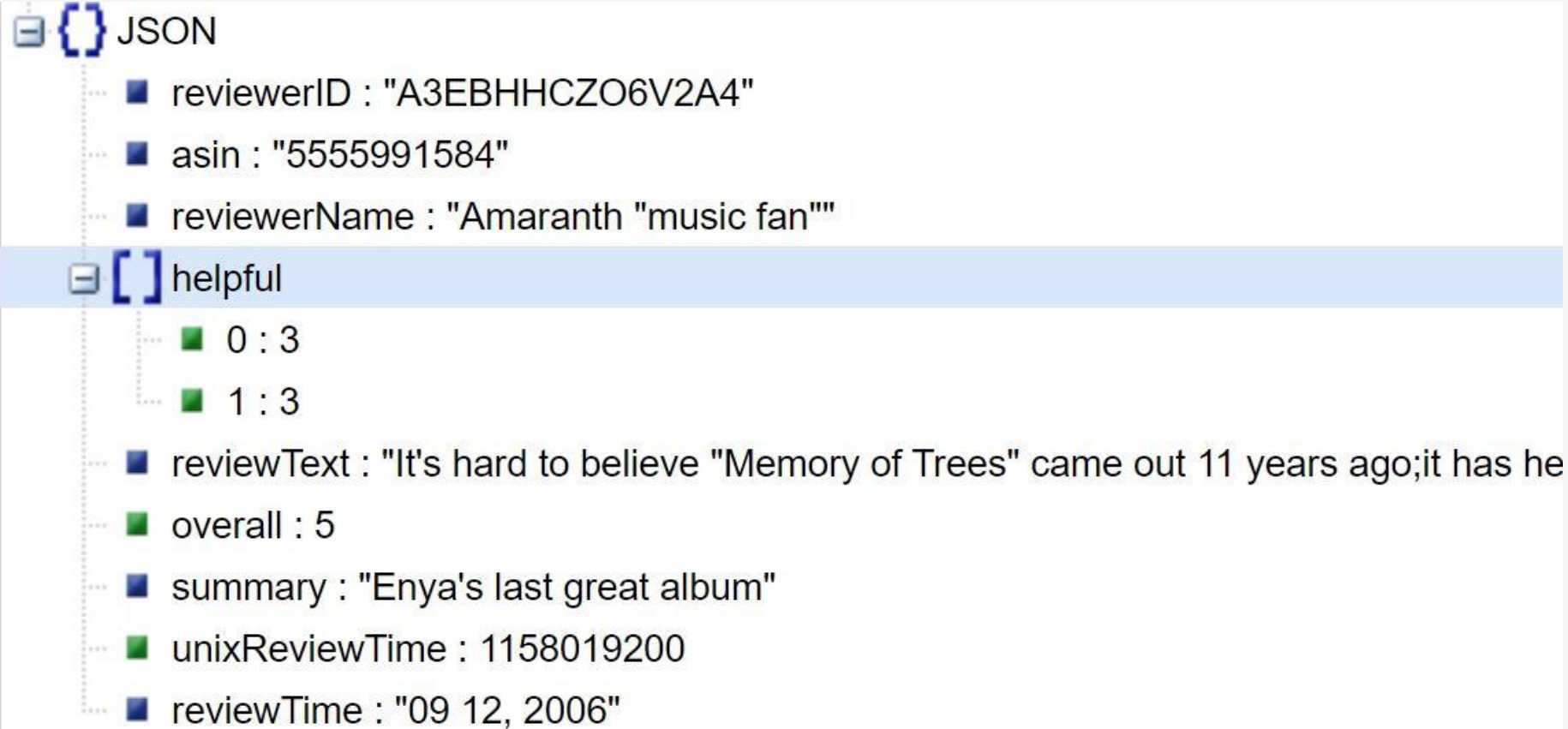# *IGNITE*

DIGITAL MARKETING AND TRENDING HOT GADGETS

- *Varun Shanbhag*
- *Akshay Kulkarni*

Data Collection & Processing

- Product review data was collected from Amazon Automotive 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

```
⊟ {} JSON
    ■ 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 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>
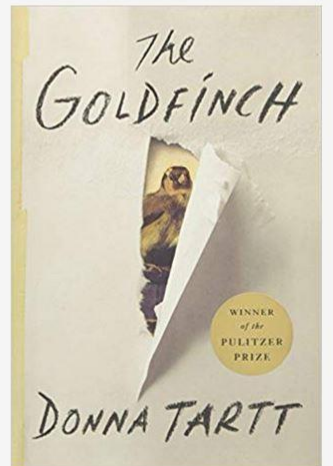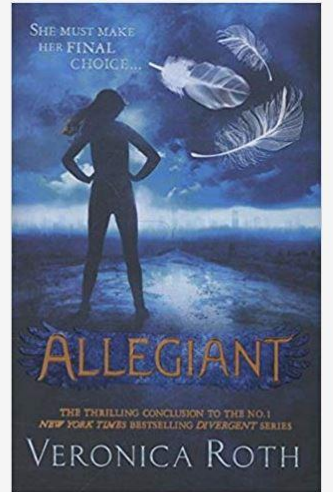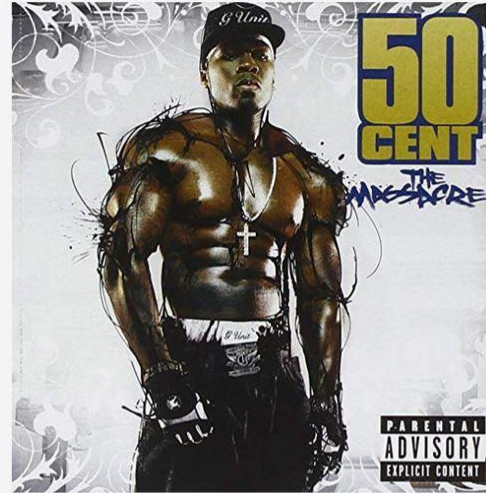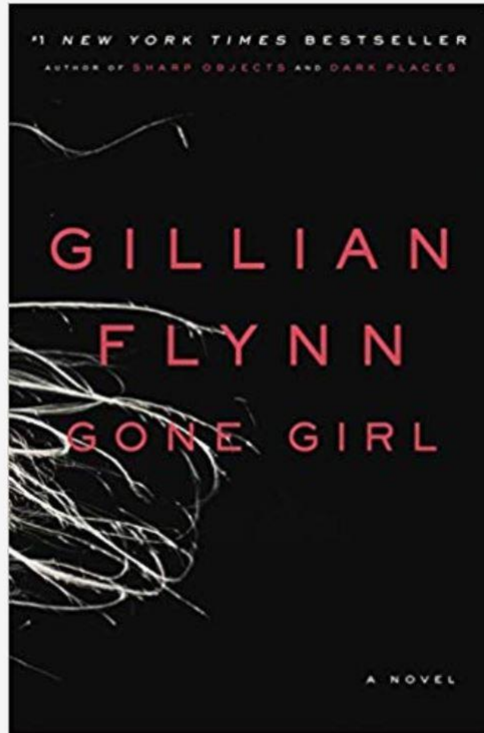
- Use JS and Servlets to display the data.

Welcome to Ignite

Our website will show you the highest rated products on amazon
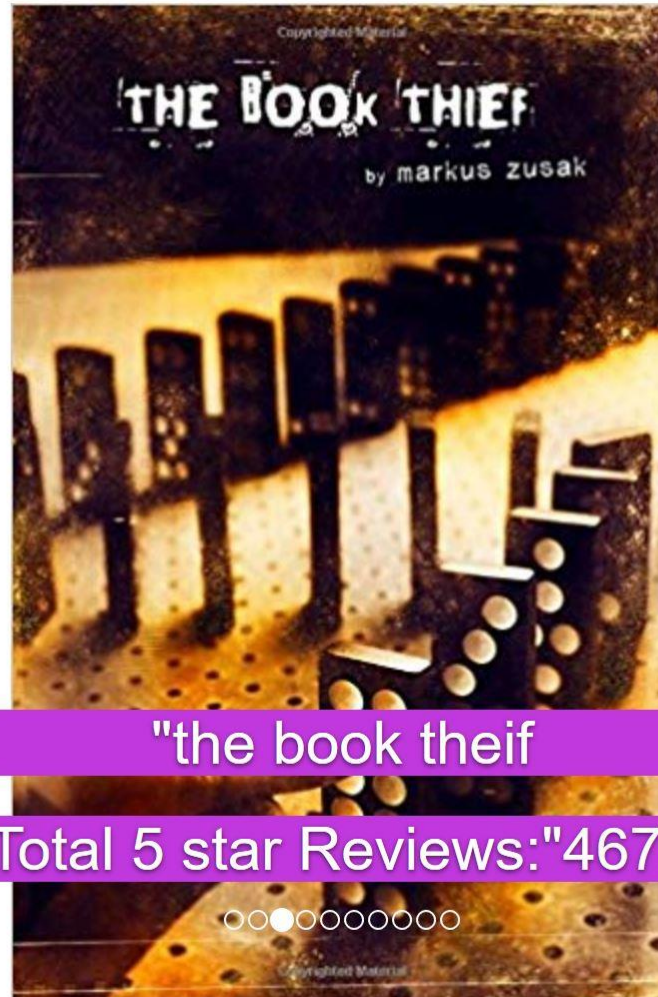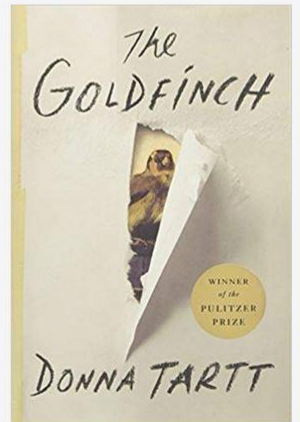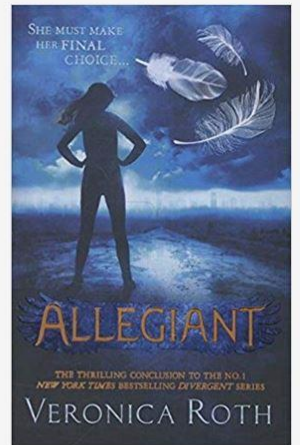
Check out our top-most products

All Top Book Products

"the book theif

Total 5 star Reviews:"4674

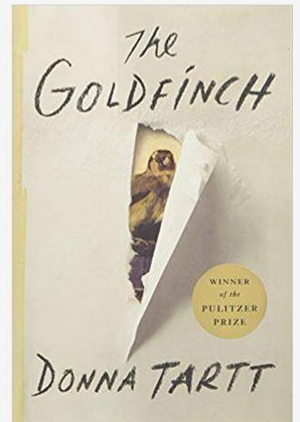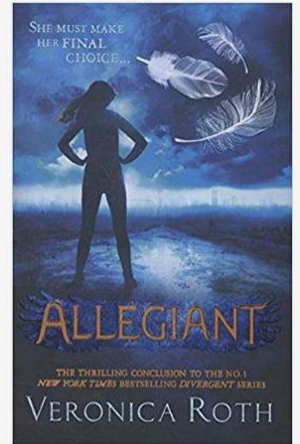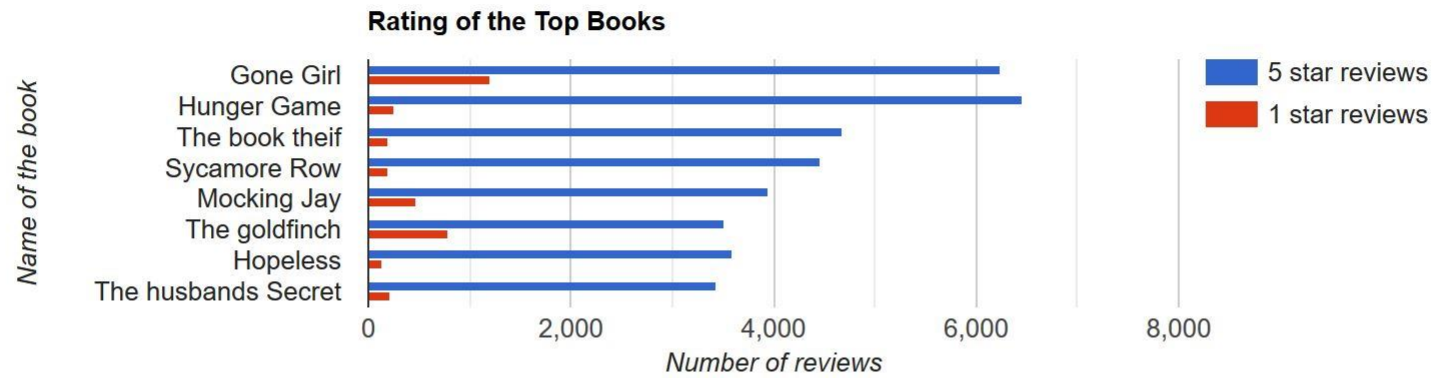https://amazon.com/dp/0375831002

Visualization for Books

Rating of the Top Books

Legend:
- 5 star reviews (blue)
- 1 star reviews (red)

Y-axis (Name of the book):
- Gone Girl
- Hunger Game
- The book theif
- Sycamore Row
- Mocking Jay
- The goldfinch
- Hopeless
- The husbands Secret

X-axis (Number of reviews): 0, 2,000, 4,000, 6,000, 8,000

THANKS