

# ISOM5160 Group Report

## Dataset: amazon\_food\_reviews.csv

Group7

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- ① Introduction
- ② Literature Review
- ③ Correlation Between Ratings and Product Descriptions
- ④ Methods
- ⑤ Results

## 1 Introduction

## 2 Literature Review

## 3 Correlation Between Ratings and Product Descriptions

## 4 Methods

## 5 Results

# Background and Motivation

## Why to give a presentation:

- show the main arguments and results of your work
- produce interest to read the full paper/report
- goal: be educational and also entertaining

## Advantages of using $\text{\LaTeX}$ with the beamer package:

- very easy if the report is already written in  $\text{\LaTeX}$
- different themes which are usable in practice
- possibility to create handouts using *beamerarticle*

# Research question

this is a Research question.



# Research gap

this is a Literature gap.

# Research question

this is a Literature Review.





# Overview

## 1. Visual Information Correlation

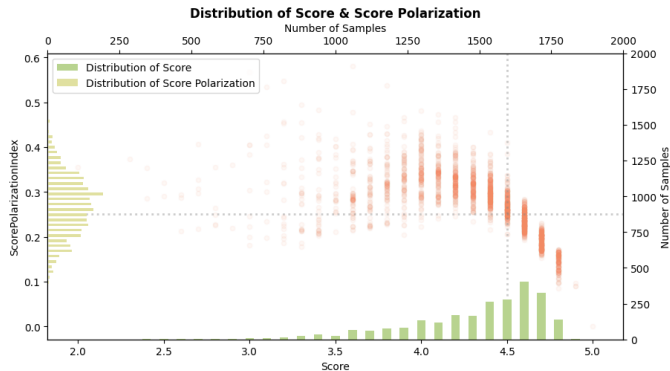
- Correlation with the number of sample images

## 2. Text Information Correlation

- Correlation with description length
- Correlation with reading ease
- Correlation with the marketing tone of the description
- Correlation with product description items *beamerarticle*

**Correlation computation:** We use spearmanr to compute Correlation

# Rating features



- ① **Mean Score:** The score displayed on the product detail page.
- ② **Score Polarization:** Indicates whether the ratings for this product are polarized.
- ③ **Standards of Good Score:** Score  $\geq 4.5$ ; Polarization  $\leq 0.25$

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# Title

- different themes which are usable in practice

# Figures



Figure 1: Logo of the university.

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- 5 Results**

- different themes
- different themes
- different themes
- different themes



Thank you for listening !

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