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# PERFUMES: CORRELATION ANALYSIS ON RATINGS

# HALLOWEEN COSTUMES: TEXT AND CLUSTERING ANALYSIS ON AMAZON REVIEWS AND RATINGS

**About Data Set:**

Two datasets have been chosen to perform the analysis on correlation, association and clustering. The first data set is on Ratings and reviews of Perfumes and the second dataset is all about the amazon reviews and ratings of the Halloween Costumes in 2020. Both the datasets are extracted from Kaggle and contains both numerical and text data which is ideal for the analyses we are going to perform. Perfume dataset contains around 50K rows and major attributes like ratings, longevity rating of perfumes, sillage of perfumes. Halloween costume reviews dataset has 7814 rows and major attributes like text reviews, ratings, product name and title of the reviews. I personally chose these datasets because I love using perfumes and always review and rate them online. Halloween is celebrated widely and well known for people getting dressed up in the Halloween costumes. I was looking for Halloween costumes too on Amazon and found out there are many reviews and ratings. Textual analysis on these kinds of data would be very ideal.

**Links:**

Perfume reviews dataset: <https://www.kaggle.com/sagikeren88/fragrances-and-perfumes>

Halloween costume reviews dataset: <https://www.kaggle.com/thomaskonstantin/popular-halloween-costumes-amazon-reviews>

Data cleaning has been performed on two data sets. Attribute types are modified according to the requirement. All the missing values has been replaced and duplicates have been removed.

**The main goals of this text mining project are :**

1. To analyze how ratings of Halloween costumes are distributed?
2. To get an overview of how the perfume attributes rating, longevity, sillage and votes are correlated with each other?
3. To understand the frequently repeated Halloween costume reviews of 2020.
4. Grouping the Halloween costume text reviews using the K-means clustering analysis.

**Analysis:**

1. From analyzing the histograms drawn for Goal 1, it is evident that the attribute “ratings” is highly distributed within bin range of 4.2-5 and least distributed within range of 1.8-2.6. This concludes that most of the Halloween costumes are rated very high and are liked by the customers in 2020.

Annamraju/p.2

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*Fig.1. Histogram of attribute “ratings”*

1. Correlation Analysis is performed to see how the perfume attributes are correlated with each other. According to the correlation results, all the values are positive which concludes that all the attributes of perfume are positively correlated with each other. This might not be the causation but can have effect between the attributes. All the major attributes ratings, longevity and sillage are highly correlated with each other whereas rating and votes are very less correlation effect.

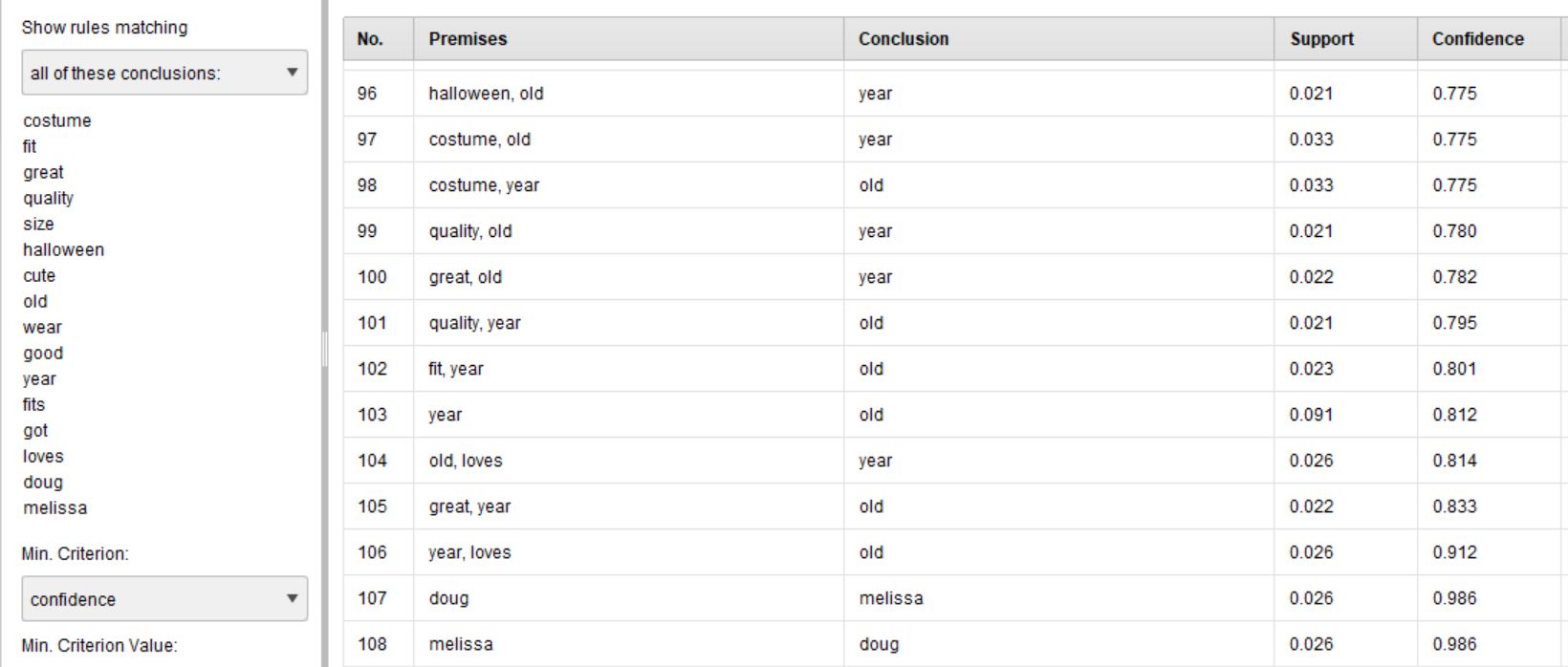
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*Fig.2. Result matrix of Correlation analysis*

1. Association Rule Analysis is performed to understand what the frequent item are sets of Halloween costume text reviews of 2020 are observed. The text attribute is considered which is text reviews given by the customers. Minimum support is set to 0.02 and confidence to 30% and results are observed. From the results, we got about 80 premises. The most occurred words in the text reviews are Halloween, costumes, loves, quality, dough, Melissa, fit, great etc. Dough and Melissa has the highest confidence met which states that the Halloween costumes of brand Dough and Melissa is most reviews by the customers on Amazon.

Annamraju/p.3



*Fig.3. Association rules table*

1. K-mean clustering analysis is performed to group the Halloween costume reviews and see how they go together. 4 clusters and 10 iterations are considered, and cluster analysis is performed. According to the cluster analysis results, Cluster 0 has highest number of clusters i.e. 6409 clusters. Davies Bouldin performance vector value is -5.433. From arranging cluster groups in ascending order, most repeated words in the clusters are

Cluster 0: costume, loves, Halloween, dress

Cluster 1: cute, love, super, warm, costume

Cluster 2: great, loved, quality, good, costume

Cluster 3: perfect, fits, Halloween, loved, costume

From the series of above words in the clusters, we can say that customers loves Halloween costumes from Cluster 0, These Halloween costumes are cute and super warm from Cluster 1, Halloween costumes are great and have good quality from Cluster 2 and Halloween costumes perfectly fits most of them and they love it. Overall, it can be said that “Lovely Fit and Great Quality Halloween Costumes”.

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*Fig.4. Cluster tables of cluster 0,1,2,3.*