E-commerce Reviews Analysis

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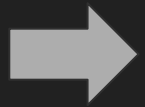
2018-08-24

Problem



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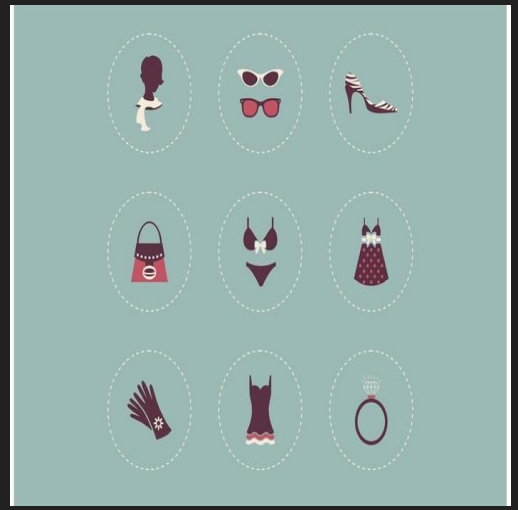
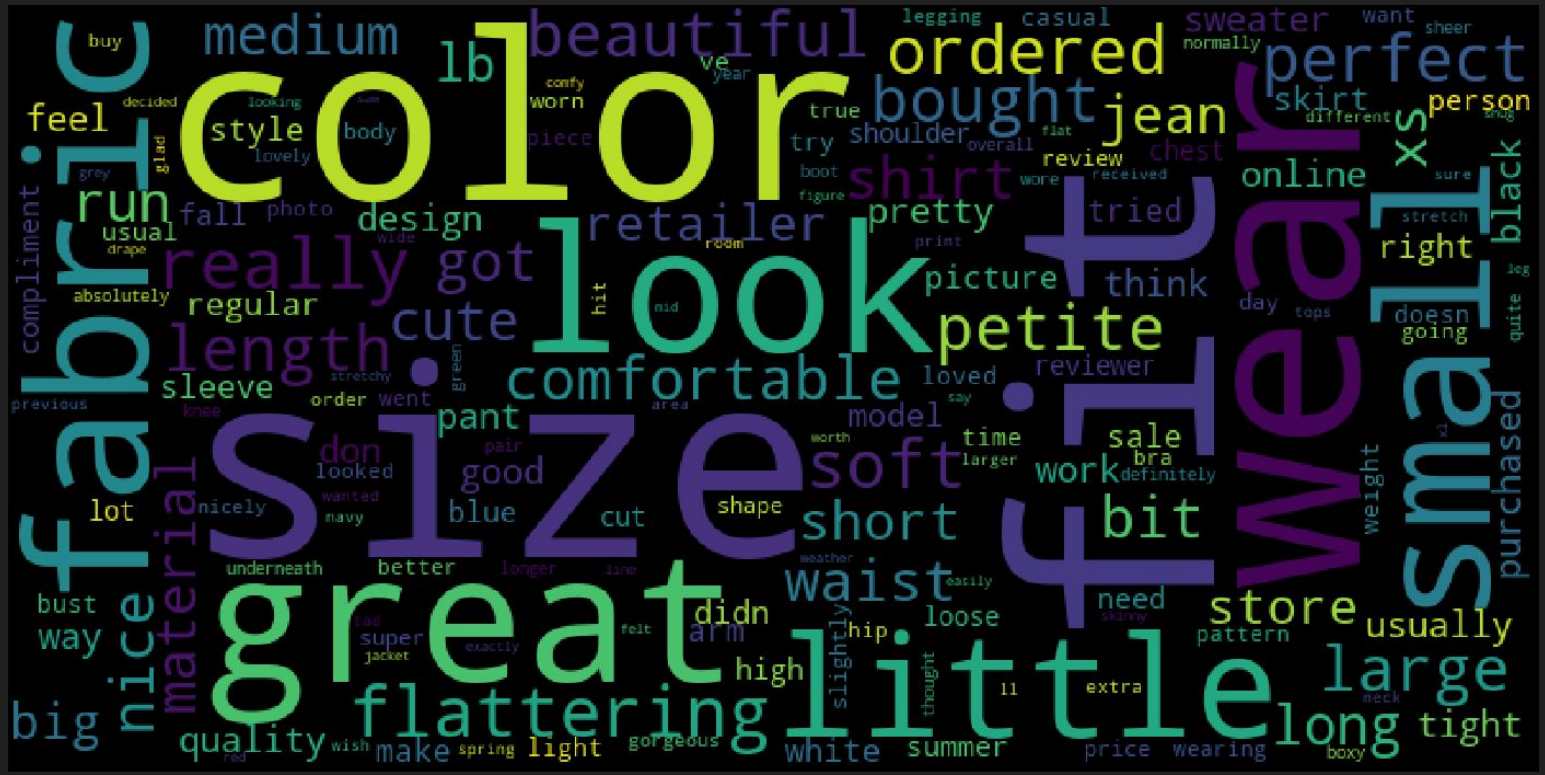
Goal

explore IDENTITY relationships structure curiosity auditory
proven potential SENSES perceptual strategy attitude confidence
communication CHALLENGE observe
anchoring unconscious process reframe motivate
language REACTIONS NLP self awareness RAPPORT
insight explore patterns conscious change purpose
OUTCOMES flexibility organize evaluation BELIEFS options
neuro ADAPT relearn methodology therapeutic capabilities



Word Cloud


color
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Topic Modelings

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Topic 0
flattering (5.2352), comfortable (5.2316), soft (4.7632), bought (3.2933), material (2.8323), pants (2.3196), super
(2.2999), jeans (2.2132), cute (1.5795), colors (1.5101)

Topic 1
size (8.8916), true (1.3392), true size (1.2366), usual (0.4829), fits (0.4631), usual size (0.4094), smaller (0.353
1), size small (0.3256), ordered size (0.3130), normal (0.3083)

Topic 2
like (7.6427), looks (0.9452), feel (0.5449), model (0.4726), looks like (0.4336), don (0.4022), feel like (0.3996),
looked (0.3832), material (0.3193), look like (0.3123)

Topic 3
wear (8.8244), usually wear (0.8764), usually (0.8174), bought (0.4532), bra (0.4187), wait (0.4139), wear size (0.38
96), normally wear (0.3867), work (0.3862), underneath (0.3859)

Topic 4
fit (10.0925), fit perfectly (0.8797), perfectly (0.8728), waist (0.4787), size fit (0.4145), jeans (0.3730), tight
(0.3628), loose (0.3547), pants (0.3526), fit great (0.3367)

Topic 5
just (8.1305), right (1.2183), just right (0.6877), didn (0.4097), beautiful (0.3624), work (0.3031), just didn (0.29
55), bit (0.2751), fit just (0.2246), think (0.2141)
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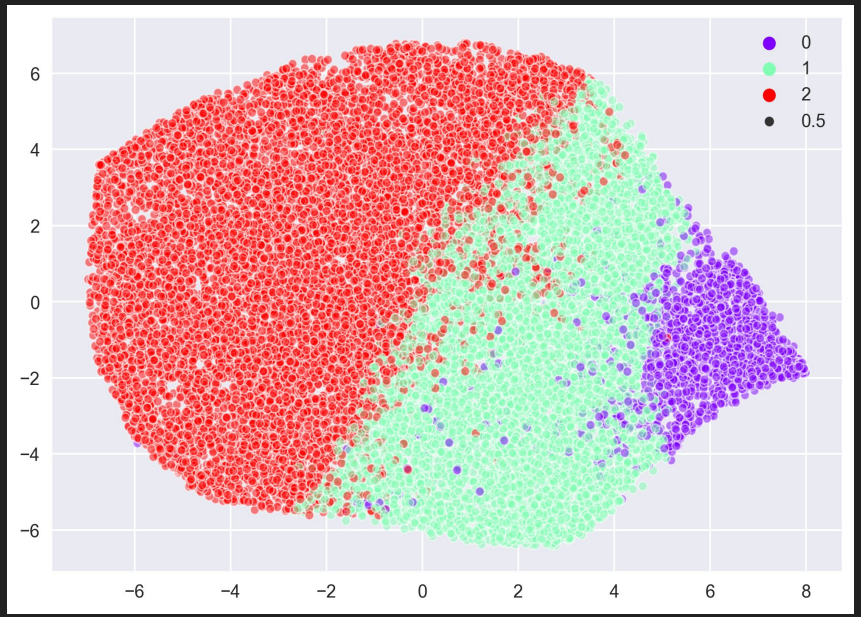
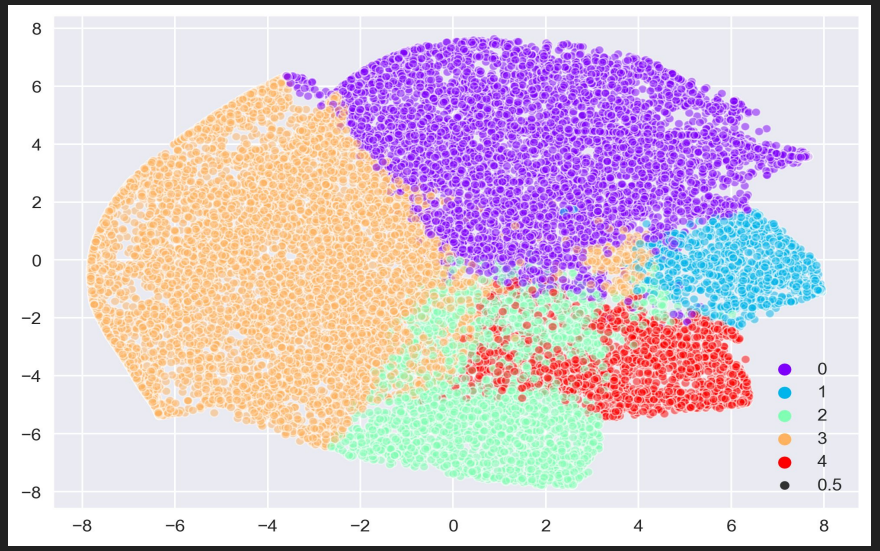
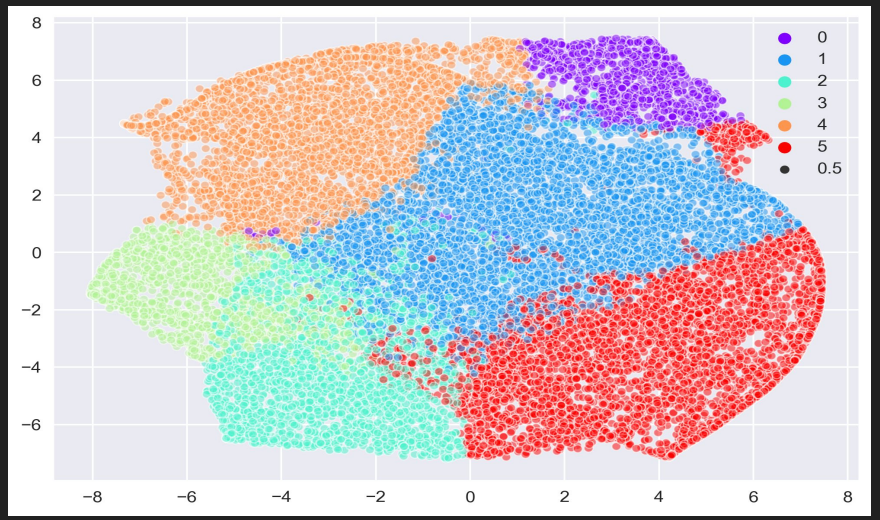
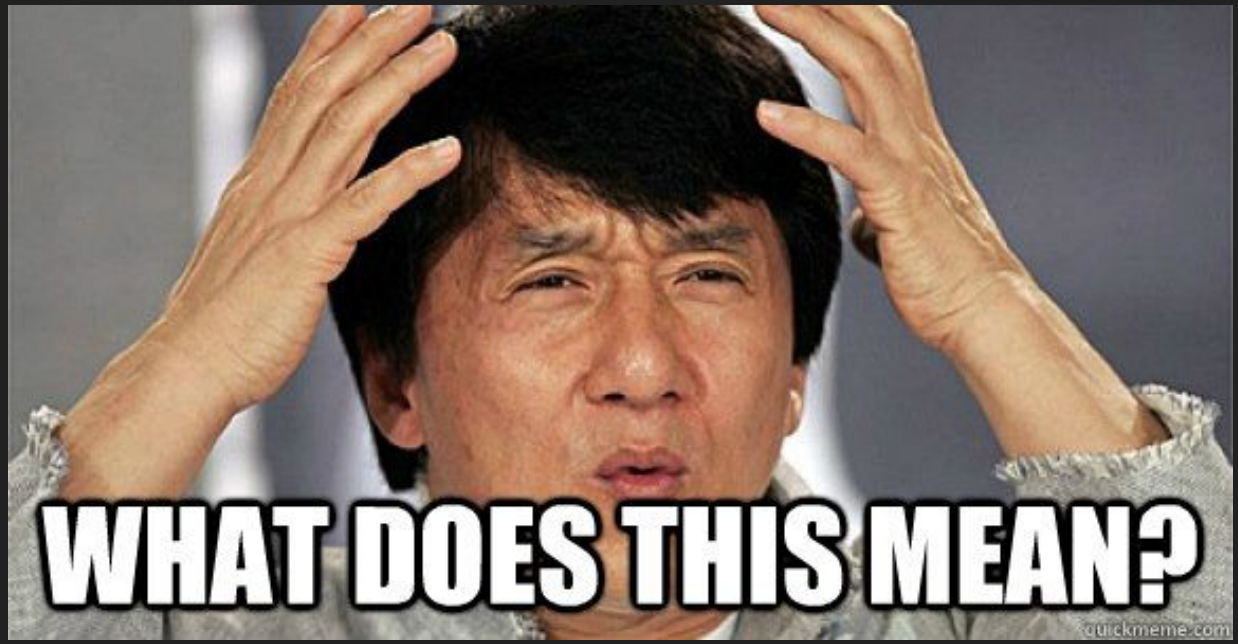
Clustering & TSNE

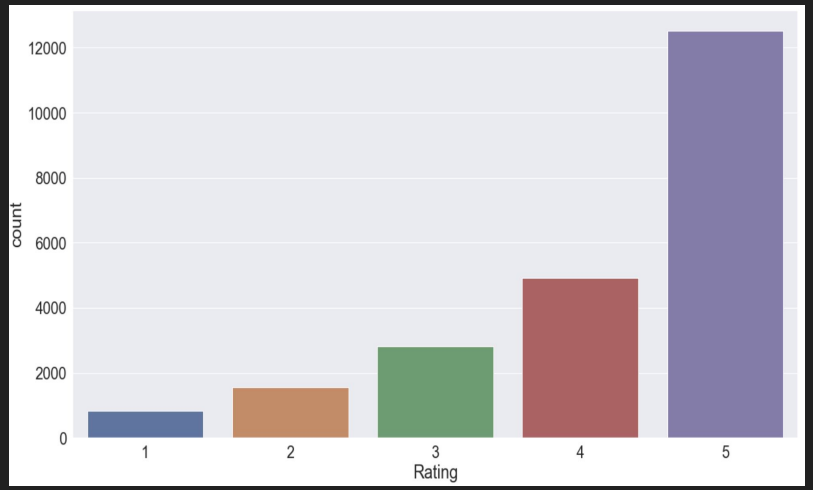


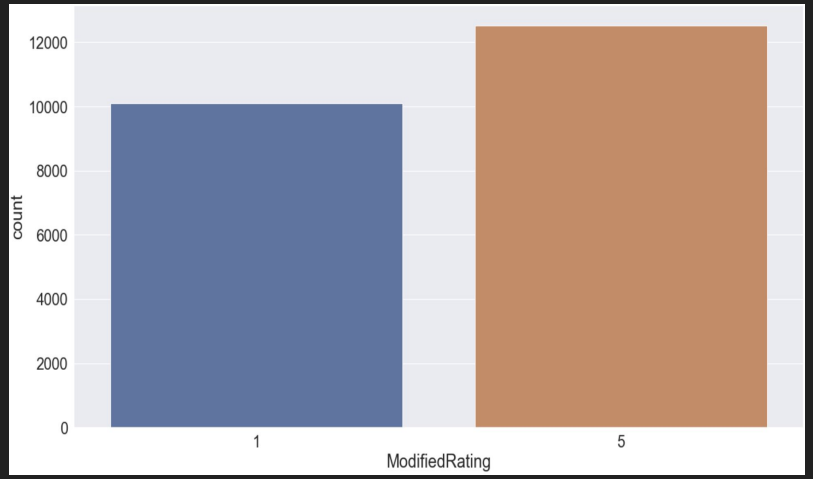





WHAT DOES THIS MEAN?
quickmeme.com

Classification





Logistic Regression

Ranking	Recall
1	0.74
5	0.85

Future Improvement

- Improving NLP Process
- Continue to Cluster
- Try NNs for Classification
- Make an application to automate the process and send to each department

Q & A

Thank you!

References

- Brooks, N. (2018, February 03). Women's E-Commerce Clothing Reviews | Kaggle. Retrieved from https://www.kaggle.com/nicapotato/womens-ecommerce-clothing-reviews

NLP

Data

TSNE

Examples

'Love this dress! it\'s sooo pretty. i happened to find it in a store, and i\'m glad i did bc i never would have ordered it online bc it\'s petite. i bought a petite and am 5\'8". i love the length on me- hits just a little below the knee. would definitely be a true midi on someone who is truly petite.'

'This is a nice choice for holiday gatherings. i like that the length grazes the knee so it is conservative enough for office related gatherings. the size small fit me well - i am usually a size 2/4 with a small bust. in my opinion it runs small and those with larger busts will definitely have to size up (but then perhaps the waist will be too big). the problem with this dress is the quality. the fabrics are terrible. the delicate netting type fabric on the top layer of skirt got stuck in the zip'

'i was surprised at the positive reviews for this product. its terrible! it cuts you in a weird place to make you look wide. the skirt is also not like the picture. its darker and heavier. the material isnt great. i had to return.'