Data Analytics Project

Analyzing the data of Amazon Reviews

In this project the dataset is basically a collection of different customer feedback across various Amazon Branded products.

Task:

Present the data visualization in such way that it should show various insights on Customer Reviews across these product

Also share your findings for any improvement from negative reviews.

Dataset:

https://drive.google.com/drive/folders/1UtzKFrQ8cb0JFKR2mrnlTxWYoTtUdh0X?usp=sharing

This dataset consist of following columns:

['report_date', 'online_store', 'upc', 'retailer_product_code', 'brand', 'category', 'sub_category', 'product_description', 'review_date', 'review_rating', 'review_title', 'review_text', 'is_competitor', 'manufacturer', 'market', 'matched_keywords', 'time_of_publication', 'url', 'review_type', 'parent_review', 'manufacturers_response', 'dimension1', 'dimension2', 'dimension3', 'dimension4', 'dimension5', 'dimension6', 'dimension7', 'dimension8', 'verified_purchase', 'helpful_review_count', 'review_hash_id']

Process:

1. Download the Data Set
2. Clean the Data set using Python
3. Understand the Data using SQL/Excel
4. Data Visualization using Python
5. Develop an Interactive Dashboard using Tableau

Final Result:

A. Share the final Result by posting the Tableau interactive Dashboard on Tableau Public
B. Share the work done in Python on Kaggle
C. Share the link of both the outputs with us over email

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