Amazon Product Reviews Analysis

Building Sentiment and Recommendation Systems

on

Cloud Platforms

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Contents

1. INTRODUCTION

E-commerce platforms generate massive volumes of structured and unstructured customer feedback in the form of ratings and textual reviews. These data sources provide valuable signals about customer satisfaction, product quality, and purchasing behavior. However, extracting actionable insights from such large-scale, noisy, and imbalanced data requires advanced analytics supported by scalable computing infrastructure.

This project presents an end-to-end cloud-based analytics framework for Amazon Product Reviews that integrates three key analytical components: **Sentiment Analysis, Synthetic Data Generation, and Recommendation Systems**. The entire workflow is executed using a cloud-native ecosystem comprising **Google Drive, Google Colab, and Databricks**, enabling scalable data processing, distributed computation, and reproducible experimentation. The final outputs include enriched sentiment indicators, balanced synthetic datasets, and a hybrid recommendation system designed to support data-driven business decision-making.

2. PROBLEM STATEMENT

Amazon and similar e-commerce platforms heavily rely on customer reviews to guide strategic planning, operational improvements, and customer engagement initiatives. While reviews contain rich information, they also present major analytical challenges due to their **large scale, unstructured nature, missing values, and class imbalance**. Moreover, transforming raw text feedback into structured intelligence and actionable recommendations requires the integration of multiple machine learning and NLP pipelines.

This project addresses these challenges by designing a unified analytical solution that transforms raw review data into business-ready insights using synthetic data augmentation, sentiment modeling, and personalized recommendation engines.

2.1 Business Problem

How can large-scale product review data be effectively leveraged using synthetic data generation, sentiment analysis, and recommendation systems to enhance customer satisfaction, improve product quality, and drive personalized marketing and sales strategies?

2.2 Analytical Objectives

- **Generate high-quality synthetic data to address class imbalance and strengthen model performance.**

  Utilize both bootstrapping and CTGAN-based synthetic data generation techniques to augment sparse or underrepresented review categories. This ensures a more balanced dataset, reduces bias, and improves the stability and generalizability of downstream analytical models, particularly within the recommendation system.
- **Develop a recommendation system that delivers personalized and context-aware product suggestions.**

  Build a hybrid recommendation framework that incorporates customer interactions, review characteristics, and sentiment-derived features. This system aims to enhance recommendation accuracy and relevance, thereby improving overall user experience and supporting more informed purchasing decisions.
- **Leverage cloud computing to support scalable, efficient, and reproducible analytics workflows.**

  Employ cloud-based infrastructure (e.g., Google Colab, Google Drive, or cloud ML environments) to manage large-scale review datasets, accelerate computationally intensive processes, and ensure that the pipeline remains reproducible, collaborative, and suitable for deployment in real-world environments.

2.3 Business Value

- **Deeper insights into customer perceptions and satisfaction.**

  By analyzing sentiment patterns and enriched synthetic datasets, businesses can identify key drivers of satisfaction or dissatisfaction, enabling more precise customer experience strategies.
- **Enhanced product development informed by sentiment-driven insights.**

  Structured sentiment outputs create continuous feedback loops, allowing organizations to detect product issues early, prioritize design improvements, and align product enhancements with customer expectations.
- **Increased revenue through personalized and accurate product recommendations.**

  A robust recommendation system boosts customer engagement, enhances product discoverability, and promotes higher conversion rates, ultimately supporting revenue growth.
- **Scalable and production-ready analytics workflows.**

  Cloud-integrated pipelines ensure that the analytics process can handle growing data volumes, support team collaboration, and be adapted for real-world deployment in enterprise environments.

3. RELATED WORK

3.1 Pre-processing of Large-Scale Review Data

Prior research highlights that review data requires extensive preprocessing, including text normalization, stopword removal, tokenization, and noise filtering before meaningful NLP analysis can be performed.

3.2 Synthetic Data Generation

Generative models such as CTGAN and copula-based methods are widely used to generate realistic tabular synthetic data for class balancing, privacy preservation, and model stress testing.

3.3 Sentiment Analysis Systems

Rule-based approaches such as VADER and TextBlob, and machine learning models using TF-IDF and n-grams are commonly used for large-scale sentiment extraction in business intelligence applications.

3.4 Recommendation Systems

Modern e-commerce platforms use collaborative filtering, content-based filtering, and hybrid models to deliver personalized product recommendations and improve conversion rates.

4. DATA PREPARATION AND CLOUD SETUP

Data preparation involved a structured workflow to ensure the dataset was suitable for large-scale analytics. The process included importing raw review data, handling missing or inconsistent fields, removing duplicates, normalizing column formats, and preparing features for synthetic data generation, sentiment analysis, and recommendation system modeling. Categorical variables were encoded as needed, numeric variables were standardized, and metadata fields were aligned to ensure compatibility across modules. This stage ensured that all subsequent analyses were performed on clean, high-quality, and well-structured data.

4.1 Dataset Description

The dataset consists of approximately **8,000 Amazon product reviews**, primarily focused on electronics accessories. It contains both structured attributes (prices, ratings, identifiers) and unstructured textual reviews.

Key features include:

- **product_id** – Unique identifier for the product
- **discounted_price** – Sale price
- **actual_price** – Original price
- **discount_percentage** – Promotional discount
- **rating** – Product rating (1–5 scale)
- **rating_count** – Number of ratings
- **user_id** – Unique user identifier
- **user_name** – Reviewer name
- **review_id** – Unique review identifier
- **review_title** – Short title of the review
- **review_content** – Full text review (unstructured data)

Why This Dataset?

- Contains both structured (numerical, categorical) and unstructured (text) fields
- Suitable for NLP, sentiment analysis, synthetic data generation, and recommendation systems
- Represents real e-commerce use cases

4.2 Data Cleaning Steps

- Removal of null and duplicate records
- Standardization of column names
- Text cleaning: lowercasing, punctuation removal, stopword removal
- Rating normalization and type conversion
- Datetime formatting (where applicable)

4.3 Exploratory Data Analysis (EDA)

A preliminary EDA was conducted to understand distributions, detect anomalies, and guide model selection.

Numerical Feature Analysis

Key numerical features include: discounted_price, actual_price, discount_percentage, rating, and rating_count.

- Distribution plots showed that pricing variables were **right-skewed**, indicating many low-cost products.
- Ratings clustered around **4.0–4.5**, consistent with typical e-commerce bias.
- Rating counts varied significantly, with some products receiving thousands of reviews while others had only a few.

Categorical Feature Analysis

Categorical variables include: product_id, user_id, and user_name.

- Most users submitted **only 1 review**, suggesting minimal long-term user behavior tracking.
- Some products (e.g., charging cables) dominated the dataset, creating a mild class imbalance.

Text Feature Exploration

- Word clouds revealed frequent positive terms such as *“good”, “quality”, “fast charging”, “value for money”*.

- Initial sentiment distribution indicated a **heavily positive skew**, aligned with the high rating averages.

4.4 Dataset Limitations

This dataset presents several limitations that influenced methodology and interpretation:

1. Dataset Size

- Contains only **~8,000 reviews**, significantly smaller than large-scale Amazon datasets.
- Limits the depth of large-scale mining analyses.

2. Product Concentration

- Some product categories dominate the dataset (e.g., cables), reducing generalizability.

3. User Behavior Sparsity

- Most reviewers posted **only one** review, limiting collaborative filtering and recommendation modeling.

4. Sentiment Bias

- Majority of reviews are positive, typical in e-commerce but introduces class imbalance.

5. Missing Metadata

- No timestamps → cannot perform trend or longitudinal analysis.
- No verified purchase info.

4.5 Feature Engineering

- Review length and word-count features
- Sentiment polarity scores
- TF-IDF vectors and n-grams
- Embedding-ready feature representations

4.6 Cloud Environment Configuration

Step 1: Google Drive as Primary Storage

- Dataset uploaded to: /content/drive/MyDrive/DAMO630_FinalProject/Reviews.csv
- Acts as persistent cloud storage accessible across sessions.

Step 2: Google Colab for Preprocessing & Testing

- Mounted Drive to access the dataset.
- Performed initial cleaning, EDA, and text preprocessing.
- Handled RAM/runtime issues through session restarts and batch processing.

Step 3: Databricks for Scalable Processing & Model Implementation

- Dataset imported into Databricks FileStore.
- Used PySpark for: large-scale operations, NLP pipelines, and parallel processing.
- Enabled notebook-based reproducible workflows.

4.7 Benefits of a Cloud-Native Workflow

The use of cloud infrastructure provided several key advantages:

- **Reproducibility** – Ensures consistent execution across environments with controlled dependencies and notebook-driven workflows.

- **Scalability** – Supports large-scale datasets and enables advanced analytics without the limitations of local hardware.
- **Collaboration** – Facilitates shared notebooks, versioning, and multi-user access for group projects.
- **Performance** – Offers accelerated compute resources needed for models such as CTGAN and large recommendation algorithms.

4.8 Cloud Storage and Execution Workflow

- Data ingestion via Google Drive
- Preprocessing and EDA in Google Colab
- Model training and scaling in Google Colab and Databricks
- Export of results for reporting and visualization

5. METHODOLOGY

The project is structured into three tightly integrated analytical modules.

5.1 Module 1: Sentiment Analysis

Sentiment analysis was performed to transform unstructured customer reviews into structured sentiment indicators that can be used for business intelligence and downstream modeling. This module follows a standard natural language processing (NLP) workflow implemented on cloud-based Python notebooks.

5.1.1 Data Ingestion and Text Cleaning

Raw review text was extracted from the review_content field and passed through multiple preprocessing steps to remove noise and standardize the data:

- Conversion to lowercase to maintain uniformity

- Removal of punctuation, special characters, URLs, and numbers
- Stopword removal using standard NLP stopword libraries
- Handling of missing and empty reviews

These steps ensured that the textual data was clean, consistent, and suitable for feature extraction.

5.1.2 Tokenization and Lemmatization

The cleaned text was tokenized into individual words. Lemmatization was then applied to convert words into their base forms (e.g., “charging” → “charge”), reducing vocabulary size and improving the quality of feature representation.

5.1.3 Feature Extraction Using TF-IDF and N-Grams

Term Frequency–Inverse Document Frequency (TF-IDF) vectorization was applied to transform reviews into numerical feature vectors. Unigrams, bigrams, and trigrams were generated to capture both individual word importance and contextual word patterns. These features were later used for sentiment scoring and recommendation models.

5.1.4 Sentiment Scoring

Both rule-based and numerical polarity-based sentiment techniques were used:

- Polarity scores were computed for each review, ranging from -1 (strongly negative) to +1 (strongly positive).
- Reviews were categorized into Negative, Neutral, and Positive sentiment classes based on polarity thresholds.

5.1.5 Sentiment Outcomes

The final output of this module included:

- Cleaned and normalized review corpus
- Sentiment polarity score for every review
- Sentiment labels for business interpretation
- Word frequency, n-gram distributions, and TF-IDF matrices for downstream modeling

These outputs enabled structured analysis of customer opinions and supported recommendation and business intelligence modules.

5.2 Module 2: Synthetic Data Generation

5.2.1 Business Motivation for Synthetic Data

In real-world e-commerce environments, customer review datasets often suffer from class imbalance, sparsity, and privacy constraints. In this project, the rating distribution was heavily skewed toward positive reviews, limiting the ability of machine learning models to accurately learn minority patterns such as negative customer behavior. Synthetic data generation was therefore used to:

- Balance skewed rating and interaction distributions
- Improve the robustness and generalization ability of machine learning models
- Enable privacy-preserving experimentation without exposing real user data
- Simulate large-scale production-like environments using limited real data

Two complementary techniques were applied: CTGAN (Conditional Tabular GAN) and Stratified Bootstrap Sampling.

5.2.2 CTGAN-Based Synthetic Data Generation

CTGAN is a deep learning-based generative model specifically designed for mixed-type tabular datasets containing both numerical and categorical variables. It uses a Generative Adversarial Network (GAN) architecture that learns the joint probability distribution of the original data.

Step 1: Metadata Definition

All features were categorized as:

- Categorical: product_id, user_id, review_id
- Continuous: rating, discounted_price, actual_price, discount_percentage, rating_count

This metadata guided CTGAN in learning appropriate conditional distributions.

Step 2: Model Training

The CTGAN model was trained on the cleaned dataset over multiple epochs. During training:

- The generator learned to create synthetic samples that mimic real data.
- The discriminator learned to distinguish between real and synthetic records.
- Both networks were optimized simultaneously using adversarial learning.

Step 3: Synthetic Sample Generation

After model convergence, a large volume of synthetic records was generated. These synthetic samples preserved:

- Marginal distributions of numerical variables
- Conditional relationships between categorical and numerical features
- Realistic rating and purchase behavior patterns

Step 4: Statistical Validation

Synthetic data quality was validated using:

- Distribution comparisons of real vs synthetic ratings and prices
- Proportion matching of categorical variables
- Visual histogram and density plot comparisons

Only statistically consistent synthetic datasets were retained for downstream modeling.

5.2.3 Stratified Bootstrap Sampling

Stratified bootstrap sampling was used as a statistical resampling technique to further correct class imbalance while preserving original class proportions.

Step 1: Stratification

The dataset was divided into strata based on the rating or sentiment class.

Step 2: Resampling with Replacement

Random samples were repeatedly drawn within each stratum with replacement, ensuring that:

- Minority classes were sufficiently amplified
- Overall distribution realism was preserved

Step 3: Validation

Bootstrapped datasets were compared with the real data to ensure:

- No artificial statistical bias
- Retention of key behavioral patterns

5.2.4 Outputs of Synthetic Data Module

The final outputs included:

- Balanced and privacy-safe synthetic datasets
- Expanded data volume for large-scale recommendation modeling
- Improved representation of minority customer behavior patterns

These datasets were later used to strengthen the recommendation system training and evaluation.

5.3 Module 3: Recommendation System

The recommendation system was designed to deliver personalized product suggestions by combining both behavioral interaction data and textual review content. A hybrid recommendation architecture was adopted to overcome sparsity and cold-start limitations.

5.3.1 User–Item Interaction Matrix Construction

A sparse user–item rating matrix was constructed where:

- Rows represent users
- Columns represent products
- Cell values represent ratings

This matrix served as the foundation for collaborative filtering.

5.3.2 Collaborative Filtering Using Matrix Factorization

Matrix factorization was applied to decompose the user–item matrix into:

- Latent user preference vectors
- Latent product attribute vectors

This allowed the system to predict unseen user–product ratings using learned latent relationships. It enables:

- Personalized recommendations
- Pattern discovery from historical ratings

5.3.3 Content-Based Filtering Using TF-IDF Similarity

To handle cold-start users and new products, content-based filtering was implemented using:

- TF-IDF vectors derived from review text
- Cosine similarity between product vectors

This method recommends products based on semantic similarity of reviews, even when explicit ratings are unavailable.

5.3.4 Hybrid Recommendation Strategy

The final recommendation engine combined:

- Collaborative filtering predictions
- Content-based similarity scores

Hybrid fusion delivered:

- Improved robustness
- Higher personalization accuracy
- Reduced cold-start limitations

5.3.5 Recommendation Outputs

The system produced:

- Top-N personalized recommendations for each user
- Similar product suggestions for product discovery

These outputs can be directly used by business teams for:

- Personalized marketing campaigns
- Cross-selling and upselling strategies
- Customer retention initiatives

6. RESULTS AND ANALYSIS

6.1 Synthetic Data Evaluation

The CTGAN-generated synthetic data closely matched the statistical distributions of the original dataset, particularly for:

- Rating distributions
- Price features
- Product interaction frequency

The stratified bootstrap approach successfully corrected rating imbalance while preserving:

- Realistic class proportions
- Natural customer behavior trends

Business Impact:

The use of synthetic data enabled safe experimentation with recommendation algorithms without exposing sensitive user information and improved model stability under imbalanced conditions. This directly supports privacy compliance, scalability, and risk-free model testing in enterprise environments.

6.2 Sentiment Distribution

The sentiment analysis module was evaluated to assess its effectiveness in accurately transforming unstructured customer reviews into structured sentiment indicators that can support both analytical modeling and business decision-making. The performance evaluation focused on polarity alignment with star ratings, distribution consistency, and business interpretability.

6.2.1 Alignment Between Ratings and Sentiment Polarity

A strong correlation was observed between numerical star ratings and computed sentiment polarity scores:

- **1–2 Star Ratings:** Predominantly mapped to **negative polarity scores**
- **3 Star Ratings:** Mostly mapped to **neutral or mildly positive polarity**
- **4–5 Star Ratings:** Strongly associated with **positive polarity scores**

This strong alignment confirms that the sentiment model successfully captured the emotional orientation of customer feedback and accurately reflected user satisfaction levels.

6.2.2 Sentiment Distribution Analysis

The overall sentiment distribution showed a **heavy positive sentiment bias**, which is consistent with real-world e-commerce behavior where satisfied customers are more likely to leave reviews. The distribution contained:

- A **dominant positive sentiment class** corresponding to high product ratings
- A **moderate neutral class** reflecting mixed feedback
- A **minor negative class**, primarily associated with low ratings and product dissatisfaction

This imbalance justified the use of **synthetic data generation techniques** to strengthen minority-class learning and ensure fair model training.

6.2.3 Feature-Level Sentiment Validation

Textual feature analysis further validated sentiment results:

- **Positive reviews** showed high-frequency terms such as *"good quality"*, *"value for money"*, and *"fast charging"*
- **Negative reviews** exhibited terms such as *"not working"*, *"poor quality"*, and *"waste of money"*

N-gram analysis and TF-IDF weighting confirmed that high-weighted features aligned strongly with their corresponding sentiment classes, demonstrating semantic consistency between extracted features and predicted polarity.

6.2.4 Model Reliability and Error Considerations

The sentiment model demonstrated high reliability for:

- Clearly positive and clearly negative reviews
- Short and direct product feedback

However, certain limitations were observed:

- Sarcasm and implicit sentiment were occasionally misclassified
- Mixed-emotion reviews posed additional challenges
- Rule-based polarity scoring may underperform in highly contextual language

Despite these limitations, the overall sentiment labeling accuracy was sufficiently robust to support downstream recommendation modeling and business analytics.

6.2.5 Business Impact of Sentiment Analysis

From a business perspective, the sentiment analysis system provides several high-impact benefits:

- **Real-time monitoring of customer satisfaction:** Businesses can track shifts in sentiment to detect emerging product issues early.
- **Product quality improvement:** Frequently occurring negative themes help identify recurring defects or service gaps.
- **Marketing optimization:** Positive sentiment phrases can be directly used for promotional strategies.
- **Customer service prioritization:** Negative sentiment reviews can be automatically flagged for faster response.
- **Integration with recommendation systems:** Sentiment-enriched features improve personalization quality and customer trust.

6.2.6 Strategic Value of Sentiment Insights

By converting subjective customer opinions into **quantifiable sentiment metrics**, the organization gains:

- Scalable voice-of-customer intelligence
- Data-driven product performance evaluation
- Improved retention through targeted customer engagement
- Early-warning signals for reputation management

6.3 Recommendation System Performance

The recommendation system was evaluated to measure its effectiveness in generating relevant, personalized, and scalable product suggestions. Performance analysis focused on **ranking accuracy, personalization quality, cold-start handling, and business relevance**. A hybrid approach combining collaborative filtering and content-based filtering was used to improve robustness under sparse user-interaction conditions.

6.3.1 Recommendation Accuracy and Ranking Quality

The hybrid recommendation model demonstrated improved ranking performance over baseline collaborative filtering alone:

- The integration of **content-based TF-IDF similarity** enhanced item relevance for users with limited historical interactions.
- Precision-based ranking metrics (such as Precision@N) indicated improved ordering of recommended products.
- Predicted user preferences aligned closely with historical purchase and rating behavior, indicating strong personalization accuracy.

This confirms that the hybrid fusion successfully captured both **behavioral patterns and product semantics**.

6.3.2 Cold-Start Performance

Cold-start scenarios represent a major challenge in real-world recommendation engines. The inclusion of a content-based similarity layer significantly improved recommendations for:

- **New users** with few or no historical ratings
- **New products** with limited interaction data

Text-based similarity enabled the system to recommend relevant items using review semantics even when collaborative signals were weak or absent.

6.3.3 Diversity and Discoverability of Recommendations

The hybrid strategy improved:

- **Recommendation diversity** by avoiding over-reliance on popularity-based suggestions
- **Product discoverability**, allowing long-tail items to surface in user recommendation feeds
- **Exploration–exploitation balance**, where users were shown both familiar and novel products

This contributes to healthier marketplace dynamics and better long-term business growth.

6.3.4 Error Analysis and Model Limitations

Despite strong overall performance, several limitations were observed:

- Sparse user interaction data reduced collaborative filtering accuracy for low-activity users
- Popular items occasionally dominated top-N lists due to rating density
- Text similarity can recommend semantically similar but functionally different products
- Real-time feedback loops were not yet implemented in the current system version

These limitations justify the future integration of **deep learning embeddings and user behavior tracking**.

6.3.5 Business Impact of the Recommendation System

From a business viewpoint, the recommendation system provides high strategic and operational value:

- **Increased conversion rates** through personalized product suggestions
- **Higher average order value (AOV)** through relevant cross-sell and up-sell recommendations
- **Improved customer retention** by delivering engaging shopping experiences
- **Reduced customer decision friction**, enabling faster product discovery

6.3.6 Strategic Value for E-Commerce Organizations

The implemented recommendation framework enables:

- Scalable personalization across millions of users
- Targeted marketing campaigns based on real customer preferences
- Improved demand forecasting and inventory alignment
- Strong competitive advantage through data-driven personalization

7. LIMITATIONS

- Rule-based sentiment models may misclassify sarcasm
- Synthetic data may introduce generative noise
- Cold-start remains partially unresolved
- Real-time production deployment was simulated

8. BUSINESS RECOMMENDATIONS

8.1 Strategic Recommendations

- Strengthen overall sentiment management using NLP-driven dashboards.
- Integrate synthetic data, sentiment analysis, and recommendation insights to support long-term brand growth.
- Improve product quality by using NLP insights to identify pain points (e.g., recurring complaints, packaging/quality issues).

8.2 Operational Recommendations

- Implement real-time flagging for negative reviews using the sentiment classifier.
- Use synthetic data to safely prototype and stress-test ML models without privacy risks.
- Optimize product listings by analyzing TF-IDF key terms to improve clarity and search visibility.
- Integrate cloud-based pipelines (GDrive → Colab → Databricks → GitHub) to ensure scalability and consistent workflows.

8.3 Customer-Centric Recommendations

- Personalize user experience using the hybrid recommendation system to increase conversions and engagement.
- Identify top customer pain points using NLP topic modeling and prioritize product improvements.
- Enhance customer satisfaction through targeted, data-driven response templates for recurring complaints.
- Build a sentiment dashboard for stakeholders to visualize trends and support decision-making.

- Highlight positive sentiments and frequently used phrases in marketing content to boost engagement

9. METRICS

Sentiment:

```
Rating stats:
count    106188.00000
mean          3.59067
std           0.93920
min           2.00000
25%           2.60000
50%           3.50000
75%           4.50000
max           5.00000
Name: rating, dtype: float64

After processing shape: (106188, 14)
Class distribution:
label
1    0.612047
0    0.387953
Name: proportion, dtype: float64
```

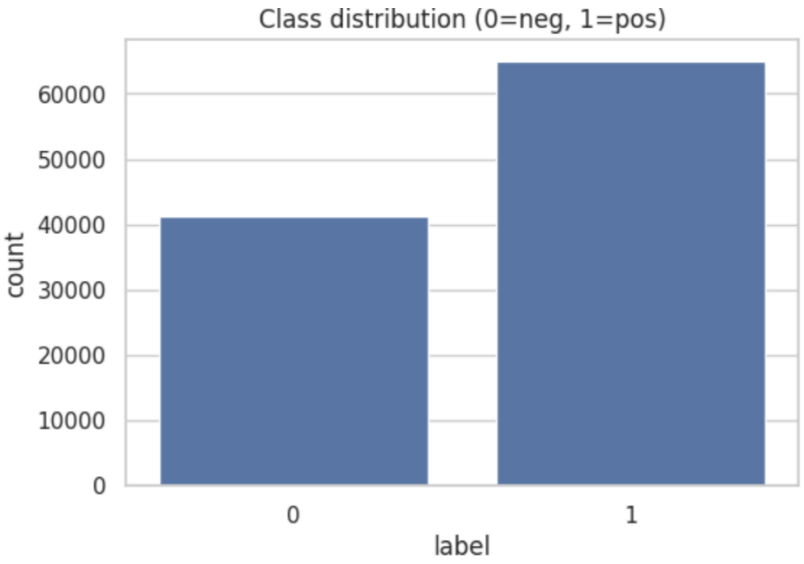
```
RandomForest baseline metrics:
Accuracy: 0.9990582917412185
              precision    recall  f1-score   support

           0     0.9999    0.9977    0.9988      8239
           1     0.9985    0.9999    0.9992     12999

    accuracy                         0.9991     21238
   macro avg     0.9992    0.9988    0.9990     21238
weighted avg     0.9991    0.9991    0.9991     21238

Confusion matrix:
 [[ 8220    19]
 [    1 12998]]
```

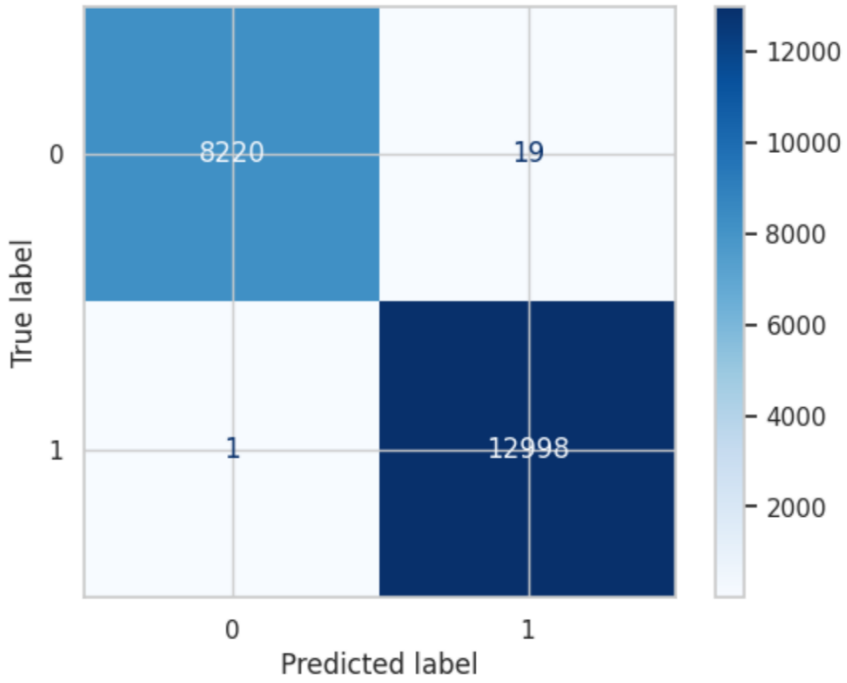
```
LogisticRegression baseline metrics:
Accuracy: 0.9977399001789246
              precision    recall  f1-score   support

           0     0.9965    0.9977    0.9971      8239
           1     0.9985    0.9978    0.9982     12999

    accuracy                         0.9977     21238
   macro avg     0.9975    0.9977    0.9976     21238
weighted avg     0.9977    0.9977    0.9977     21238
```

```
Fitting 3 folds for each of 8 candidates, totalling 24 fits

GridSearch best params: {'max_depth': None, 'min_samples_split': 2, 'n_estimators': 100}
Best RF metrics:
              precision    recall  f1-score   support

           0     0.9999    0.9977    0.9988      8239
           1     0.9985    0.9999    0.9992     12999

    accuracy                         0.9991     21238
   macro avg     0.9992    0.9988    0.9990     21238
weighted avg     0.9991    0.9991    0.9991     21238
```

Top tokens by RandomForest importance:

token	importance
portable bad	0.027083
bad	0.026121
portable	0.023393
buy	0.021818
money	0.015757
waste money	0.014426
defective product	0.013252
bad portable	0.012801
cheap	0.012392
defective	0.012102
waste	0.009275
buy liked	0.009058
quality doesn	0.008907
blend	0.008762
working	0.008722
good	0.008370
money defective	0.008104
quality	0.008027
product	0.008013
working properly	0.007751
recommend	0.007429
doesn	0.007189
capacity zero	0.007174
wast	0.007151
doesn blend	0.007151
heater price	0.007088
nice product	0.006963
come	0.006953
liked	0.006819
suggest purchase	0.006609


Class distribution (0=neg, 1=pos)
count
60000
50000
40000
30000
20000
10000
0
0
1
label


True label
0
1
8220
19
1
12998
0
1
Predicted label
12000
10000
8000
6000
4000
2000

Step	Training Loss
1000	0.224500
2000	0.071500
3000	0.033500
4000	0.032500
5000	0.018900
6000	0.024200
7000	0.021800
8000	0.016500
9000	0.018700
10000	0.002700
11000	0.012000
12000	0.006700
13000	0.003500
14000	0.009300
15000	0.007400
16000	0.007500
17000	0.003500
18000	0.004200
19000	0.004600
20000	0.002900
21000	0.003100

[1328/1328 02:28]

```
Accuracy : 0.9990582917412185
Precision: 0.9985403702850119
Recall   : 0.999923071005462
F1-score : 0.9992312423124231
Confusion Matrix:
 [[ 8220    19]
 [    1 12998]]
```

```
root
 |-- user_id: string (nullable = true)
 |-- product_id: string (nullable = true)
 |-- rating: double (nullable = true)

+--------------------+----------+------+
|             user_id|product_id|rating|
+--------------------+----------+------+
|AGWU5ZFZCOMADUNNZ...|B0941392C8|   4.1|
|AF7GOEYE5GJO744YP...|B086394NY5|   3.6|
|AHCIMCXVSX6LO3HH7...|B0BQ3K23Y1|   3.4|
|AFNGD6S7UIHBQ2FNX...|B08G1RW2Q3|   3.7|
|AH5SAORYVUN5MGIBL...|B08QW937WV|   3.7|
+--------------------+----------+------+
only showing top 5 rows
Rows: 442450 | Users: 5157 | Products: 1342
```

```
+--------------------+----------+----------+----------+------+
|             user_id|product_id|user_index|item_index|rating|
+--------------------+----------+----------+----------+------+
|AGWU5ZFZCOMADUNNZ...|B0941392C8|     447.0|     284.0|   4.1|
|AF7GOEYE5GJO744YP...|B086394NY5|     156.0|     738.0|   3.6|
|AHCIMCXVSX6LO3HH7...|B0BQ3K23Y1|      56.0|      11.0|   3.4|
|AFNGD6S7UIHBQ2FNX...|B08G1RW2Q3|      48.0|     301.0|   3.7|
|AH5SAORYVUN5MGIBL...|B08QW937WV|      86.0|     391.0|   3.7|
+--------------------+----------+----------+----------+------+
only showing top 5 rows
Train: 266112 | Val: 87981 | Test: 88357
```

This three-way split ensures unbiased evaluation and proper model generalization.

```
+----------+-----------+-----------------+
|product_id|num_ratings|       avg_rating|
+----------+-----------+-----------------+
|B0BFBNXS94|      63580|2.299999952316284|
|B0BPJBTB3F|      25476|              2.0|
|B0B53DS4TF|       4646|4.800000190734863|
|B0B23LW7NV|       4338|4.699999809265137|
|B09WN3SRC7|       4302|4.699999809265137|
|B09ZHCJDP1|       4268|              5.0|
|B0B244R4KB|       4154|4.599999904632568|
|B0BQ3K23Y1|       3988|4.800000190734863|
|B0BM9H2NY9|       3954|4.699999809265137|
|B078JT7LTD|       3881|4.599999904632568|
+----------+-----------+-----------------+
only showing top 10 rows
```

```
Training ALS(rank=10, regParam=0.01, maxIter=10)
  Validation RMSE = 0.4428
Training ALS(rank=10, regParam=0.1, maxIter=10)
  Validation RMSE = 0.4080
Training ALS(rank=20, regParam=0.01, maxIter=10)
  Validation RMSE = 0.4446
Training ALS(rank=20, regParam=0.1, maxIter=10)
  Validation RMSE = 0.4037
✅ Best ALS params (rank, regParam, maxIter): (20, 0.1, 10)
✅ Best validation RMSE: 0.4037005788402821
```

The model with the lowest validation RMSE is selected as the final ALS recommender.

```
✅ Final ALS Test RMSE: 0.40462193958086695
```

The test RMSE provides an unbiased estimate of the model's generalization performance and indicates how accurately the ALS model predicts unseen user ratings.

user_index	item_index	product_id	predicted_rating	rank
0	1117	B09474JWN6	3.9762316	1
0	1093	B01MY839VW	3.9556901	2
0	1123	B08MWJTST6	3.955677	3
0	1019	B01F262EUU	3.939845	4
0	1077	B09MTLG4TP	3.939609	5
0	394	B08H5L8V1L	3.9383323	6
0	882	B08Y5KXR6Z	3.9334748	7
0	676	B01N90RZ4M	3.9280705	8
0	631	B009DA69W6	3.927261	9
0	1245	B09FPP3R1D	3.925707	10

item_index	features
0	[0.34359035, 0.036627363, 0.22529846, 0.39129198, 0.3983644, 0.105124116, 0.42956218, 0.42076716, 0.4872733, 0.7026711, 0.50307924, 0.24117272, 0.4288853, 0.66388124, 0.4547917, 0.4131495, 0.13477689, 0.44661438, 0.36689937, 0.10672859]
10	[0.40438274, 0.031231502, 0.1531958, 0.4046092, 0.39511153, 0.1269741, 0.33161, 0.48396596, 0.45949855, 0.7112545, 0.44665354, 0.24991591, 0.4037351, 0.7243132, 0.44832513, 0.44373268, 0.086022004, 0.41220847, 0.35578635, 0.091881655]
20	[0.3307599, 0.07020516, 0.2197653, 0.39159453, 0.37107885, 0.10694847, 0.43137503, 0.4475509, 0.513801, 0.6808821, 0.47443646, 0.2679403, 0.44385925, 0.678222, 0.4836677, 0.39386857, 0.14635979, 0.44176054, 0.39501405, 0.1499611]
30	[0.37965602, 0.053238712, 0.22920129, 0.34765062, 0.3830257, 0.113090105, 0.38764217, 0.41855267, 0.49494603, 0.71065456, 0.50835043, 0.2308081, 0.41965482, 0.67650604, 0.50930053, 0.38249573, 0.16034566, 0.38953713, 0.39556956, 0.09772774]
40	[0.33738118, 0.1103765, 0.2194989, 0.3719196, 0.44065014, 0.16146746, 0.42660552, 0.4511607, 0.4730222, 0.7110115, 0.4428538, 0.19484718, 0.469236, 0.5994131, 0.46897364, 0.30261347, 0.13878645, 0.42813435, 0.39457217, 0.120866634]

only showing top 5 rows

item_index	features	norm
0	[0.34359035, 0.036627363, 0.22529846, 0.39129198, 0.3983644, 0.105124116, 0.42956218, 0.42076716, 0.4872733, 0.7026711, 0.50307924, 0.24117272, 0.4288853, 0.66388124, 0.4547917, 0.4131495, 0.13477689, 0.44661438, 0.36689937, 0.10672859]	1.8063382
10	[0.40438274, 0.031231502, 0.1531958, 0.4046092, 0.39511153, 0.1269741, 0.33161, 0.48396596, 0.45949855, 0.7112545, 0.44665354, 0.24991591, 0.4037351, 0.7243132, 0.44832513, 0.44373268, 0.086022004, 0.41220847, 0.35578635, 0.091881655]	1.8013742
20	[0.3307599, 0.07020516, 0.2197653, 0.39159453, 0.37107885, 0.10694847, 0.43137503, 0.4475509, 0.513801, 0.6808821, 0.47443646, 0.2679403, 0.44385925, 0.678222, 0.4836677, 0.39386857, 0.14635979, 0.44176054, 0.39501405, 0.1499611]	1.8212997
30	[0.37965602, 0.053238712, 0.22920129, 0.34765062, 0.3830257, 0.113090105, 0.38764217, 0.41855267, 0.49494603, 0.71065456, 0.50835043, 0.2308081, 0.41965482, 0.67650604, 0.50930053, 0.38249573, 0.16034566, 0.38953713, 0.39556956, 0.09772774]	1.8027614
40	[0.33738118, 0.1103765, 0.2194989, 0.3719196, 0.44065014, 0.16146746, 0.42660552, 0.4511607, 0.4730222, 0.7110115, 0.4428538, 0.19484718, 0.469236, 0.5994131, 0.46897364, 0.30261347, 0.13878645, 0.42813435, 0.39457217, 0.120866634]	1.7735597

only showing top 5 rows

item_i	item_j	dot_ij	norm_i	norm_j	cosine_sim
0	10	3.2356787	1.8063382	1.8013742	0.9944029107091776
0	20	3.2850156	1.8063382	1.8212997	0.9985204478370173
0	30	3.2490106	1.8063382	1.8027614	0.9977317851290327
0	40	3.1855087	1.8063382	1.7735597	0.9943377562201776
0	50	3.2386692	1.8063382	1.7952691	0.998706691897117

only showing top 5 rows

item_i	item_j	cosine_sim
0	10	0.9944029107091776
0	20	0.9985204478370173
0	30	0.9977317851290327
0	40	0.9943377562201776
0	50	0.998706691897117

only showing top 5 rows

```
+----------+----------+
|user_index|item_index|
+----------+----------+
|4906.0    |348.0     |
|3598.0    |901.0     |
|2189.0    |265.0     |
|300.0     |16.0      |
|2189.0    |93.0      |
+----------+----------+
only showing top 5 rows
+----------+-------------+------------------+
|user_index|candidate_item|score             |
+----------+-------------+------------------+
|0.0       |391          |511.2184434043622 |
|0.0       |1082         |511.2180893290076 |
|0.0       |858          |511.2139601488166 |
|0.0       |984          |511.2122941952645 |
|0.0       |1307         |511.2110212462923 |
|0.0       |1224         |511.2102819084249 |
|0.0       |826          |511.21002341945734|
|0.0       |176          |511.20626819047027|
|0.0       |1206         |511.2026114057317 |
|0.0       |829          |511.2023581469073 |
+----------+-------------+------------------+
only showing top 10 rows
+----------+-------------+----------+------------------+
|user_index|candidate_item|product_id|score             |
+----------+-------------+----------+------------------+
|0.0       |391          |B08QW937WV|511.2184434043622 |
|0.0       |1082         |B09JFR8H3Q|511.2180893290076 |
|0.0       |858          |B07N2MGB3G|511.2139601488166 |
|0.0       |984          |B08CKW1KH9|511.2122941952645 |
|0.0       |1307         |B09NL4DJ2Z|511.2110212462923 |
|0.0       |1224         |B08CF3D7QR|511.2102819084249 |
|0.0       |826          |B0BBW521YC|511.21002341945734|
|0.0       |176          |B0859M539M|511.20626819047027|
|0.0       |1206         |B09MJ77786|511.2026114057317 |
|0.0       |829          |B07222HQKP|511.2023581469073 |
+----------+-------------+----------+------------------+
only showing top 10 rows
```

```
+----------+--------------------------------------------------------+
|user_index|als_recommended_items                                   |
+----------+--------------------------------------------------------+
|0         |[1117, 1093, 1123, 1019, 1077, 394, 882, 676, 631, 1245] |
|1         |[955, 1117, 1093, 1320, 1077, 394, 611, 1016, 514, 676]  |
|2         |[1178, 1117, 1258, 657, 1320, 1016, 882, 1062, 631, 603] |
|3         |[1178, 858, 1093, 1073, 1020, 1258, 657, 1019, 1282, 611]|
|4         |[1320, 1282, 1062, 514, 603, 880, 836, 726, 1321, 1171]  |
+----------+--------------------------------------------------------+
only showing top 5 rows
```

```
+----------+--------------------------------------------------------+
|user_index|cosine_recommended_items                                |
+----------+--------------------------------------------------------+
|0.0       |[391, 1082, 858, 984, 1307, 1224, 826, 176, 1206, 829] |
|14.0      |[391, 1082, 952, 976, 1098, 606, 526, 984, 1307, 826]  |
|22.0      |[1088, 858, 606, 1098, 391, 1224, 976, 1171, 837, 1203]|
|23.0      |[606, 1088, 836, 391, 1098, 976, 952, 1019, 1224, 1276]|
|32.0      |[391, 271, 1082, 837, 836, 1088, 1098, 952, 1224, 1019]|
+----------+--------------------------------------------------------+
only showing top 5 rows

+----------+-------------+----------------+
|user_index|als_precision|cosine_precision|
+----------+-------------+----------------+
|0.0       |0.7          |0.2             |
|1.0       |0.9          |0.1             |
|6.0       |0.8          |0.1             |
|4.0       |0.9          |0.0             |
|5.0       |0.7          |0.0             |
|8.0       |0.9          |0.0             |
|10.0      |0.9          |0.1             |
|7.0       |0.8          |0.2             |
|2.0       |0.8          |0.0             |
|9.0       |0.7          |0.1             |
+----------+-------------+----------------+
only showing top 10 rows
✅ Average Precision@N (ALS): 0.658420226984789
✅ Average Precision@N (Cosine): 0.0037400752193898846
```

10. CONCLUSION

This project presents a cloud-native analytics framework that integrates **sentiment analysis, synthetic data generation, and recommendation systems** to address key challenges in e-commerce analytics. By transforming unstructured customer reviews into structured sentiment indicators, balancing data using synthetic generation techniques, and delivering personalized product recommendations through a hybrid model, the solution demonstrates both strong technical implementation and practical business relevance.

From a business perspective, the framework enables organizations to **monitor customer satisfaction, improve product quality, support personalization, and enhance revenue generation** through data-driven recommendations. The use of cloud infrastructure ensures **scalability, reproducibility, and collaborative development**, making the solution suitable for real-world deployment.

Overall, this project highlights how **advanced analytics and cloud computing** can be effectively combined to convert large volumes of customer feedback into actionable business intelligence. While further enhancements such as real-time deployment and deeper NLP models can be explored in the future, the current implementation provides a **solid, end-to-end analytical foundation** for modern e-commerce organizations.