



THE AMAZON-ING RACE

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PROBLEM STATEMENT

Amazon sellers do not have in-depth analysis on the performance of their product

Amazon buyers cannot differentiate products based on multiple preferences

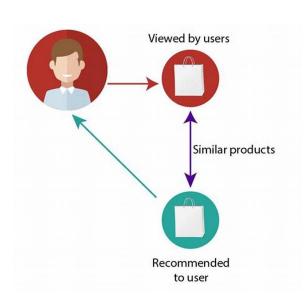


IMPORTANCE



QUICK

TAILORED



SELLER

ENHANCE SALES & AVERAGE ORDER VALUE

CUSTOMIZED AND RELEVANT CONTENT

CONSISTENT BRAND EXPERIENCE

CONTENT BASED FILTERING



DATA

amazon.com°



Roll over image to zoom in

OTU Men's Lightweight Waterproof Hooded Rain Jacket Outdoor Raincoat Shell Jacket for Hiking Travel

東京東京 4,447 ratings | 48 answered questions

Amazon's Choice for "mens waterproof jacket"

List Price: \$49.99 Details

Price: \$39.99 /prime FREE Returns

You Save: \$10.00 (20%)

Coupon Save an extra 5% when you apply this coupon.

Fit: True to size. Order usual size. Y









Large v

- 100% Polyester Imported
- Polyester lining
- Zipper closure
- Machine Wash
- · [Waterproof & Windproof] Superior water resistant shell fabric feature with Watertight IV. This softshell rain jacket for men performed well in windproof and waterproof, keep you all-day dry in overcast and rainy. Lightweight mesh lining used in core body to wick sweat away from the body.
- [Breathable & Lightweight] 100% Polyester fabric provides good breathability and is very light. This lightweight rain jacket can packs away into bag effortlessly. In favor of convenience, and compact storage.



★★★★★ Actually pretty good.

i ordered an XL thinking that it would run small, but it's actually a little roomy on me. The waterproofing seems very well done. Ample pocket space for whatever dumb things I feel like carrying.

Addendum: I wore it fishing, wading in the rain, and I stayed plenty dry and warm with this on.

162 people found this helpful

Report abuse



★☆☆☆ NOT WATERPROOF

Reviewed in the United States on May 16, 2021

Color: Fluorescent Green | Size: X-Large | Verified Purchase

I wanted to like this jacket, I'm tall and have long arms, usually things are too short for me in the sleeves but this fit great, little short on the tail end for a raincoat but it was acceptable.

Love the color, it's actually neon or fluorescent green as opposed to yellow which is typically mislabeled but this is actually green.

It is not however, waterproof. I thought the weak link was going to be in the way the hood zips off the jacket, which is in fact one area of leakage I believe, however, if you look at the photos you'll see it also seems to leak where the seams are around the shoulder blades as well.

I was out in pouring rain for about 8-10 minutes, it's less than two months old, I'm sad it doesn't work, looks really cool but not waterproof I'm afraid.



39 people found this helpful

Report abuse



**** Poor cuff closure design.

Reviewed in the United States on October 17, 2020

Color: Black | Size: Medium | Verified Purchase | Early Reviewer Rewards (What's this?)

I'm 5'9 165lbs and I ordered a medium. It fits me well. I wear it while I power wash on cooler days and have stayed dry so far after a few uses. What drives me crazy is the sleeve closure design. I have an average or greater than average sized wrist and the placement of the Velcro is very poorly designed. See attached photo. I'm going to ask my wife if she can fix the issue so I don't have to go through the troubles of returning the jacket. If they could just either add more Velcro or move the current piece I would've given 5 stars for the price I paid. The jacket allows room for layering and plenty of room in the sleeves.



37 people found this helpful





DATA CLEANING



Combined like terms



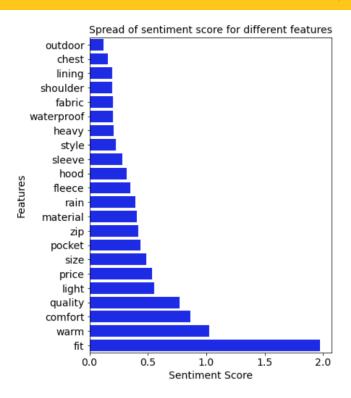
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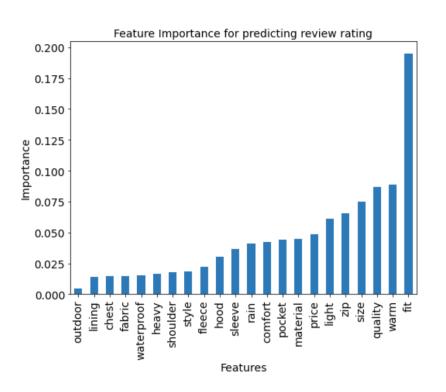


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RESULTS - FEATURES







RESULTS - PRODUCT RECOMMENDATIONS









Mastermind - Men's Leather Motorcycle Jacket

**** 88 ratings | 15 answered questions

Price: \$225.99 - \$339.99 & Free Return on some sizes and colors

TOTNMC Men's Lightweight Jackets Bomber Jacket Softshell Windbreaker Coat Varsity Jacket

***** 316 ratings | 5 answered questions

Price: \$35.98 - \$35.99 & Free Returns on some sizes and colors

Negative reviews on Amazon:

Bad fittings and worse sticking



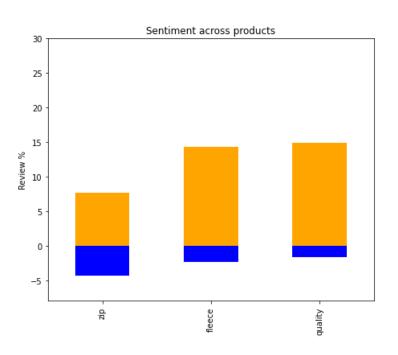


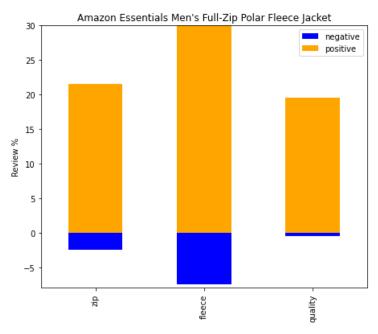


Levi's Men's Trucker Jacket

| Feature | Sentiment score |
|---------|-----------------|
| Fit | 3.14 |
| Quality | 0.24 |
| Size | 0.18 |

RESULTS - SELLER'S PERSPECTIVE









INSIGHTS

Sellers:

Can directly compare products between themselves to competitors and adjust their products

Buyers:

Can get more customized outputs based on their specific preferences