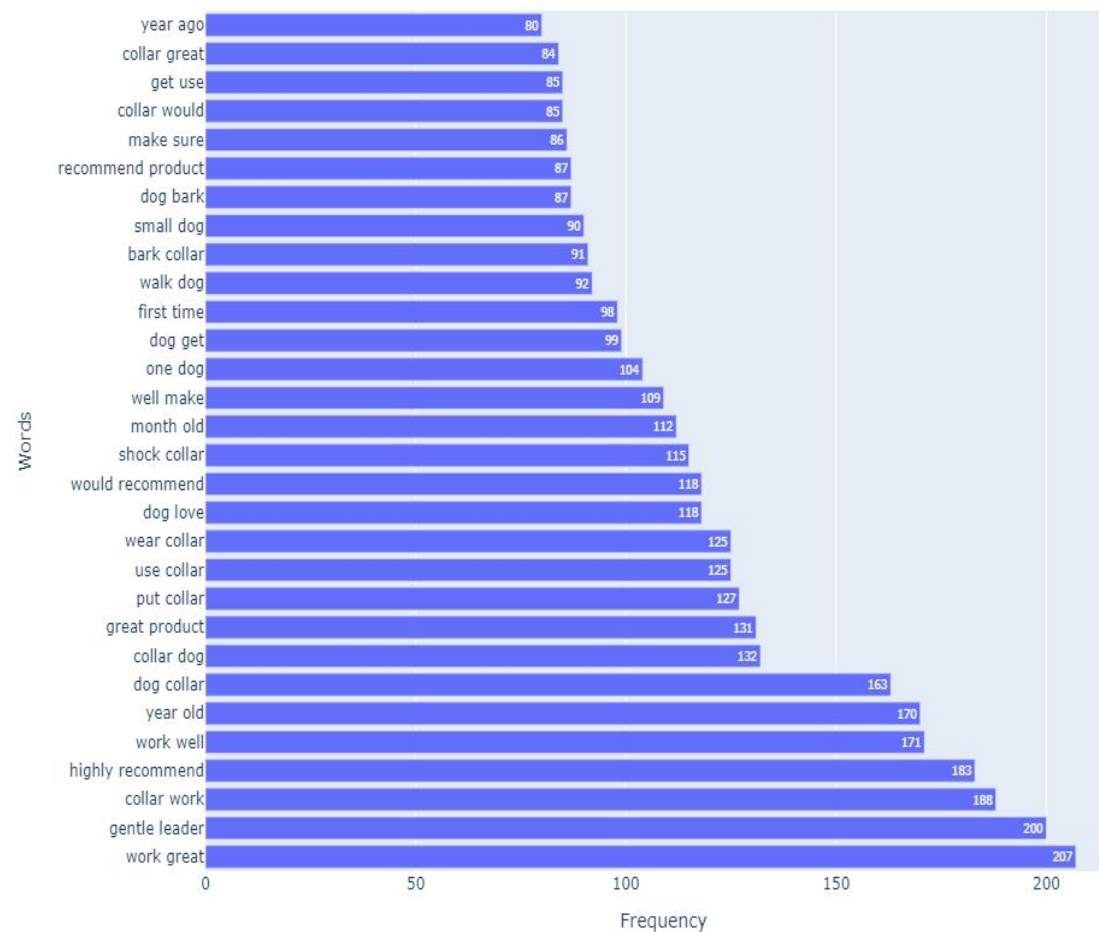
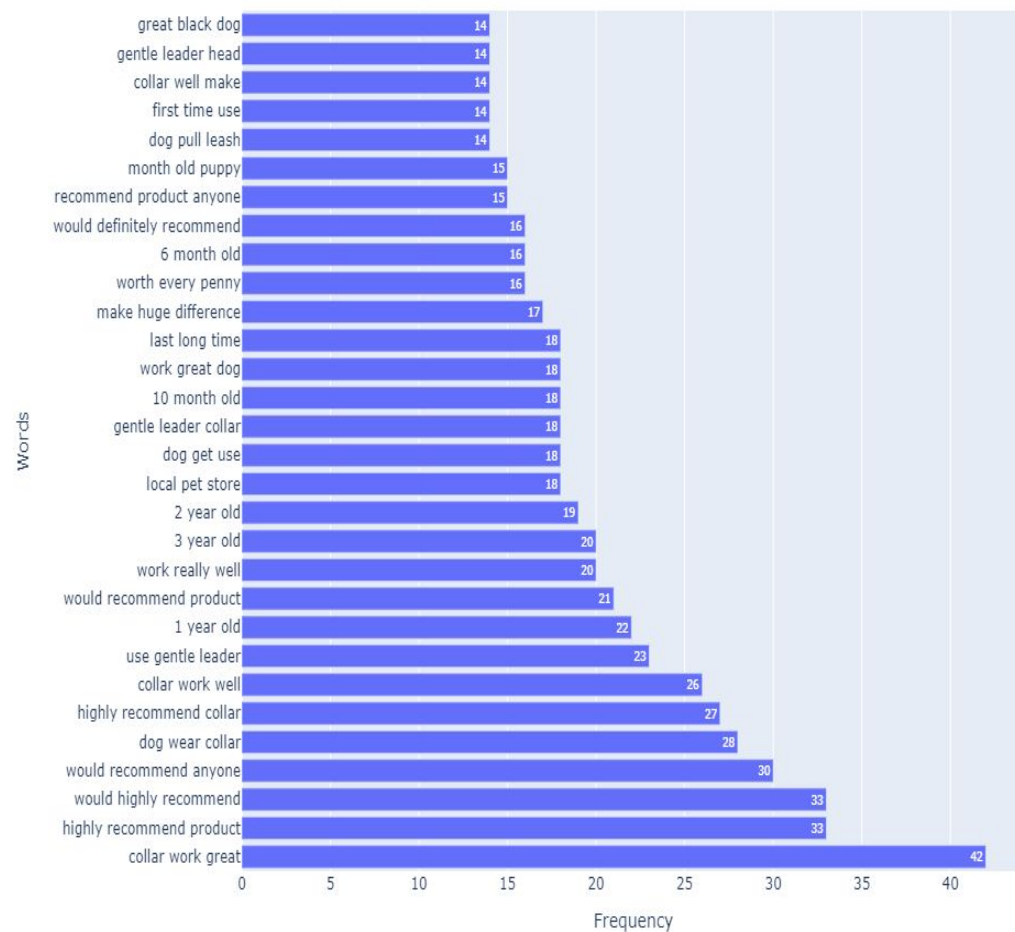
Product Analysis



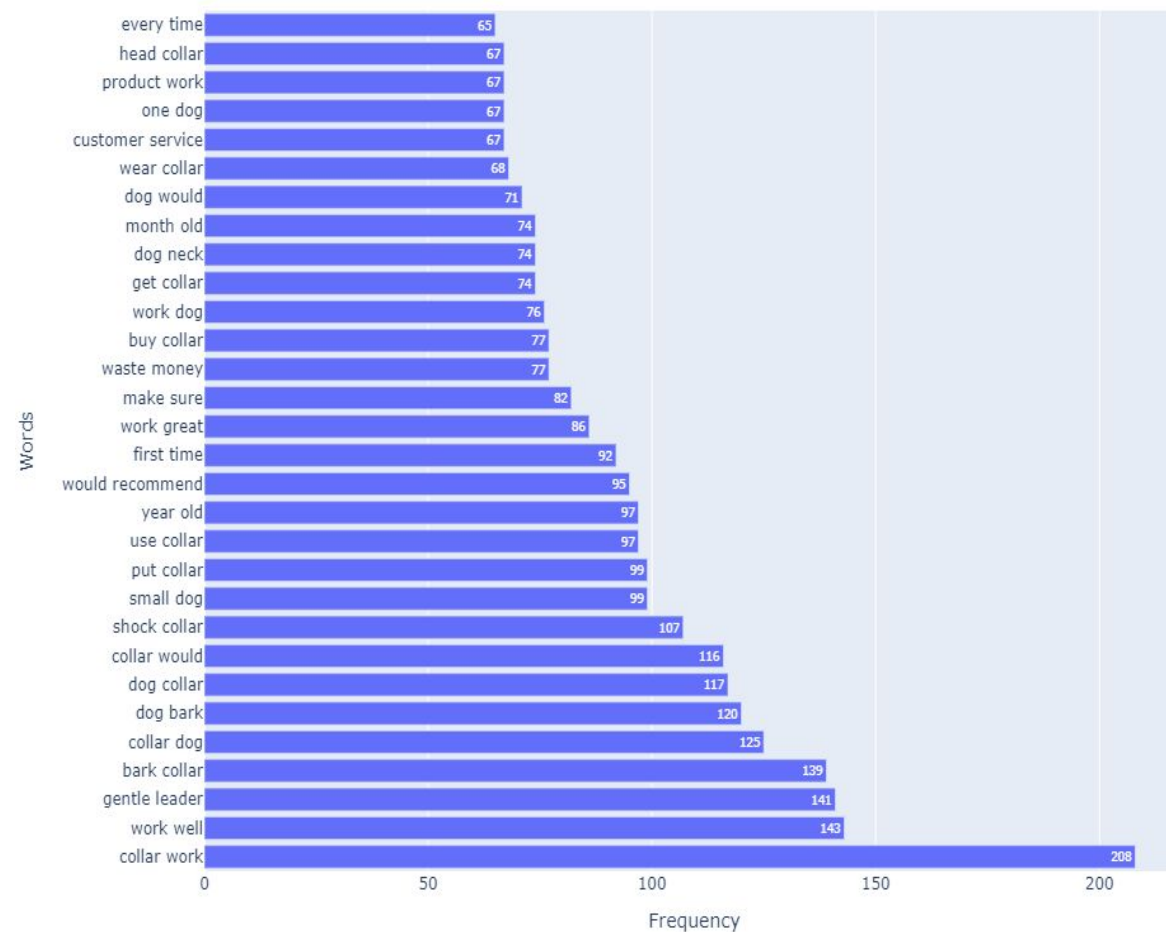
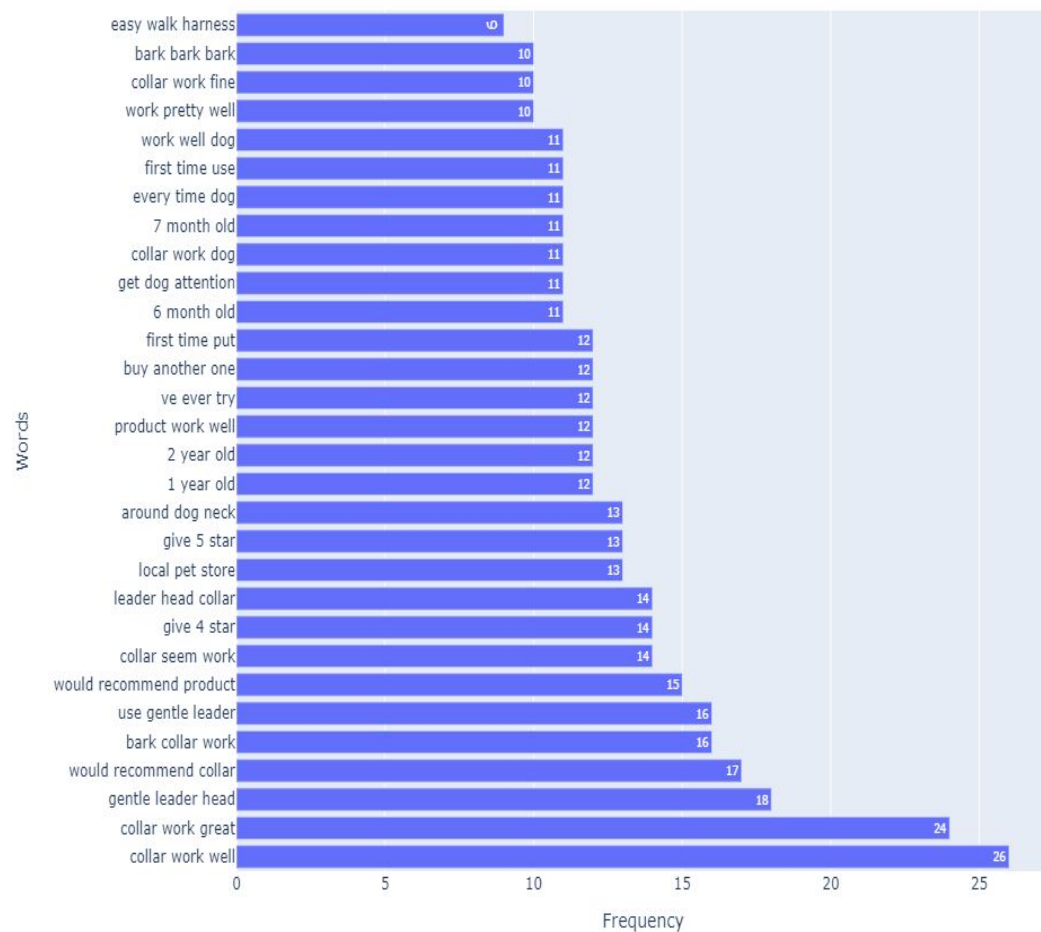
Product Analysis



Product Analysis: Positive Comments



Product Analysis: Negative Comments



Future Steps

- Other models.
- Seasonal Analysis.
- Association Rules.
- Recommendation Systems.
- Dashboards.

