

IGNITE

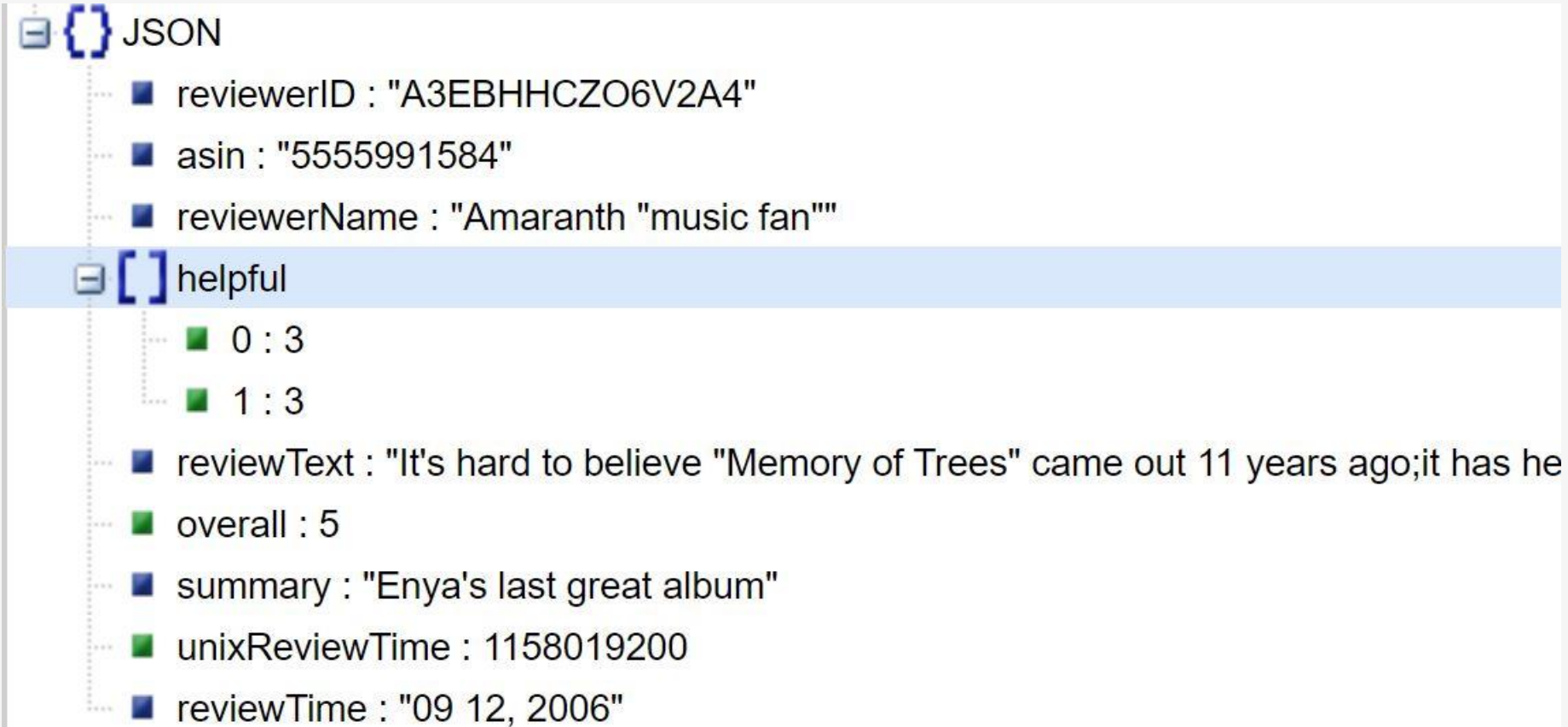
DIGITAL MARKETING AND TRENDING HOT GADGETS

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Data Collection & Processing

- Product review data was collected from Amazon Review data
 - (<http://jmcauley.ucsd.edu/data/amazon/>)
 - Json file and have following attribute
 - reviewerID** – ID of the reviewer
 - asin** – ID of the product
 - reviewerName** – name of the reviewer
 - helpful** – helpfulness rating of the review, e.g. 2/3
 - reviewText** – text of the review
 - overall** – rating of the product
 - summary** – summary of the review
 - We have done our analysis on following categories viz.
 - Books
 - Digital Music
 - Electronics
 - Video Game
-

Sample row in json data



A screenshot of a JSON tree view. The root node is labeled 'JSON' with a blue curly brace icon. It has three children: 'reviewerID : "A3EBHHCZO6V2A4"', 'asin : "5555991584"', and 'reviewerName : "Amaranth "music fan"''. The 'helpful' node is highlighted with a light blue background. It has a blue square bracket icon and two children: '0 : 3' and '1 : 3', both with green square icons. Below 'helpful' are several other nodes: 'reviewText : "It's hard to believe "Memory of Trees" came out 11 years ago;it has he', 'overall : 5', 'summary : "Enya's last great album"', 'unixReviewTime : 1158019200', and 'reviewTime : "09 12, 2006"', each with a blue square icon.

```
{
  "reviewerID": "A3EBHHCZO6V2A4",
  "asin": "5555991584",
  "reviewerName": "Amaranth \"music fan\"",
  "helpful": [
    0 : 3,
    1 : 3
  ],
  "reviewText": "It's hard to believe \"Memory of Trees\" came out 11 years ago;it has he",
  "overall": 5,
  "summary": "Enya's last great album",
  "unixReviewTime": 1158019200,
  "reviewTime": "09 12, 2006"
}
```

Part A – Figuring out Best Product from Data Set

- Using python we figure out top 10 products based on ratings
- We also consider the number of reviews.
- Based on this numbers we create charts for visualization

Part B – Figuring out Trends from Data Set

- We parse comment or review text and figure out the most frequent word.
- We eliminate stop words.
- We also do lemmatization to eliminate noun and adjectives.

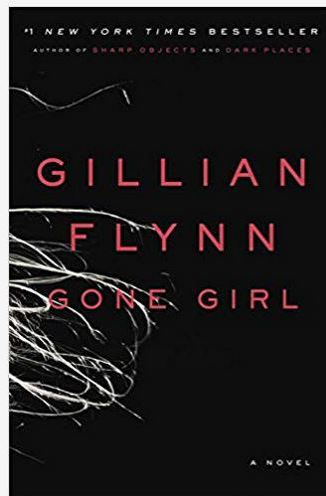
https://github.com/Varun-Shanbhag-007/CSP_EWA/blob/master/Trends.ipynb

Displaying processed data on the website:

- Save all this processed data into database (Mongo)
 - Query the database and populate the data on website.
 - Generate real-time links for product based on product id.
 - Eg : https://www.amazon.com/dp/<product_id>
 - Use JS and Servlets to display the data.
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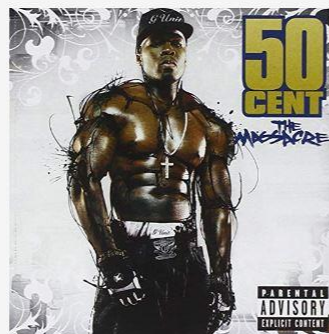
Check out our top trending products

#Psychological
Thriller



Books

#1 On US Billboard



Music

#God of War



Video Game

#Wireless



Electronics

#Sports
Headphone



Sports

Electronics

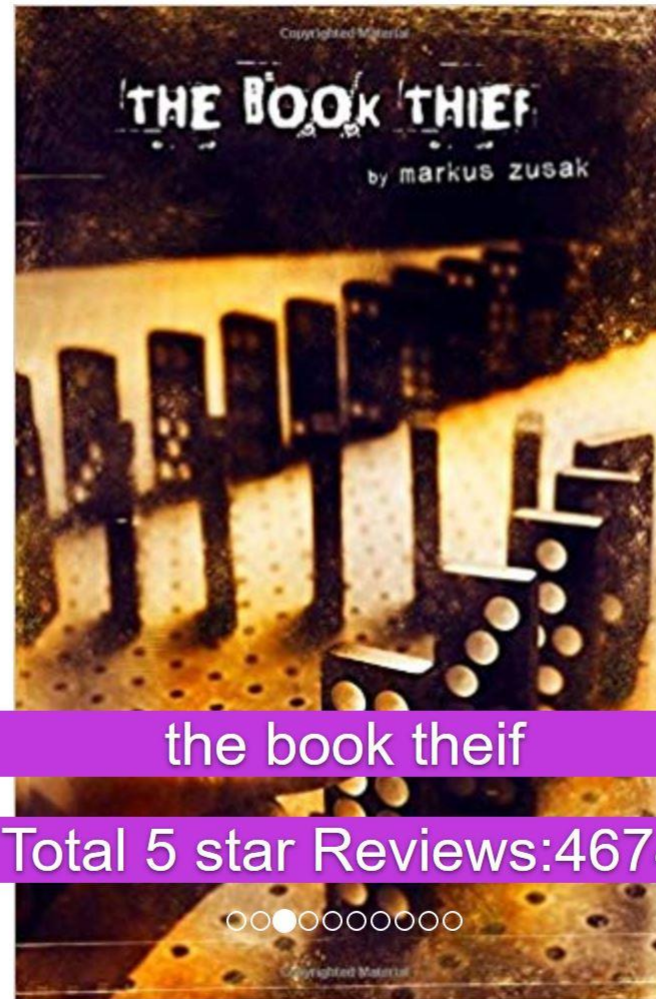
Books

Music

Video

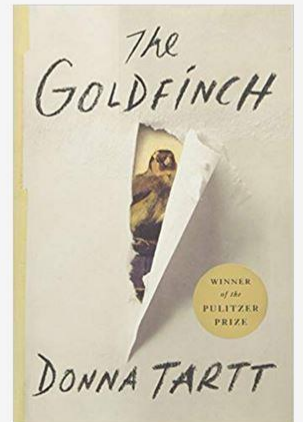
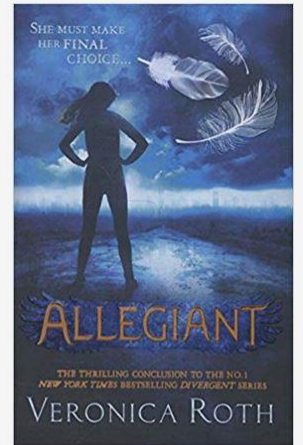
Trending

All Top Book Products



the book theif

Total 5 star Reviews:4674



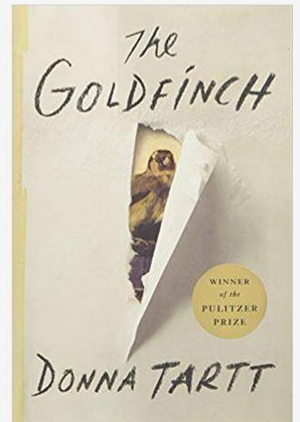
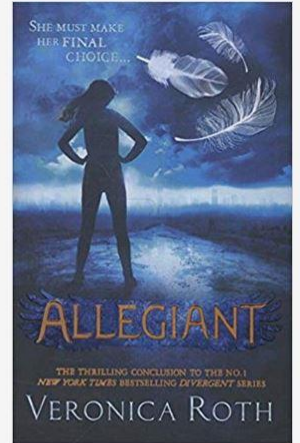
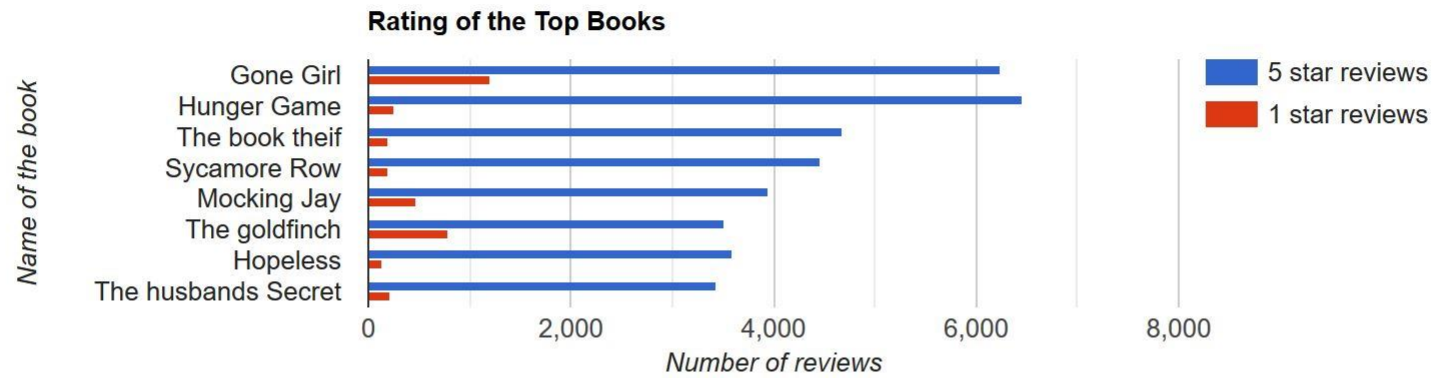
Electronics

Books

Music

Video

Visualization for Books



THANKS