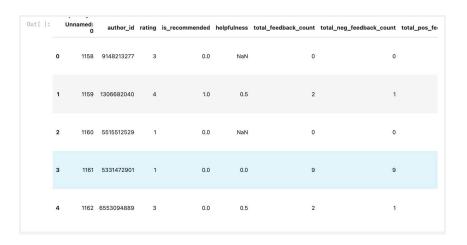
Data Appendix

The final dataset has 538514 observations and 23 columns. Each observation represents one review of a specific product, denoted by the product_id variable

Review Dataset



:	count	submission_time	review_text		skin_type	hair_color	product_id	product_name	brand_name	price_usd	product_typ
	0	2023-03-15	A bit sticky although that's a nice feeling (e		dry	blonde	P466154	Daily Dose Vitamin C + SPF 40 Sunscreen Serum	Supergoop!	46.0	Sunscree
	1	2023-03-10	I really liked this formula a lot but I can't		combination	blonde	P466154	Daily Dose Vitamin C + SPF 40 Sunscreen Serum	Supergoop!	46.0	Sunscree
	0	2023-03-03	This product broke me out. Wanted to love it,	***	dry	black	P466154	Daily Dose Vitamin C + SPF 40 Sunscreen Serum	Supergoop!	46.0	Sunscree
	0	2023-02-02	when I used it 1st time - I was playing tennis		normal	blonde	P466154	Daily Dose Vitamin C + SPF 40 Sunscreen Serum	Supergoop!	46.0	Sunscree
	1	2023-02-01	Too much of a greasy feeling id rather buy vit		combination	brown	P466154	Daily Dose Vitamin C + SPF 40 Sunscreen Serum	Supergoop!	46.0	Sunscree

Author_id:

identifier for the creator of a review on sephora

Rating:

number given to a product from 1-5 based on customer reviews

Is_recommended:

Tells us if the author recommends the product

Helpfulness:

total_pos_feedback_count / total_feedback_count

Total_feedback_count:

all feedback left

Total_neg_feedback_count:

number of users that gave a negative rating

Total_pos_feedback_count:

number of users that gave a positive rating

Submission_time:

date the review was made on sephora

Review_text:

the review a user left on a product

Skin_type:

authors skin type

Hair_color:

authors hair type

Product id:

identifier for product on website

Product Dataset

l:	ount	submission_time	review_text		skin_type	hair_color	product_id	product_name	brand_name	price_usd	product_typ
	0	2023-03-15	A bit sticky although that's a nice feeling (e		dry	blonde	P466154	Daily Dose Vitamin C + SPF 40 Sunscreen Serum	Supergoop!	46.0	Sunscree
	1	2023-03-10	I really liked this formula a lot but I can't		combination	blonde	P466154	Daily Dose Vitamin C + SPF 40 Sunscreen Serum	Supergoop!	46.0	Sunscree
	0	2023-03-03	This product broke me out. Wanted to love it,	***	dry	black	P466154	Daily Dose Vitamin C + SPF 40 Sunscreen Serum	Supergoop!	46.0	Sunscree
	0	2023-02-02	when I used it 1st time - I was playing tennis		normal	blonde	P466154	Daily Dose Vitamin C + SPF 40 Sunscreen Serum	Supergoop!	46.0	Sunscree
	1	2023-02-01	Too much of a greasy feeling id rather buy	•••	combination	brown	P466154	Daily Dose Vitamin C + SPF 40 Sunscreen Serum	Supergoop!	46.0	Sunscree

brand_id	product_reviews	product_rating
5987	573.0	3.6736
5987	573.0	3.6736
5987	573.0	3.6736
5987	573.0	3.6736
5987	573.0	3.6736

Product_name:

name of the product

Brand_name:

name of the brand

Price_usd:

price of the product in usd

Brand_id:

unique identifier for the brand

Product_reviews:

number of reviews a product had

Product_rating:

average rating of the product

Created Variable

Product_type:

type of product (sunscreen, moisturizer, cleanser)