

# Proposal: analyse product reviews

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Reem Abanmi - Norah Tamsan

Online reviews are playing a larger role in digital marketing and sales. Customers (potential and current) are constantly reading online reviews to discern if they should buy a product. Over the years, the popularity of online reviews has been increasing. The statistics prove why online reviews are important in 2021, 93% of customers read online reviews before buying a product and 94% of all purchases are made for products with an average rating of 4 stars and above.

## QUESTION \NEED

To analyse product reviews from amazon using Natural Language Processing:

- Topic modelling for ratings
- Ratings prediction
- Product recommendation

## DATA

The dataset we are going to use are more than 10000 reviews Scraped from amazon for different products. This dataset contains the review text and its rating to analyse those reviews.

## TOOLS

- Seaborn
- Pandas library
- NumPy
- Matplotlib
- Scikit-learn
- SciPy
- Gensim
- spaCy
- NLTK
- Regular Expression
- BeautifulSoup
- Selenium