1. **Evaluating the Model**

**7.1** **Advantages of the model**

1.我们对评论进行了量化处理，使用了TextBlob进行情感分析对每条评论进行打分，客观地得出了评论对产品的评级。

1. We use TextBlob to analyze the emotion of each review\_body, and score them, so objectively get the rating of the product.

2.在解决问题d的时候，我们使用了斯皮尔曼系数分析，这种分析的要求不需要正态分布，并且它可以得出秩系数，即可以找出变量与变量以某种排序变化的关系。

2. In solving problem D, we use the Spearman coefficient analysis, which requires no normal distribution, and it can get the rank coefficient, that is, it can find out the relationship between variables and variables in a certain order.

3.模型较为客观的利用了尽可能多的数据, 并根据实际数据进行了调整, 通过对数据的可视化分析, 能够直观的挖掘出数据的大量信息, 透过信息来分析三个产品的趋势,声誉,成功与否等具体状况.

4. The model objectively uses as much data as possible, and adjusts it according to the real data. Through the visual analysis of the data, it can directly mine out a large amount of information of the data, and analyze the trend, reputation, success and other specific conditions of the three products through the information above.

**7.2** **Disadvantages of the model**

1.在构建LightGBM模型时, 由于时间问题未能很好的调参, 最终的结果虽然已经够好, 但是可能未达到最好.

1. When building LightGBM model, due to the time limits, the final result is good enough, but may not reach the best.

2.模糊综合评价法的评价矩阵可能不够客观, 但是已经尽量通过数据保证了客观性.

2. The evaluation matrix of fuzzy comprehensive evaluation method may not be objective, but it has guaranteed the objectivity through data as far as possible.

3.词频统计时, 未能很好的将一些短语分析出来, 例如实际上想将”n’t like”等整体表现情感的短语分词, 但是未能很好的做到这一点, 导致最后的评级相关词中展现的不够完整

3. In terms of word frequency statistics, some phrases are not well analyzed, for example, phrases like "n't like" that express emotion through all words are actually segmented, but this is not well done, resulting in incomplete presentation.

**7.3** **Application of the model**

1.模型可以应用在对产品初期的评估，分析其是否可以热销。

2.模型可以分析产品的声誉的变化，公司可以及时调整产品的销售策略。

3.模型可以较为客观的评价产品的成功与否, 并且及时向公司反馈相关信息.

1. The model can be used to evaluate the initial stage of the product and analyze whether it can be sold well.

2. The model can analyze the change of product reputation, and the company can adjust the product sales strategy in time.

3. The model can objectively evaluate the success of the product and feed back relevant information to the company in time