

1. We have created three set of deliverables, a PPT, an Executive Summay and Jupyter files.
2. Jupyter files: Jupyter files contain all the analysis details at code level. The name and details of the python files are below.

Social_Media_Analysis_Reddit.ipynb : this file has code for sentiment analysis from reddit.

Goodgle_Trends_Analysis.ipynb : the file has code for obtaining google trends.

GAP_Reviews_Data_Mining.ipynb : This file has code for keyword analysis , opinion analysis of gap reviews from gap website.

1. Instruction for the GAP review Python Notebook:
2. Run the scraping code and it will generate a csv file automatically.
3. Next it will read the same csv and it will use that to run the text mining analysis

amazon_hoodie_best_sellers.ipynb : Regression Model(Predicting Best-Seller Hoodie Rankings on Amazon)

trustpilot_reviews.ipynb : Customer Feedback Analysis: Trustpilot Reviews for Gap, Old Navy, and Banana Republic

combined_output : output file for trustpilot_reviews.ipynb

Sitejabber_last_12months_trend.ipynb : Sitejabbar Reviews CSAT Competitor Trend Analysis

3. Execute Summary contains case introduction, analysis, process details and conclusion in a summarized format.