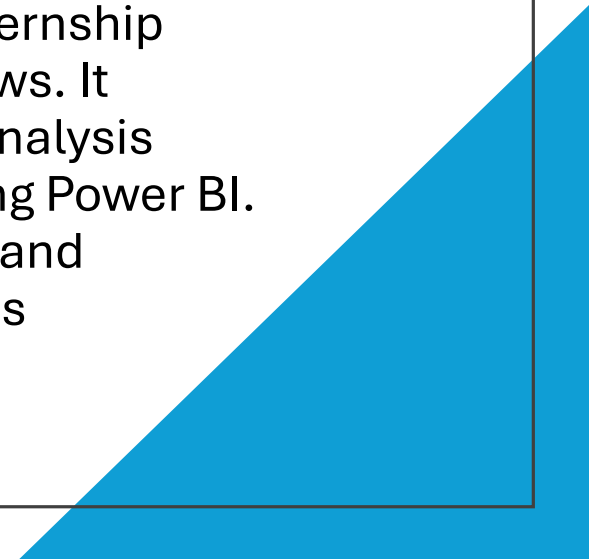
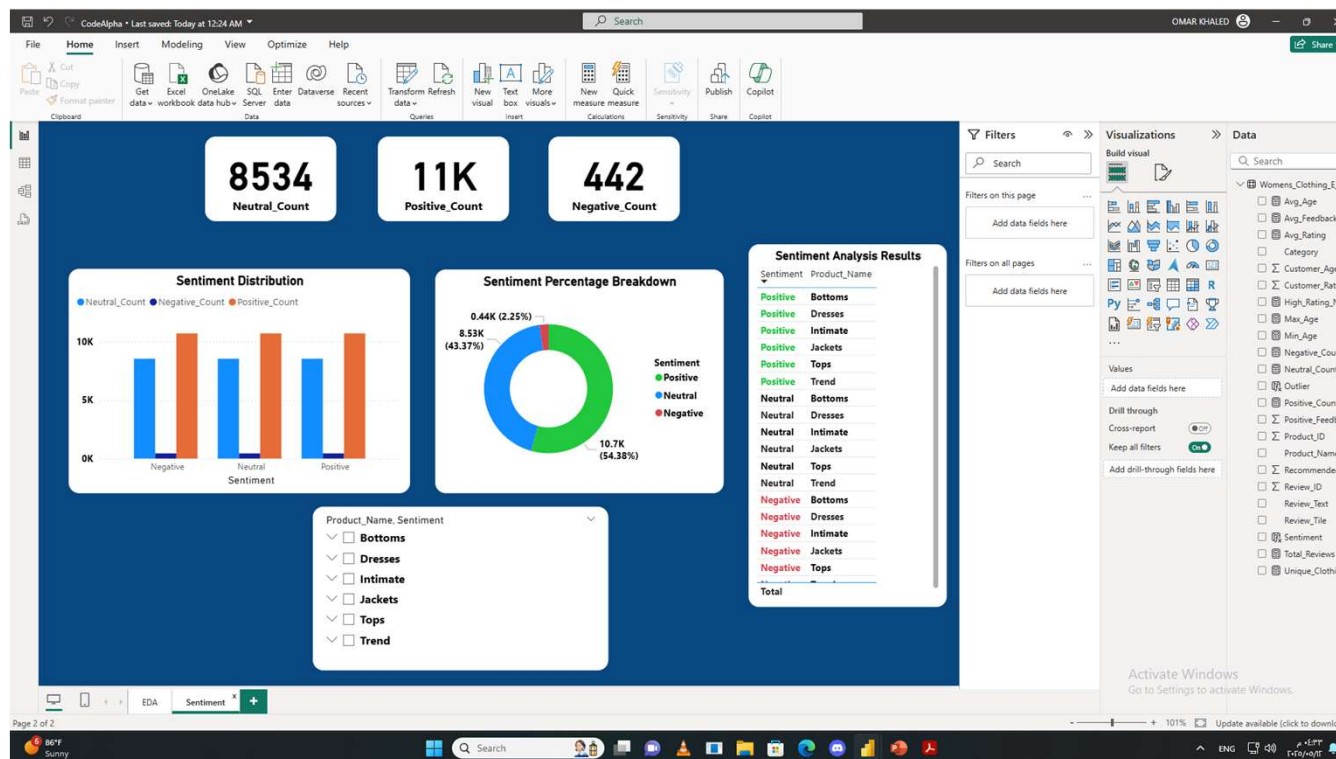


Code Alpha Ecommerce Analysis

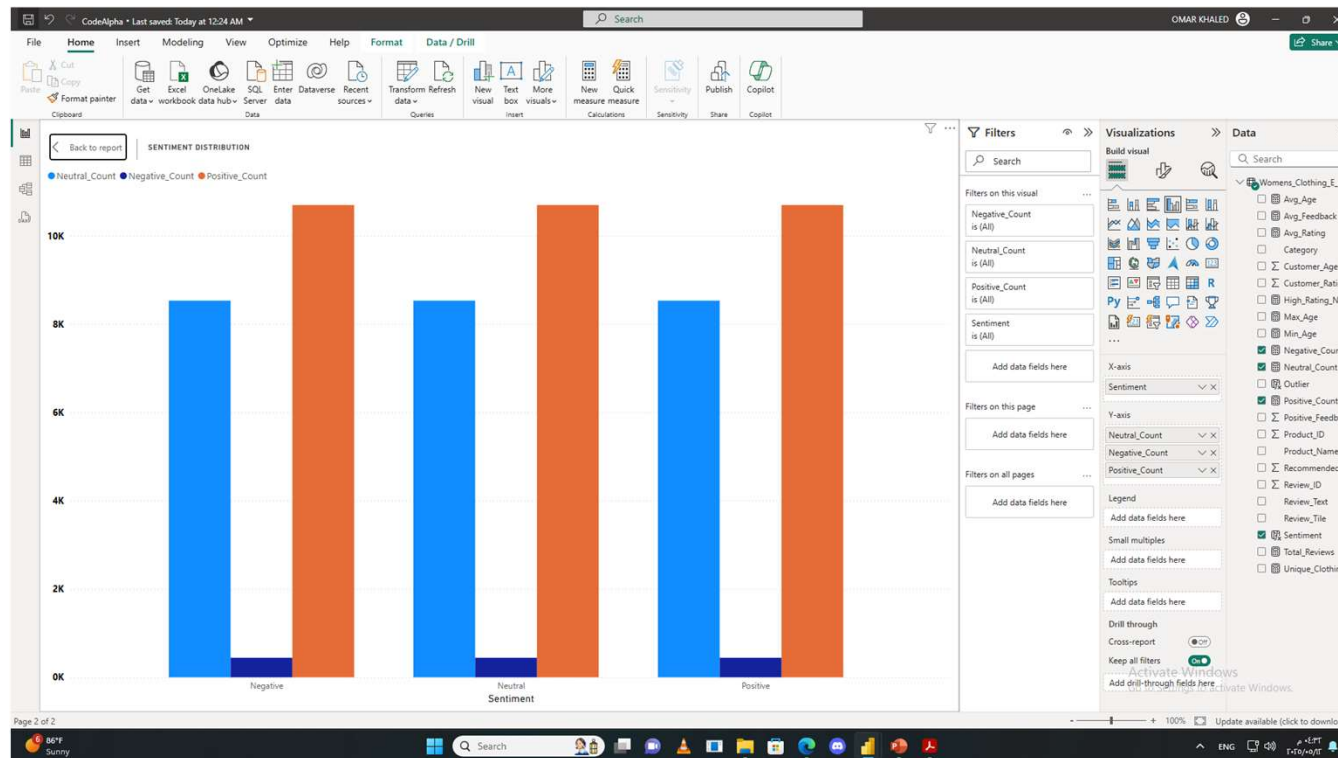
"Code Alpha Ecommerce Analysis is a Code Alpha internship project analyzing women's clothing e-commerce reviews. It includes Exploratory Data Analysis (EDA), Sentiment Analysis (positive, negative, neutral), and data visualization using Power BI. The project involves data cleaning, interactive visuals, and custom DAX queries, showcasing skills in Data Analysis



Data visualization and Analysis Using Dax (Sentiment)



Column Chart (Sentiment Distribution)



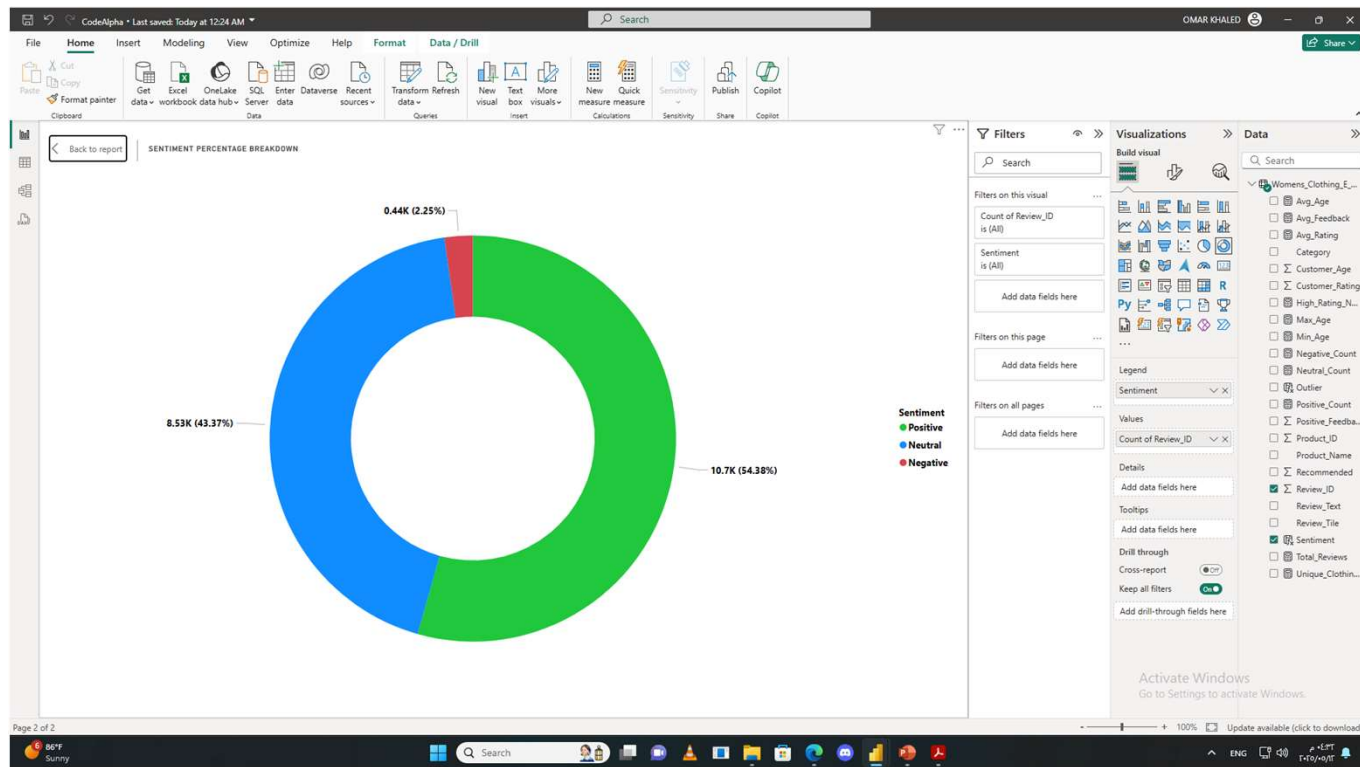
- This column chart displays the count of reviews for each sentiment
(Neutral, Positive and Negative)

(Dax Query):

Sentiment =

```
IF(
    OR(
        CONTAINSSTRING('Womens_Clothing_E_Commerce_Reviews'[Review_Text], "love"),
        CONTAINSSTRING('Womens_Clothing_E_Commerce_Reviews'[Review_Text], "great")
    ),
    "Positive",
    IF(
        OR(
            CONTAINSSTRING('Womens_Clothing_E_Commerce_Reviews'[Review_Text], "disappointed"),
            CONTAINSSTRING('Womens_Clothing_E_Commerce_Reviews'[Review_Text], "bad")
        ),
        "Negative",
        "Neutral"
    )
)
```

Donut Chart (Sentiment Percentage Breakdown)



- **This donut chart shows the percentage breakdown of sentiments**

- (Dax Query)

- Sentiment =

```
IF(  
    OR(  
        CONTAINSSTRING('Womens_Clothing_E_Commerce_Reviews'[Review_Text], "love"),  
        CONTAINSSTRING('Womens_Clothing_E_Commerce_Reviews'[Review_Text], "great")  
    ),  
    "Positive",  
    IF(  
        OR(  
            CONTAINSSTRING('Womens_Clothing_E_Commerce_Reviews'[Review_Text], "disappointed"),  
            CONTAINSSTRING('Womens_Clothing_E_Commerce_Reviews'[Review_Text], "bad")  
        ),  
        "Negative",  
        "Neutral"  
    )  
)
```

-)

Table (Sentiment Analysis Results)

CodeAlpha • Last saved: Today at 12:24 AM

OMAR KHALED

File Home Insert Modeling View Optimize Help Format Data / Drill

Clipboard

Get data • Excel • OneLake • SQL • Enter data • Datawarehouse • Recent sources • Transform data • Refresh data • Queries • New visual • Text box • More visuals • Insert • New measure • Quick measure • Calculations • Sensitivity • Publish • Copilot

Back to report

SENTIMENT ANALYSIS RESULTS

Sentiment	Product_Name
Positive	Bottoms
Positive	Dresses
Positive	Intimate
Positive	Jackets
Positive	Tops
Positive	Trend
Neutral	Bottoms
Neutral	Dresses
Neutral	Intimate
Neutral	Jackets
Neutral	Tops
Neutral	Trend
Negative	Bottoms
Negative	Dresses
Negative	Intimate
Negative	Jackets
Negative	Tops
Negative	Trend
Total	

Filters

Search

Filters on this visual

Excluded (2)

Neutral (Sentiment) = (Pr...

Product_Name

is (All)

Sentiment

is (All)

Add data fields here

Filters on this page

Add data fields here

Filters on all pages

Add data fields here

Visualizations

Build visual

Search

Columns

Sentiment

Product_Name

Drill through

Cross-report

Keep all filters

Add drill-through fields here

Data

Search

Womens_Clothing_E...

Avg_Age

Avg_Feedback

Avg_Rating

Category

Customer_Age

Customer_Rating

High_Rating_N...

Max_Age

Min_Age

Negative_Count

Neutral_Count

Outlier

Positive_Count

Positive_Feedba...

Product_ID

Product_Name

Recommended

Review_ID

Review_Text

Review_Tile

Sentiment

Total_Reviews

Unique_Clothin...

Activate Windows

Go to Settings to activate Windows.

Page 2 of 2

86°F Sunny

Search

ENG

Update available (click to download)

This table lists products with their sentiment classification (Positive - Green, Neutral - Blue and Negative - Red)

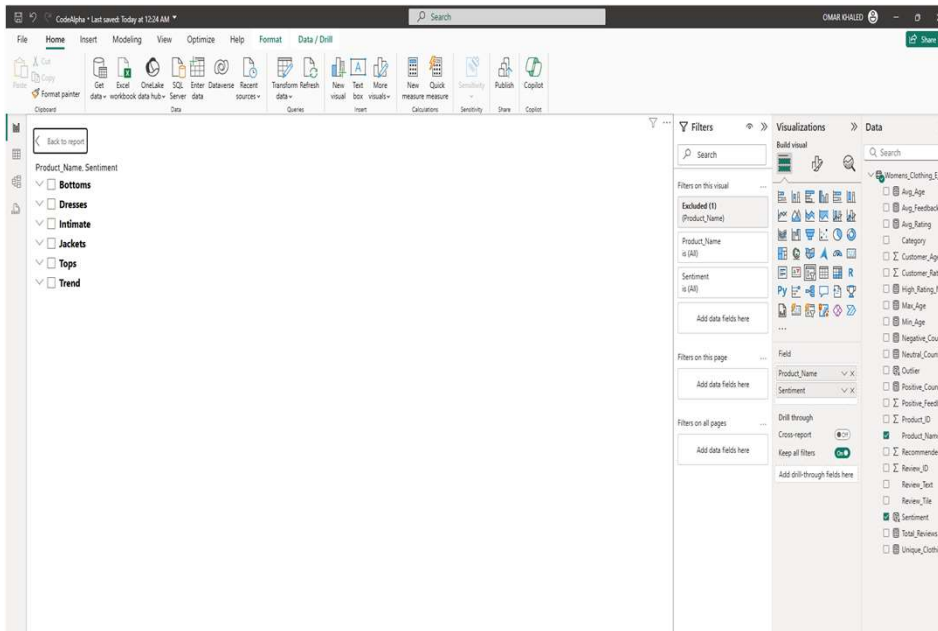
- (Dax Query)

- Sentiment =

```
IF(  
    OR(  
        CONTAINSSTRING('Womens_Clothing_E_Commerce_Reviews'[Review_Text], "love"),  
        CONTAINSSTRING('Womens_Clothing_E_Commerce_Reviews'[Review_Text], "great")  
    ),  
    "Positive",  
    IF(  
        OR(  
            CONTAINSSTRING('Womens_Clothing_E_Commerce_Reviews'[Review_Text], "disappointed"),  
            CONTAINSSTRING('Womens_Clothing_E_Commerce_Reviews'[Review_Text], "bad")  
        ),  
        "Negative",  
        "Neutral"  
    )  
)
```

-)

Slicer (Product Name & Sentiment)



- This Slicer allows filtering the dashboard by Product Name to focus on specific product.

Conclusion

I am honored to present this project, CodeAlpha Ecommerce Analysis, to CodeAlpha as part of my internship. I hope I have successfully met all the requirements for the tasks (EDA, Visualization, Sentiment Analysis). Thank you for the opportunity