IGNITE

DIGITAL MARKETING AND TRENDING HOT GADGETS

- *Varun Shanbhag*
- *Akshay Kulkarni*

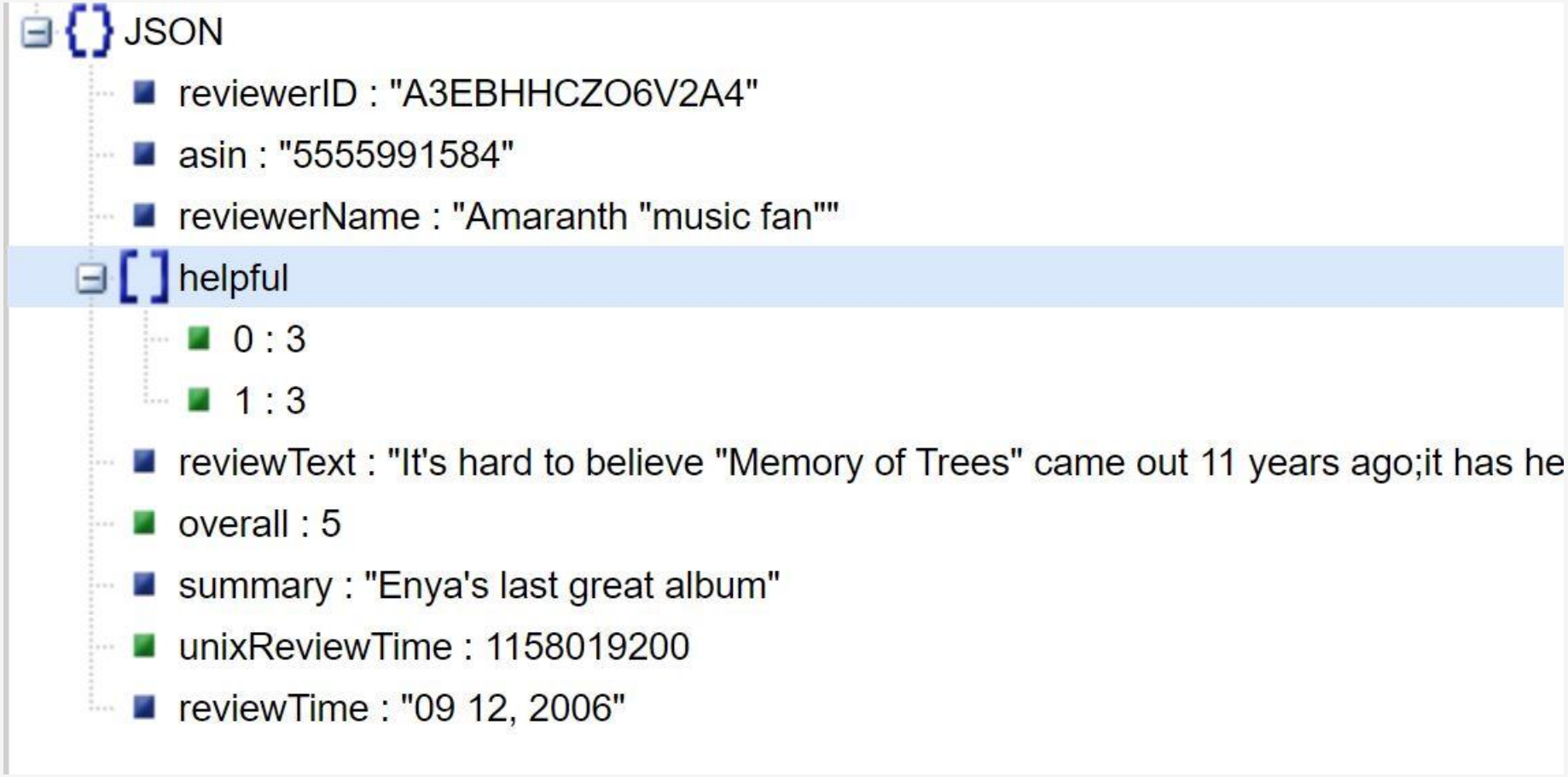
Data Collection & Processing

- 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



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.

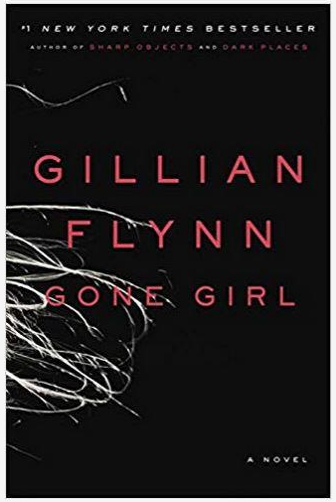
https://github.com/Varun-Shanbhag-007/CSP_EWA/blob/master/Trends.ipynb

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.

Check out our top trending products

#Psychological Thriller



Books

#1 On US Billboard

Music

#God of War

Video Game

#Wireless

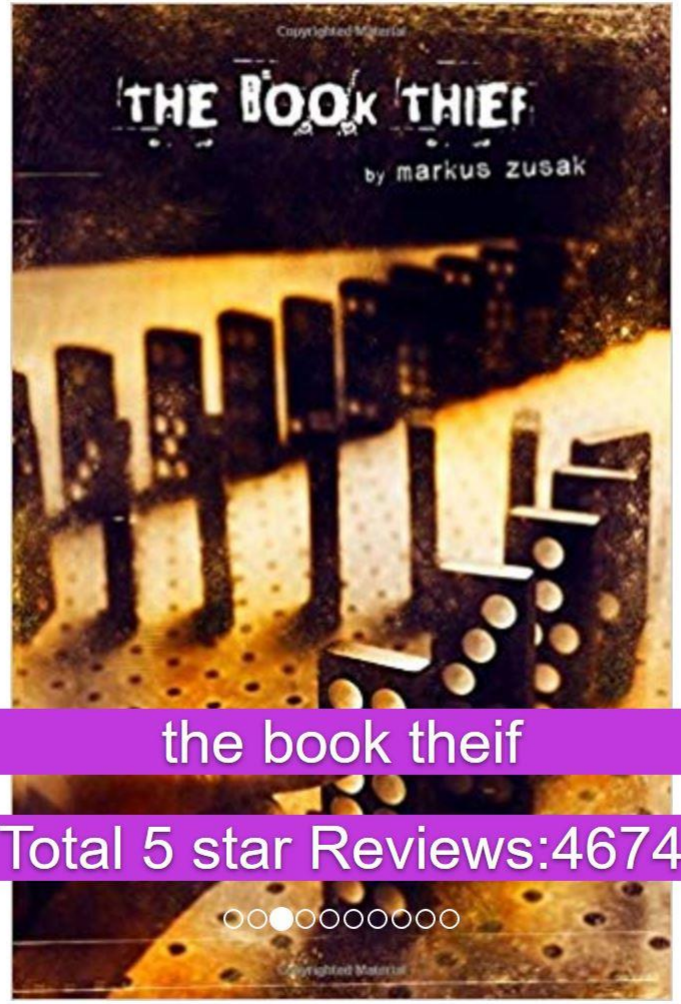
Electronics

#Sports Headphone

Sports

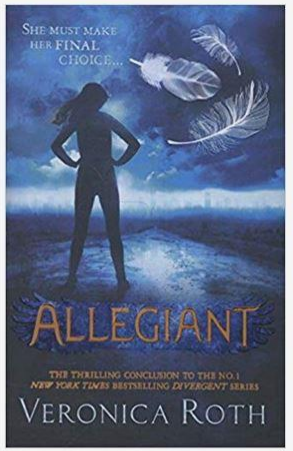
Electronics
Books
Music
Video
Trending

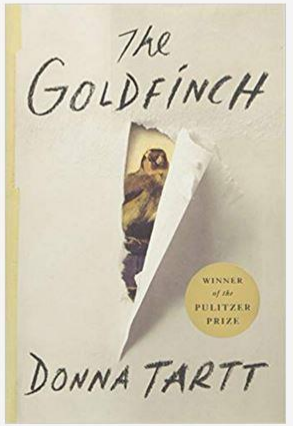
All Top Book Products



the book theif

Total 5 star Reviews:4674

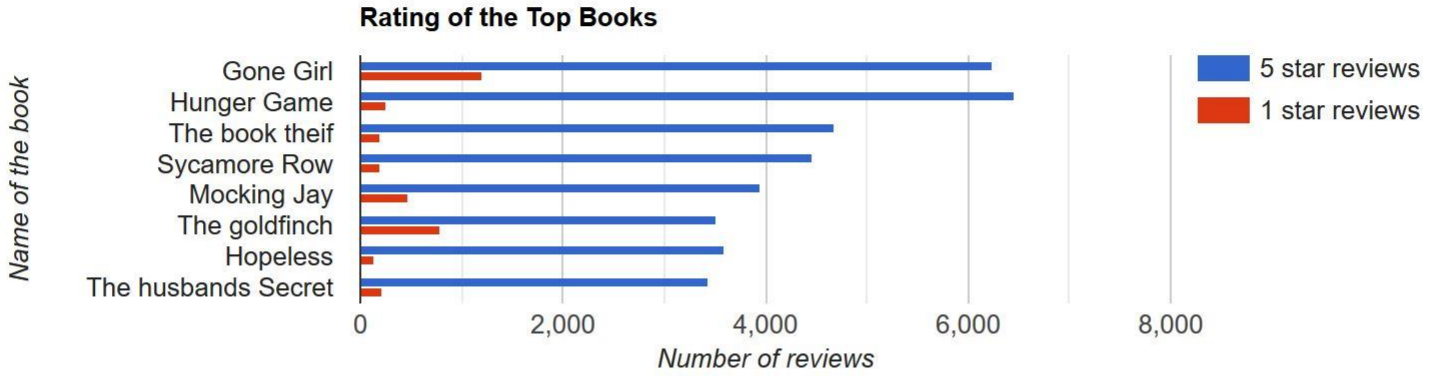


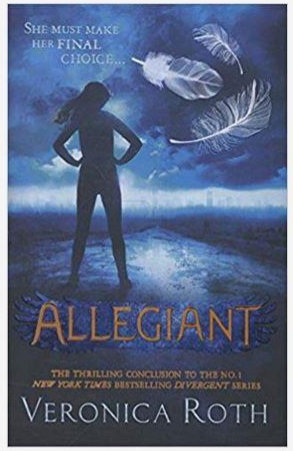


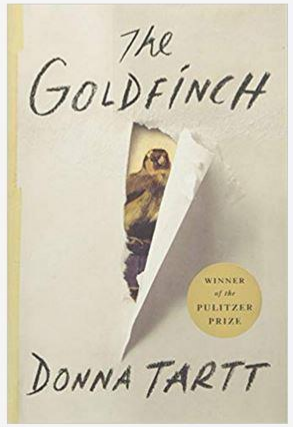
https://amazon.com/dp/0375831002

- Electronics
- Books
- Music
- Video

Visualization for Books







THANKS